


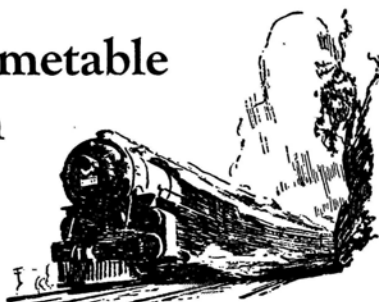


CORNELL ALUMNI NEWS



Cornell Alumni News
Publishing Corporation
Incorporates for \$125,000
—to Continue Publication
of ALUMNI NEWS and
to Operate the Cayuga
Press—Moves to Perman-
ent Quarters

Here is Your Timetable to and from ITHACA



These convenient Lehigh Valley trains link Ithaca with Pennsylvania Station, New York and Reading Terminal, Philadelphia every day.

Lv. New York	8.50 A.M.	11.50 A.M.	8.10 P.M.	†11.45 P.M.
Lv. Newark	9.24 A.M.	12.24 P.M.	8.44 P.M.	12.17 A.M.
Lv. Philadelphia	9.20 A.M.	12.40 P.M.	8.40 P.M.	†12.05 A.M.
Ar. Ithaca	4.49 P.M.	8.21 P.M.	*5.00 A.M.	7.39 A.M.
Lv. Ithaca	8.54 A.M.	12.37 P.M.	†10.34 P.M.	
Ar. Philadelphia	5.03 P.M.	8.08 P.M.	6.21 A.M.	
Ar. Newark	5.12 P.M.	8.14 P.M.	6.17 A.M.	
Ar. New York	5.45 P.M.	8.47 P.M.	6.50 A.M.	

*Sleepers may be occupied at Ithaca until 8.00 A.M.

†Sleepers open for occupancy 10.00 P.M.

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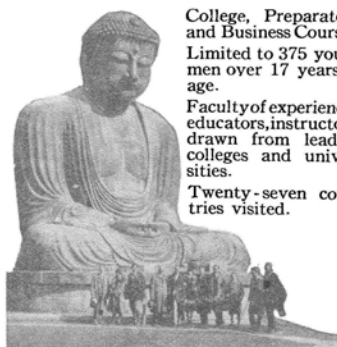
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CORNELL ALUMNI NEWS

VOL. XXIX, No. 35

ITHACA, N. Y., JUNE 9, 1927

PRICE 12 CENTS

THE University was shocked and saddened by the drowning on May 31 of Norman C. Konrad '27 of Buffalo. He had been swimming with a girl companion in the pool by the powerhouse in Fall Creek gorge. At this point, you will remember, the water tumbles for twenty or thirty feet over a series of ledges and plunges into the pool, where it swirls and eddies before continuing on its way down the gorge. In summer, when the water is low, the pool is no more dangerous than any other swimming-hole. But on May 31 the stream was high and the water was fatally cold.

THE STUDENTS worked heroically to recover the body. A human chain formed across the shallows below the pool, and later a wire net replaced the volunteers. Meanwhile a corps of divers sought to discover the location of the body. Floodlights were brought from Schoellkopf and the work continued through most of the night. Finally, on the following day, the water was drawn off from Beebe Lake and the dam gates were then closed. Thus the water in the gorge was reduced to a mere trickle. After twenty-four hours of search the body was discovered, wedged in a crevice of rock, and extricated by Francis M. Brotherhood '27.

HAS THE UNIVERSITY been in any way remiss? It keeps a lifeguard on duty at this pool during the summer, but it counts on cold and high water to keep the swimmers out of the gorge during May. Nevertheless, there are cases on record of adventurers opening the swimming season at the end of March, beneath the drip of the great south-wall icicles.

WHAT CAN the University do to prevent a repetition of this heart-sickening accident? It can forbid all bathing in the gorge, thus driving the students to swimming-holes far more dangerous than the one now authorized. It can forbid bathing during high water, and can enforce the prohibition to some extent, with the aid of two or three gorge-patrols. It can at any rate make the pool somewhat safer, by blasting away the caverns underneath the falls. And it can appeal to the good sense of the students by published warnings of the boiling back-currents about the foot of the falls at high water. There have been relatively few accidents on Cayuga Lake since the University displayed its reasonable explanation why and how boating thereon might be dangerous.

THE PHI EPSILON PI House, formerly the Nayati House, the northernmost of the fraternity homes, was visited by fire on

June 3. About \$10,000 worth of damage was done; it would have been more had not many of the students already sent their possessions home. This is the first fraternity fire of any consequence in about five years. At that time Theta Xi held a fire, but it was no great shakes. Yet there was a time when Cornell fraternity fires were a reproach to our neighbors, a scorn and a derision to them that were round about us, a byword among the heathen, and a shaking of the head among the people. To be sure, the newer fraternity houses are pretty well fire-proofed, and in the older houses extreme precautions are taken as to wiring, heating, and cigarette disposal.

TEN FAMILIAR faces flashed on the screen at the Crescent last week, when the results of the movie tests made by the First National Pictures' Studios were shown. The make-up man or the camera lens did weird things to these "ten most distinctive male personalities at Cornell"—chosen from three hundred applicants. Considered handsome young men, there is no denying that on the screen they were, with one or two exceptions, a strange-looking lot. But one, Robert S. Thurston '27, of Batavia, was chosen from a total of 14,261 applicants from thirty-six universities as one of the ten runners-up in the nation-wide search for collegians for future screen plays. Perhaps Adolph Menjou, whom the Class of 1912 so proudly claims as the most popular Cornell alumnus in the movies, is soon to have a rival.

PHI DELTA KAPPA, honorary educational society, has elected the following officers: president, Evert L. Austin, Grad., of Ithaca; vice-president, John M. Shales, Grad., Perth Road, Ontario; treasurer, James B. Palmer '21 of Edinboro, Pa.; corresponding secretary, Anson W. Gibson '17 of Ithaca, recording secretary, Raymond E. Wakeley, Grad., Laceyville, Pa.; Historian, William T. James, Grad., Greer, S. C.; and Faculty sponsor, Professor Clyde B. Moore.

THE NEW BOARD of the Cornell Annuals has been chosen. Donn V. Smythe '28 of Washington, D. C., will be editor. Hubert C. Bebb '28, of Hinsdale, Ill., will be art director, Hyman S. Clark '28 of Savannah, Ga., managing editor, and John M. Dorris '28 of Buffalo, business manager. Myra P. Tolins '28, of Brooklyn will be women's editor, and Elizabeth Clark '28 of Roslyn Heights, associate women's editor. Junior associate editors will be Robert W. Jorgensen of Chicago, Philip J. Stone of Washington, and Henry P. Truesdell of Summit, N. J. Harry C. Beaver '28 of

Longmeadow, Mass., will be circulation manager, Wayne E. Dorland '28 of South Orange, N. J., senior associate business manager, and Donald P. Setter '28 of Cattaraugus, associate art director. Assisting in gathering in the shekels, as junior associate business managers, will be George S. Gladden of Detroit, Edward B. Riklin of Tonawanda, Edward H. Stiefel of Maplewood, N. J., David W. Somers of Buffalo, and Alpheus F. Underhill of Buffalo.

ROD AND BOB, honorary engineering society, has elected Thomas B. Aldrich '28 of Englewood, N. J., Edward J. Scheidenhelm '28 of Wilmette, Ill., Arnold O. Babb '29, of Keyser, W. Va., Richard L. Cuthbert '29 of Brooklyn, Joseph S. Gowdy '29 of Denver, Colo., Pierre Joseph Purcell '29 of Plainfield, N. J., William J. Quest '29 of Louisville, Ky., Herbert D. Rollo '29 of Freeport, and Arch P. Smith, Jr., of North Tonawanda.

THE ARCHITECTS don't have to work any more. The barrel of water, pushed off a top cornice of White Hall, hit the ground. Had it floated in the air, back to their drawing-boards they must go. Annually the architects put this query to the fates—that-be. If the barrel does not hit the ground, they are bound by dark vows to continue their work. This year, after senior singing Thursday night, they put the question while hundreds of awed observers watched, fearing that some spiteful god would suspend the laws of gravity. But everything went well, and particularly happy was the augury. The barrel, falling three stories, did not break. The head came off, the water splashed forth, and the surprised barrel rolled off unharmed except for shattered nerves. According to the architects, if the barrel does not break it is an omen that all seniors are going to pass their theses.

PROFESSOR HEINRICH RIES was a speaker at the convention of the American Foundrymen's Association, held in Chicago June 6 to 10. He gave the report of the Committee on Testing Foundry Sands, of which he is chairman.

THE ODD FELLOWS of the State plan to dedicate the orphanage, the infirmary, and the gateway of their State Home group on West Hill on June 26. The infirmary and the gate posts were erected by the Rebekahs, the orphanage being erected by the I. O. O. F. itself. Over ten thousand visitors are expected including representatives of several hundred lodges. The group when completed will be a very attractive addition to local architecture.

Student Drowns in Gorge

Norman C. Konrad '27 of Buffalo Wedged Under Rocks in Fall Creek—Body Regained With Difficulty

Fall Creek Gorge has claimed another victim. Norman C. Konrad of Buffalo, a senior in chemistry, and member of Phi Delta Sigma, was drowned late in the afternoon of May 31. With Miss Sallie L. Holcomb '27 of Binghamton, his fiancée, he had gone to the pool by the power house, where a number of students were swimming. They decided to swim over to the south side of the pool and dive into the current to see who could swim farthest toward the foot of the falls. Konrad dove into the current which was unusually swift and swollen by recent rains. He did not appear and in alarm Miss Holcomb dove into the pool where he had disappeared. She was caught in the current and also disappeared.

Robert P. Tiffany '28 of Jamestown dove after her, and with the help of other students forming a human chain across the current, brought her to shore. Other students made persistent dives in the attempt to locate Konrad, but without success. Twenty-three hours later his body was found lodged almost directly underneath the falls opposite the point from which he made his fatal dive.

All during the afternoon of the tragedy, and late into the night with the aid of the football floodlights from Schoellkopf Field, students dove again and again into the waters. The operations were directed by Professor C. V. P. Young '99 and fraternity brothers of the drowned boy. Professor Fred A. Barnes '97 employed every means to lower the lake level and so reduce the current over the falls and it was during the second time that the water was at its lowest that Francis M. Brotherhood '27 of East Aurora discovered the body. It had been wedged between a protruding pinnacle of rock and the gorge wall at the foot of the waterfall, about fifteen feet beneath the surface. Brotherhood had to use weights to carry him to that depth.

The body bore no bruises to indicate that he had struck bottom or been injured in any way. The position of the limbs showed that he must have fought against the pressure of the falls as long as he was conscious. His dive had evidently carried him across stream until the tremendous pressure of high water coming over the falls caught him and pressed him into the imprisoning crevice.

The boy's father, Louis B. Konrad, was present. The body was taken home to Buffalo for the funeral, accompanied by Mr. Konrad, Miss Holcomb, and James D. Pond '28 of Poughkeepsie, room-mate of the boy. Pond was one of the most persistent of those who dove for the body, and

had stopped only when completely exhausted.

Konrad is survived by his father and mother and a younger brother. He was to have sailed for Chile right after his Commencement.

SPORT STUFF

The championship track meet of the New York State Public High Schools' Athletic Association has been held on Schoellkopf Field for the last four years.

Under the supervision of the Department of Education at Albany the state (outside of New York City) is divided, for athletic purposes, into thirteen sections. Each of these sections holds its own championships and on the first Saturday of June the individual winners—two hundred of them—come to Ithaca to fight it out for the state championship.

They are a picked lot of boys. Most of them go to college. They come from schools which provide more than 30% of the undergraduate population of this University. They see the place when it is most beautiful and alluring. They are here for two days and are entertained at Willard Straight and in the fraternity houses. They have a good time and are obviously impressed.

And yet after four years not a single winner of a single event has ever matriculated at Cornell and, as far as I know, no one has ever tried to.

The above fact does not in any way affect the great value of the meet or our interest in it. The phenomenon, however, makes for self-scrutiny. What is the matter with us?

I've never talked with any of these boys about going to college, but many of the students have. The latter tell me that you ask one where he's going, it's generally X college or Z university. When you ask him "Why not Cornell?" the answer invariably is either "Too hard" or "It costs too much to get through." R.B.

CIVIL ENGINEERING BREAKFAST

One of the more recent features of reunion days is the breakfast on Saturday morning given by the faculty of the School of Civil Engineering to its returning alumni. This custom was instituted three years ago and was such a success that it has become a permanent part of the reunions. These reunion days are all too crowded as it is, and the opportunity afforded alumni and faculty to get together without wasting the so precious time in pursuing one another about the Hill provides a happy solution for the former difficulties of meeting. The Breakfast this year is in Sibley Recreation Room, Saturday morning from 8:00 to 10:30.

Fuertes Back from Abyssinia

Reports Hospitable Reception by Natives—Many Valuable Specimens Collected by the Expedition

Louis Agassiz Fuertes '97 has returned to Ithaca, after eight months in Abyssinia with the Chicago News-Field Museum Expedition. Now en route from Europe are more than three thousand specimens of birds and mammals collected by the party.

The main headquarters of the expedition were at the capital at Addis Abeba. Fuertes went through the Chilalo Mountains with the other four scientists, and then with Dr. Wilfred S. Osgood, curator of zoology at the Field Museum, he went farther south along a chain of lakes, the Great Rift Valley of Africa, and the Jum-Jum Mountains, collecting birds and mammals. Later he and Dr. Osgood went north to the Gojam country, ruled by Ras Hailu, and over the Choki Mountains to the headquarters of the Blue Nile, Lake Tsana, and out via the Sudan.

They found the natives of Abyssinia leading a life comparable to that of Old Testament times and a most hospitable people. To them a stranger is a guest and Fuertes says that they encountered the utmost kindness and courtesy everywhere. During their entire stay in the country of Ras Hailu, the chamberlain, traveled with them and the visitors were not allowed to pay for a single article of food or other things which the people of the country could provide. Each night saw a procession of natives coming to camp with gifts of bread, goats, firewood, etc.

When the expedition left, Ras Hailu bade them farewell with the utmost ceremony, and journeyed a little way with them. When he left them with the blessing of God, they had not seen the last of his kindness, for riders kept coming back every few miles to bring them parting gifts from him—a bird which he thought they might like to add to their collection, or something of the sort. The last rider coming up breathless, and bowing low before them undid his shamma to reveal as the final imposing present of the series a large yellow and white domestic cat, with the compliments of the Ras.

It is still too early, Fuertes says, to discuss the outcome of the expedition in detail. Besides the bird and mammal collection, there are a hundred specimens of the lower vertebrates, much interesting motion picture film, and a thousand photographs. The mammal collection includes ample material for museum habitat groups of the rare mountain nyala and ibex, both confined to restricted localities in Abyssinia.

The Alumni News Undergoes Reorganization

Magazine Placed on Safe and Sound Basis by \$125,000 Stock Issue—Acquires the Cayuga Press With Its General Printing Business—Moves Into Permanent Quarters in Building Constructed for It.

A REORGANIZATION that is unique in the history of alumni affairs is now well under way to successful completion by THE CORNELL ALUMNI NEWS. The process includes the acquisition of the Cayuga Press by THE ALUMNI NEWS, the formation of a new corporation, the Cornell Alumni News Publishing Corporation, the acquiring of new quarters for the publication and the printing plant, and an issue of preferred stock of \$125,000.

The directors of the new corporation are Romeyn Berry '04, William J. Norton '02, R. Warren Sailor '07, Harry G. Stutz '07, and Walter L. Todd '09. Norton is vice-president, Stutz is secretary, and Sailor is president and treasurer.

Alumni magazines are almost universally owned and operated by voluntary general alumni associations, and are dependent to a degree on voluntary contributions, subsidies from the college, and appropriations from the funds of the alumni association, in case of operating loss.

The forming of this corporation is a wide departure from standard practice, but is justified by the history of the component parts of the consolidation. For twenty-five years the Cornell Alumni News Publishing Company had published THE ALUMNI NEWS apparently as an ordinary corporation, but actually dependent on the constant care and occasional cash loans of one alumnus, who, aside from a few minority stockholders with total holdings of \$325, carried the entire responsibility that is ordinarily the main burden of an alumni association. This benefactor, John L. Senior '01, thus preserved for Cornell its alumni publication, established in 1899, when not over half a dozen of the present 150 alumni magazines had come into being.

The ALUMNI NEWS was established some ten years before the Cornellian Council and more than twenty before the Alumni Office. Undoubtedly its stimulating of alumni interest made the success of these organizations easier, if indeed they could have been possible without it or some equivalent. It is recognized by both that ALUMNI NEWS readers are to a large extent the backbone of any effort of these organizations, whether for soliciting funds, for holding reunions or conventions, for supporting club activities, or whatever a general alumni body might undertake if one existed. Meanwhile, although mutually independent, the various independent factors in Cornell alumni work cooperate fully as well as do the interdependent committees of any alumni group in other colleges.

Elsewhere in this issue appears an advertisement of the sale of the stock. It is hoped that the ownership of this stock will be sufficiently widespread so that the list of stockholders will constitute a

virtual alumni publishing association, of heterogeneous interests, geographically well distributed, and with a greater permanency and even higher degree of responsibility than would be possible with merely voluntary membership.

The stock issue consists of 1250 shares of seven per cent cumulative, voting, preferred stock, for sale at par value, \$100 per share, and 6500 shares of voting, common stock of no par value. Each share of preferred stock carries with it a bonus of one share of common, the remaining common stock being used to acquire the various equities not covered by the proceeds from the sale of the preferred stock.

The sale of the preferred stock provides the funds for the purchase of the Cayuga Press equipment and supplies, the purchase of additional equipment, the purchase of THE ALUMNI NEWS, the purchase for cancellation of the stock of the Cornell Alumni News Publishing Company, and adequate working capital for the enterprise.

Approximately \$100,000 of the stock of the new corporation has been subscribed by about sixty alumni and friends of the University. It is hoped that the remainder will be absorbed by readers of THE ALUMNI NEWS to whom the new arrangement proves interesting. The assets of the corporation exceed its liabilities by a safe margin and the offering

presents an opportunity to support a Cornell institution by an investment rather than by the less attractive method, common to many alumni publications, of making contributions to meet acute situations.

The history of the component parts of the consolidation is given below.

The Cornell Alumni News

THE CORNELL ALUMNI NEWS was established in 1899, taking over the functions performed by *The Cornell Era* upon the changing of the *Era* to a literary magazine after having been a weekly newspaper of Cornell affairs since its establishment in 1863. In 1902 THE ALUMNI NEWS was incorporated under the laws of the State of New York as the Cornell Alumni News Publishing Company, and was managed from 1902 until 1916 by John L. Senior '07, then graduate manager of athletics.

In 1916 R. Warren Sailor, secretary of the Cornell Alumni Association of Chicago, and secretary of the Associate Alumni of Cornell, moved to Ithaca and became business manager of THE ALUMNI NEWS. Two years later, when Woodford Patterson, for ten years editor-in-chief, became secretary of the University, Sailor also became editor-in-chief and head of the Board of Editors, and is now editor, business manager, and treasurer of the Corporation.

The New
Home of the

CORNELL
ALUMNI
NEWS

113 E. Green St.
Ithaca

Photo by Tompkins



THE CORNELL ALUMNI NEWS ranks ninth in number of subscribers (seventh in subscription income) among the 150 alumni publications. It is led by Michigan, Pennsylvania, California, Yale, Harvard, and Princeton. M. I. T. and Wisconsin slightly exceed it in number of subscribers, but because of monthly publication have lower subscription rates and less income.

At the present time THE ALUMNI NEWS does a business of about \$6,000 a year in advertising and about \$24,000 in subscriptions. Both main sources of income are capable of development. Capital for this purpose has not been available.

The Cayuga Press

The Cayuga Press was established in 1912 as the job printing shop of *The Ithaca Journal*. Its equipment was up to the highest standards of modern printing being, in general, Lanston Monotype, Miehle Cylinder Presses, and Hamilton steel equipment. It operated under the handicap of insufficient space. In 1921, Sailor, the business manager of THE ALUMNI NEWS, having become interested in a project of the student publications for a joint print shop, with a view to eventually establishing a University Press, leased the Cayuga Press. The new business was operated under the assumed name of the Cornell Publications Printing Company. Most of the original plan failed to materialize however, and the business became actually a proprietorship, and simply a commercial printing plant.

The Cayuga Press had an excellent reputation locally for high-class work. Since 1921, as its volume has increased, its range has broadened and it has been doing printing for various organizations that have no Ithaca connections whatever.

The gross volume of business has increased materially since 1921. For the first three years it averaged less than



THE COMPOSING ROOM

This view is from the press room door, and gives a general view of the composing room.

Photo by Tompkins

\$60,000 per year. For the next two years it ran about \$80,000, which was approximately the maximum capacity of the old shop.

Among the present publications printed are THE CORNELL ALUMNI NEWS, *The Cornellian Council Bulletin*, *The American Journal of Psychology*, *The Journal of Physical Chemistry*, *The Princeton Engineering News-Letter*, *The Stevens Indicator*, *The Psychological Index*, *Cornell Studies in English* (The Yale Press, publishers), *Annual Reports of the Association of Alumni Secretaries*, and the *Peninsular Series* and the *Catalog Series* of the Hispanic Society of America. Among the more noteworthy books printed have been *The Cornell Alumni Directory of 1922*, *The Fifteen-Year Record of the Class of 1909 of Princeton*, *The Manual of Alumni Work*, *The History of Athletics at Lafayette*, *Courtney and Cornell Rowing*, and the semi-annual volume of the

George F. Baker Non-Resident Lectureship in Chemistry.

The new shop can be organized to take care of half a million dollars' worth of business annually by a further increase in equipment. It is now arranged so that it can handle a quarter of a million economically and with good results. At present, including the publications and books mentioned and a large business on small work such as letterheads, folders, and catalogs, it is doing a volume that will approximate \$125,000 during the first year.

The New Building

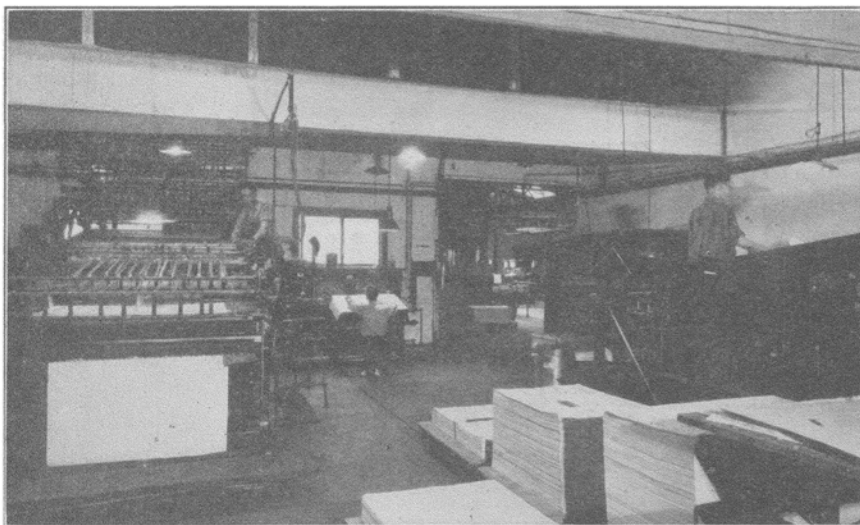
One of the immediate needs of the printing plant was to secure larger quarters. A group of Cornellians in Ithaca cared for this problem last year by purchasing a garage with a lot in front of it on which another building was erected for paper storage, mailing rooms, a bindery, the ALUMNI NEWS offices, and the Savage Club rooms.

Located on the same floor level as the Cayuga Press is the paper warehouse, the mailing room (operated by THE ALUMNI NEWS), and the University bindery. This bindery is an outside concern which handles all binding for the Cayuga Press except cloth editions, and does a general business as well.

On the second floor, and connected with the Cayuga Press, are the offices of THE ALUMNI NEWS, occupying the floor except for one room given over to the bindery for the rebinding of books.

The Savage Club of Ithaca has arranged for a ten-year lease of adequate space in the basement of the building and has constructed permanent quarters there.

The building has concrete shop floors, oil heat and automatic sprinklers. Of the total floor area of 11,650 square feet, the Cayuga Press occupies 7250, THE ALUMNI NEWS and the corporation offices 1925, the University Bindery 1600, and the Savage Club 875.



THE PRESS ROOM

This view, taken from the door of the paper stock room, shows a glimpse of the composing room through the doorway at the end of the room.

Photo by Tompkins

The office building is built of hollow tile and brick, practically fireproof and of an attractive design. The location is at 113 East Green Street, half way between Tioga and Cayuga Streets. It is opposite the City parking area and is in the heart of the automobile district. It is the best location now available for commercial purposes and should appreciate in value. The building is secured on a ten-year lease with a five-year option.

The Cayuga Press moved to the new quarters in July, 1926, THE ALUMNI NEWS and the University Bindery in February, 1927, and the Savage Club in May 1927. The date of incorporation of the Cornell Alumni News Publishing Corporation was December 31, 1926.

The Stockholders

At the present moment those whose names are given below are subscribers for stock. Several others could be added who have not yet decided on the amount.

Alva W. Adams, Frank O. Affeld, 3d, '26, L. H. Bailey, Neal D. Becker '05, Morris G. Bishop '13, Charles H. Blood '88, Eugene B. Clark '94, Charles E. Cornell, Joseph F. Dorsey, Everett Drennen '07, Victor Emanuel '19, Donald English, Newton C. Farr '09, Jerome A. Fried '10, Frank E. Gannett '98, Othon G. Guerlac, William F. E. Gurley '77, Frank H. Hiscock '75, G. W. Horton.

John S. Howell '12, John J. Kuhn '98, Thomas F. Laurie '07, Walter C. Lefens '05, Paul S. Livermore '97, John T. McGovern '00, James F. McKinney '12, Louise B. McKinney '14, James P. McNamara, William W. Macon '98, William H. Morrison '90, Clark S. Northup '93, William J. Norton '02, Wallace Notestein, Archie M. Palmer '18, Henry J. Patten '84, Walter G. Pietsch '96, Julian A. Polak '07, William L. Ransom '05, Howard M. Rogers '07.

Jacob Rothschild, Leon D. Rothschild '09, Henry W. Sackett '75, R. W. Sailor '07, Mrs. Samuel Sailor, Jacob F. Schoellkopf, Jr., '05, Paul A. Schoellkopf '06, William H. Schuchardt '95, John L. Senior '01, R. H. Shreve '02, Harry G. Stutz '07, John H. Tanner '91, Winthrop Taylor '07, Frank H. Teagle '02, Walter L. Todd '09, Robert E. Treman '09, Jane McK. Urquhart '13, Leonard C. Urquhart '09, William A. Vawter, II, '05, Lawrence M. Viles '04, Mary V. Waite '05, Alfred D. Warner, Jr., '00, T. K. Webster, Jr., '03, Leon C. Welch '06, Charles C. West '00, Roger B. Williams, Roger H. Williams '95, James A. Winans '07, Percy O. Wood '08, John P. Young '94.

PROFESSOR ARTHUR W. BROWNE, Ph. D. '03, spoke on "An Adventure in Research" before the Delaware Section of the American Chemical Society in Wilmington on May 18. He discussed recent discoveries resulting from chemical experiments in combining various elements for manufacturing purposes.

ATHLETICS

The Baseball Schedule

Cornell 10, Lynchburg 1.
V. M. I. 3, Cornell 3.
Cornell 13, V. M. I. 7.
Washington and Lee 3, Cornell 1.
Cornell 2, Ohio State 1.
Cornell 8, Manhattan 1.
Cornell 8, St. Bonaventure 7.
Columbia 2, Cornell 1.
Cornell 5, Dartmouth 1.
Cornell 13, Princeton 5.
Cornell 4, Dartmouth 0.
Boston College 3, Cornell 1.
Yale 2, Cornell 1.
Cornell 12, Oberlin 0.
Yale 5, Cornell 4.
Columbia 12, Cornell 0.
June 9, Seton Hall at Ithaca.
June 10, Pennsylvania at Ithaca.
June 11, Colgate at Ithaca.
June 13, Colgate at Hamilton.
June 14, Pennsylvania at Ithaca.

School Athletes Here

Public High School athletes from New York State held their championship track and tennis meets here Saturday, as guests of the Athletic Association. The entire state was represented, except the metropolitan district. Those competing were the champions of thirteen sectional track meets. Championship honors in track were won by the Buffalo Section. The Long Island Section was second and the Western District third. Buffalo High School players also won the tennis championships.

PROFESSOR T. LYTTLETON LYON '91 has been appointed by the American Society of Agronomy a member of a special committee to consider ways and means of awarding a donation of \$5,000 given by the Chilean Nitrate of Soda Educational

Bureau for research work in crop production. Professor Merritt F. Miller, M. S. '01, of the University of Missouri, is also a member of the committee.

FIRE DAMAGES FRATERNITY HOUSE

The Phi Epsilon Pi fraternity house at 316 Highland Road was the scene of an exciting fire late in the afternoon of June 3, and the several hundred spectators, after it was certain that no one was in danger, had a merry time watching the flames, and dodging misdirected streams from the hoses. The damage to the house was about eight thousand dollars, and to personal property about two thousand, both losses fully covered by insurance.

The fire is believed to have started from sparks falling on the dry shingle roof and eating down into the attic and the third floor, where the fireman stopped its progress. When it was first discovered the members of the fraternity tried to extinguish it themselves with emergency hose, but the pressure was too low. Firemen from the Central Fire Station and the College Avenue Station were needed to save the building. The nearest hydrant was four hundred feet away, and the uneven construction of the roof made the task unusually difficult. The roof and rafters over the rooms on the third floor which rises above the central part of the house were destroyed, and two sleeping rooms and a study on the second floor were the only rooms of the sixteen in the house that were not damaged by fire or water.

Many of the students had already packed and sent their belongings home, which reduced the personal property loss. Students from neighboring houses helped in the removal of furniture and clothes, saving practically all of the furniture. Until parts of the house can be put in living condition, the men staying on are living at the Beta Sigma Rho and Pi Lambda Phi houses.



A CORNER OF THE COMPOSING ROOM

Photo by Tompkins



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ITHACA, N. Y., JUNE 9, 1927

THE INTEREST OF STOCKHOLDERS

WE feel that the organization of the financial structure of the ALUMNI NEWS should be of real interest to every Cornell alumnus. To the readers of this paper particularly the change is important in that it should eventually mean a betterment of the ALUMNI NEWS and the solving of certain problems of circulation, delivery, and possibly content, that will give satisfaction to them more than to any other single group.

It is pointed out in the announcement in this issue that the control of the Cornell alumni paper is set up differently from that of any other alumni magazine in existence. Obviously, in common with magazines of every sort, the readers of an alumni magazine are the ultimate jury, but the immediate controlling mechanism is always either some form of proprietorship, an association without direct financial responsibility, or an association of stockholders.

This last form is the one chosen for the CORNELL ALUMNI NEWS. Since alumni magazines in general are not a lucrative investment, and since this publication is at present, and apparently permanently, self-supporting, it seemed desirable to combine it with a business on which the magazine is dependent.

The Cayuga Press, now owned by the Cornell Alumni News Publishing Corpor-

ation, does a general business in printing. Its volumes are finer than those sold by the average nationally known publisher. Its periodicals include several whose make-up would be the despair of the average printer. There is a solid substrate of commercial printing such as athletic goods catalogs, manufacturers' circulars, agricultural leaflets, letter heads, programs, and postcards that makes the shop more or less independent of conditions affecting any single industry.

This business has been, and is now, earning sufficient revenue to make the stock an investment that is not unattractive. In view of the purposes of the organization and its potentialities for service to the University and the alumni, the investment must yield much of the satisfaction that goes with a contribution. Nevertheless it also pays dividends and must be listed as an asset.

The present list of stockholders, of which there are somewhat more than sixty at this juncture, constitutes an association with a distribution by age, location, and interests that is not surpassed by that of the active members of any alumni association anywhere. Their holdings range from one share of preferred stock to sixty.

We would welcome into this group as many of our readers as can afford to invest a hundred dollars (or multiples thereof). We should like to complete the reorganization as soon as possible. The need of funds from the sale of stock is less urgent, in that any convenient schedule for payment of all but the 10% down-payment is satisfactory if it ends by December 1928.

We hope to have many of our readers associated with us as stockholders.

DR. GEORGE H. KIRBY, professor of clinical medicine in the Department of Psychiatry in the Cornell Medical College in New York since 1917 and instructor from 1905 to 1912, has been appointed professor of psychiatry at Columbia, to take effect July 1. Dr. Kirby is director of the New York State Psychiatric Institute on Ward's Island, New York.

PROFESSOR WALLACE NOTESTEIN made a plea for more leisure time for scholars doing research work, before a gathering of University of Buffalo faculty members, graduate students, and seniors preparing to do graduate work, held in Buffalo on May 13. He said, "It is not necessary to forswear the world and confine oneself only to research, as did Sinclair Lewis's Arrow-smith. The scholar should seek recreation, take long walks, play golf, let his mind relax and run free. The very solution he may be seeking may pop miraculously into his mind when it is at rest."

PROFESSOR EMERY N. FERRISS will be on the faculty of the University of Washington at its coming summer session.

Summer School Plans

Registration Set for July Fifth—Instructing Staff Will Include Many from Other Universities

The thirty-sixth annual Summer School will open on Tuesday, July 5, and continue until Friday, August 12. In addition to the regular session, there will be courses in biology, agriculture, and education. In the Law School the usual custom of having two sessions will be followed, the first opening June 20 and the second July 28, each running for about six weeks.

Registration will be held the first day of the session. The weekly schedule will include a Sunday evening organ recital, a Monday evening lecture course, and plays by the Dramatic Club on Friday and Saturday evenings. Two University concerts will be given.

A number of scholars from other schools, colleges, and universities will give courses supplementing those of the Cornell Faculty. The list of the summer staff includes the following:

William L. Anderson, supervisor of physical education in Stuyvesant High School, New York; André Marie Georges Beneteau, instructor in French in the Catholic University of America; Jerome H. Bentley, secretary of education in New York and former school superintendent at Duluth, Minn., and Richmond, Ind.

Raymond C. Clapp, professor of physical education in the University of Nebraska; Molton Avery Colton, associate professor of modern languages in the United States Naval Academy; Karl Taylor Compton, professor of physics at Princeton; Mrs. Lillian B. Donovan, former professor of geology in the College of St. Elizabeth.

Arthur Henry Doyle, instructor in Romance languages in the University of Pennsylvania; Jean M. Gélas, instructor in physical education in Hamilton College; René L. Guiet, associate professor of French in Smith College; Joseph Lindsey Henderson, professor of secondary education in the University of Texas.

Marvin T. Herrick '22 assistant professor of English and dramatics in the University of Illinois; Frank Heywood Hodder, professor of American history in the University of Kansas; Calvin B. Hoover, assistant professor of economics in Duke; Horace Kidger, departmental head of social studies, Newton, Mass., High School; Henry Leighton '06, professor of geology in the University of Pittsburgh.

Donald McFayden, professor of ancient history in Washington University; Edward G. Mead, professor of music in Denison; Thomas Harrison Reed, professor of political science in the University of Michigan; Jesse Perry Rowe, professor of geology in the University of Montana.

New Issue

January 1, 1927

\$125,000

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Established 1912

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Harry W. Seitz, supervisor of high school music in Detroit, Mich.; Forrest F. Stark, instructor in the Pennsylvania Academy of Fine Arts; Frank C. Touton, professor of education in the University of Southern California; Stephen Sargent Visser, associate professor of geology in Indiana; James F. Willard, professor of English history in the University of Colorado; James Albert Winans '07, professor of public speaking in Dartmouth; and Karl Abell Zeller A. M. '10, science teacher in the Columbus, O., High School.

Katherine M. Cook, specialist in rural education in the Bureau of Education, Washington, D. C.; Ned H. Dearborn of the Department of Education, Albany; Edward S. Jones, professor of psychology in the University of Buffalo; Eva May Luse, head of the Department of Teaching in Iowa State Teachers' College; Lucy Salmon Norton, head of the Department of History in the Oswego State Normal and Training School, and Jacob S. Orleans of the Department of Education.

Additional instructors in the Summer School of Agriculture will include Laura Allen, instructor in the nursery school at the Merrill Palmer School at Detroit; Ernestine Becker, assistant in the school of health and hygiene in Johns Hopkins; Mordecai J. B. Ezekiel of the Bureau of Agricultural Economics at Washington, D. C.; C. Winifred Harley, head of the nursery school in the Merrill Palmer School; Ora Miner, professor of rural sociology in Southwestern Methodist University, and Edwin Griswold Nourse of the Institute of Economics at Washington.

Courses in the Summer session of the Law School will be given by Marion Rice Kirkwood, dean of the Stanford University Law School; Ernest G. Lorenzen '98, professor of law in Yale; Underhill Moore, professor of law in Columbia; and Thomas Reed Powell, professor of law in Harvard.

THE CLUBS

Southern California

At a dinner meeting of the Cornell Club of Southern California on May 18, the chief entertainment was the four reels of motion pictures taken on the Campus by the Alumni Office last spring. The dinner was held at the University Club in Los Angeles.

St. Louis

While the Cornell reunions are at their height in Ithaca, the old grads of St. Louis and environs will be celebrating the annual spring party. Intriguing invitations which announce "barbeque, bathing, boating, baseball, and guaranteed fishing" summon all Cornell men to the country estate of Al Griesedieck '17.

OBITUARIES

Wilbray J. Thompson '74

Wilbray James Thompson died in Ensenada, Porto Rico, on May 21.

He was born in Pekin, Ill. on October 15, 1852, the son of Daniel and Georgine Wilbray Thompson. He attended Lake Forest Academy, entering Cornell in 1871, graduating in 1874 with the degree of B. S. He was a member of Delta Kappa Epsilon and of the Tom Hughes Boat Club, and active in athletics.

From 1875 until 1879 he was a special student at the Columbia School of mines. From then until 1904 he was engaged in business for himself as a sugar planter in Louisiana. In 1905 he joined the Badger Mexican Planters Company, developing sugar plantations in Mexico. Later he moved to Porto Rico, developing plantations there until his retirement.

Stephen P. Sturges '76

Stephen Perry Sturges died at Princeton, N. J. on April 6.

He was born in Mansfield, Ohio, on March 17, 1855, the son of Stephen B. and Sarah Cary Sturges. He went to school in Oberlin, Ohio, entering Cornell in 1872. He graduated with the degree of A. B. in 1876. The following year he received his A. M. degree from Harvard, and in 1880 his LL.B. from Columbia.

He was a lawyer, practicing in New York for over forty years. He lived in Princeton, N. J. He was a member of the University Club of Brooklyn, and the New York and Shelter Island Yacht Clubs.

In 1893 he married Miss Annie S. Mackay, who died in 1905. Some years later he married Miss Alice W. Hunter.

George F. Gifford '80

George Frank Gifford died in Chicago on May 15.

He was born in Winchester, Ky. on September 19, 1856, the son of Cyrus F. and Sarah Ann Hardman Gifford. His family moved to Jamestown, N. Y., where he attended school, graduating from the High School with honors and winning a scholarship to Cornell. He entered in 1876 and graduated with the degree of B. S. in 1880.

He entered the newspaper field, and during his life was editor on the staffs of the St. Paul *Daily Globe*, the Chicago *News*, and the Chicago *Tribune*.

He is survived by his wife, Mrs. Kate Genung Gifford, a son, Arthur H. Gifford of New York, and two daughters, Mrs. Bessie G. Woodward of King Hill, Idaho, and Miss Dimple Estelle Gifford of Meridian, Idaho.

BOOKS

Choosing a Profession

An Outline of Careers: a Practical Guide to Achievement by Thirty-eight Eminent Americans. Edited by Edward L. Bernays '12. New York. George H. Doran Company. 1927. 24.3 cm., pp. 431. Price, \$5 net.

It was a happy thought to bring together these authoritative statements of the requirements for success in the various professions. Bernays has induced some thirty-seven persons to cooperate in the undertaking, and these persons are admirably adapted admittedly among the leaders in their respective professions, the majority of them being found in *Who's Who in America*. Bernays himself supplies the chapter on the counsel for public relations, and Mrs. Bernays contributes a good chapter on the outlook for women in industry and the professions.

The result is a volume of the greatest value to every young person who desires a career outside of the home. The thirty-eight jobs are in most cases carefully described and the young person may ascertain what will be expected of him should he engage in a given line of work, the qualities he ought to have for success, the length of his apprenticeship, the amount and kind of training needed, and some estimate of the probable rewards.

The writers agree in these particulars: that the young candidate for success in any one of these lines must have good habits; spendthrifts, gamblers, boozers, and generally selfish persons are not wanted anywhere. Further, he must be willing to work hard for some time on small pay, and must exhibit not only intelligence but interest, not to say enthusiasm, in the business.

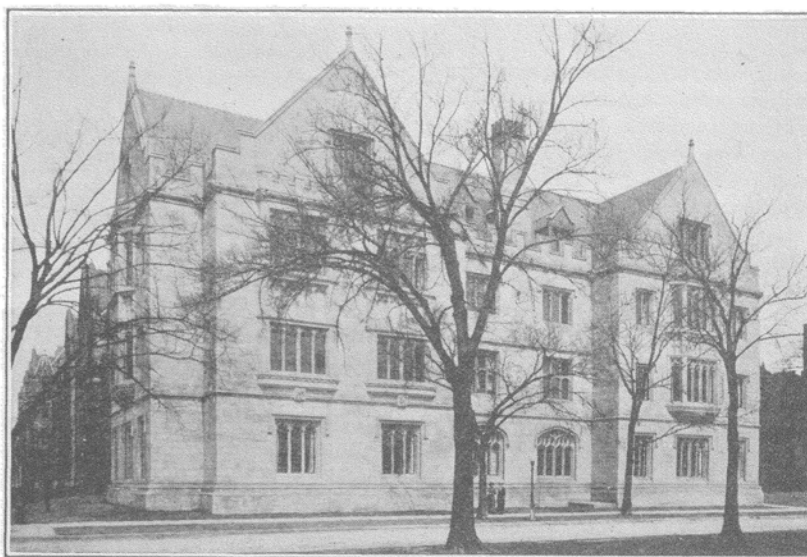
None of the professions seems to be especially crowded. We have sometimes heard that there was an oversupply of lawyers. It is true that Mr. Cohen does emphasize the severe strain that lawyers must undergo, which implies that there is sharp competition; but he nowhere attempts to discourage the young man who is physically fit, and determined to keep himself so, from engaging in the profession. Writing on agriculture, Mr. Crawford says that there is a need not of more but of better farmers.

Among the contributors, with the exception of the editor, the only Cornellian is Dr. Vernon L. Kellogg, '91-2 Grad., who writes most interestingly on scientific research.

Two English Classics

The White Company. By Sir Arthur Conan Doyle. Abridged and Edited by Mabel A. Bessey '06, Head of the English Department in the Bay Ridge High School. New York. Allyn and Bacon. 1927. 17.3 cm., pp. viii, 500. 24 illus-

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trations. *Quentin Durward*. By Sir Walter Scott. Also Abridged and Edited by Miss Bessey. pp. viii, 584. 41 Illustrations. Academy Classics for Junior High Schools.

It would seem futile to ask for anything finer or more completely satisfactory than these editions, so dignified in appearance, with their large type, good paper, neat and beautiful illustrations, and elaborate apparatus for study. In the case of *Quentin Durward*, for example, the life of Scott fills twenty-four pages, the study of the book seventy-two pages. The latter includes a summary of the history of the period, descriptions of the social life of the period, and ample notes and suggestions for exercises. The editor's style is clear, varied, and pleasing. We have noted only one error. *Liège* is spelled throughout with the wrong accent. This error occurs all too frequently in English and American printing.

These two stories, so full of stirring adventure, are admirably adapted for the reading of pupils of junior high school age; and we do not doubt that these books will have the wide sale which they so well deserve.

Books and Magazine Articles

In *The Michigan Alumnus* for May 28 Dean Walter Mulford '98, of the University of California, writes on the new School

of Forestry and Conservation at the University of Michigan. Mulford was a professor at Michigan from 1905 till 1911.

In *Education* for May Frank S. Freeman, instructor in education, presents "A Non-Technical Discussion of Mental Testing."

In *The Brown Alumni Monthly* for June there is a review by H. R. P. of "A Book of Old Maps" by Professor Emerson D. Fite of Vassar and Archibald Freeman, Brown '89, Cornell A. M. '90, of Phillips Andover Academy.

In *The Methodist Review* for May-June Professor Alexander W. Crawford, Ph. D. '02, of the University of Manitoba, writes on "Browning's Christmas Eve."

In *The Saturday Evening Post* for June 4 Austin Parker '14 has a story entitled, "Trees Aren't Safe for Birdies."

Dr. Theodore T. Stenberg '26 contributes to *The University of Texas Studies in English*, No. 6, 1926, an article on "Sir Thomas Elyot's Defence of the Poets."

In *The New York Herald Tribune* Books for June 5 "An Outline of Careers" edited by Edward L. Bernays '12 is reviewed by Walter B. Pitkin. There is also a review by Malcolm M. Willey of "American Masters of Social Science," edited by Howard W. Odum and published by Henry Holt and Company of New York. In this volume

the article on Professor Frederick J. Turner is written by Professor Carl Becker, and the article on Thorstein B. Veblen, '91-2 Grad., by Paul T. Homan.

Professor Joseph E. Trevor '92 has just published through the house of Ginn "The General Theory of Thermodynamics."

In *The New York Times* Book Review for June 5 "The New Poor" by Mrs. Clarissa Cushman is favorably reviewed.

A new volume in the Student's Old Testament Series (Scribner) is "Proverbs and Didactic Poems," edited by Professor Charles Foster Kent and Millar Burrows '12. It sells for five dollars.

In *The New York State Journal of Medicine* for February 1 Dr. Floyd R. Wright '03, of the Clifton Springs Sanitarium, writes on "The Diagnosis of Early Diabetes." The article is summarized in the *Journal* of the American Medical Association for April 9.

Professor Grace Andrus de Laguna '03, Ph. D. '06, of Bryn Mawr, has just published, through the Yale University Press, a work on "Speech."

"The Land of the Pilgrim's Pride" by George Jean Nathan '04 is announced for publication in September by Alfred A. Knopf.

Henry F. Pringle '19 is soon to publish a book entitled "Alfred E. Smith: a Critical Study." Pringle is now with *The World*.

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THE ALUMNI

'73-5 Grad—From *The Wisconsin Alumni Magazine* for June we reprint the following:

Mrs. May Crandall Babcock, wife of Dr. Stephen Moulton Babcock, professor emeritus of agricultural chemistry, died at a Madison hospital on April 19. Mrs. Babcock's childhood home was in Winfield, N. Y., and her early education was received at Utica Academy. She was married to Professor Babcock in 1896, eight years after he had joined the faculty of the University. For many years their home at 432 North Lake Street drew distinguished visitors from all parts of the world, for the Babcock test discovered in 1890 brought fame, though little of fortune, to Professor Babcock. Since the death of her mother, in 1920, Mrs. Babcock's health had been failing. Besides her husband, she is survived by two brothers, Myron M. Crandall, W. Winfield, N. Y., and Almon Crandall, Mohawk, N. Y.

'01 PhD—Professor George W. Stewart, Jr., of the University of Iowa, recently gave a series of twelve lectures to Yale graduate students in communication engineering on acoustic phenomena.

'02 AB—Guernsey Price, chairman of the Lectures Committee of the Association of the Bar of the City of New York, has been elected a member of its executive committee, class of 1930, and at the organization meeting was made secretary of that committee. Price is practicing law at 165 Broadway, New York.

'04—William H. Henderson is a manufacturer of automobile bodies. He lives at 38 Warren Place, Montclair, N. J., and has a summer home at Eatontown, N. J., known as Jane's Place. He writes that he has a daughter, Jane, but draws no causal connection concerning the name of his summer home. He is president of the Cornell Club of Northern New Jersey, and of the Montclair Riding Club.

'09 ME—James W. Cox, Jr., is a textile engineer and specialist at 320 Broadway, New York. He is engaged in solving textile problems, general processing work, and the development of special fabrics.

'09 AB—Winfield S. Keenholts is manager of the Karachi, India, branch of the Standard Oil Company of New York. This branch controls the company's activities in northwest India. He may be addressed in care of the company at Post Box 19, Karachi. He hopes to be in this country on furlough later in the year.

'16—John F. Gallagher recently resigned as manager of the bond department of the Colorado Title and Trust Company, to form the new firm of Gallagher and Sims, dealers in securities at 410 Mining Exchange Building, Colorado Springs,

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Colo. A son, John F. Gallagher, Jr., was born on January 28.

'16 BS, '18 MF—Louis A. Zimm is a technical engineer for the American Forest Products Company at 285 Madison Avenue, New York. He has just returned from a seven months' stay at Brunswick, Ga., where he had charge of the construction of a new pressure creosoting plant. He lives at 427½ East Fifty-second Street, New York.

'17 AB, '21 PhD—Lewis R. Kohler is a physicist in the research laboratory of the General Electric Company in Schenectady. He lives at 1138 Sumner Avenue. A daughter, Phyllis Noreen, was born on March 2.

'18—John S. Coe is with the Chase Company, Inc., in Waterbury, Conn. He lives at 145 Farmington Avenue. He has a son, Benjamin Noble, born last November 25.

'21 BS—Eugene B. Sullivan has announced the termination of the partnership of Sullivan and Klein, and is now practicing law at Suite 1864, 11 West West Forty-second Street, New York.

'21 ME—Andrew M. White is production foreman in the service department of the Buick Manufacturing Company in New York. His address is 340 West Fifty-fifth Street.

'27 AB—Mr. and Mrs. Clyde Brown of New York have announced the marriage

of their daughter, Helen, to George A. Schieren, Jr. '27, son of George A. Schieren '00. After a honeymoon spent in the South, they will live at Winthrop Hall, Bronxville.

NEW MAILING ADDRESSES

'00—Gardiner S. Dresser, Heathcote Road, Scarsdale, N. Y.

'07—Horace L. Dawson, 228 North La Salle Street, Chicago.—Thomas F. Laurie, Medical Arts Building, 713-715 East Genesee Street, Syracuse.

'12—Lennox B. Birkhead, 1228 Random Street, Muskegon, Mich.—Robert J. Kehl, 30 East Forty-second Street, New York.

'13—Karl G. Kaffenberger, 104 Maple Road, East Aurora.

'14—Philip J. Kent, 138 Pilgrim Road, Birmingham, Mich.

'15—Christian F. de Neergaard, 88 Eighty-eighth Street, Brooklyn.

'16—Paul S. Hardy, 326 South Dallas Avenue, Pittsburgh, Pa.

'18—Mrs. John W. Arnold (Dorothy McSparran), 24 West Seventy-fourth Street, New York.

'19—Cuthbert B. Fraser, 355 Linden Avenue, Buffalo.—Francis W. Daniels, 2106 Kanawha Street, Charleston, West Va.

'20—John F. Brady, Jr., 1020 West Fifty-third Street, Kansas City, Mo.—Mrs. Victor L. Klee (Mildred Muller), 1644 Kenneth Road, Glendale, Calif.

'21—M. Gerald Sullivan, 73 Prospect Avenue, Milwaukee, Wis.

'22—Sidney G. Kay, care of Conway Import Company, Inc., Waldes Building, Anabel Avenue, Long Island City, N. Y.—Lewis E. Fitch, U. S. Forest Service, Moulton, Ala.

'23—John S. Offenhauser, 629 East Broad Street, Texarkana, Ark.—Matthew J. Grogan, 100 Duncan Avenue, Jersey City, N. J.

'24—Janet J. Gunn, Apartment 1 AS, 35 Claremont Avenue, New York.—Edwin L. Collins, 130 Hawthorne Avenue, Utica.

'25—Edward B. Dennis, Jr., Suite 482, 988 Memorial Drive, Cambridge, Mass.—Charles V. N. DeWitt, R. D. 2, Engineers Camp, Parnassus, Pa.—Dorothy Sloat, 25 Claremont Avenue, New York.

'26—Charles E. McNeal, 317 Furman Street, Syracuse, N. Y.—Robert F. Brand, care of Mrs. Jansen, 813 North Aurora Street, Ithaca.

'26—Alfred S. Jarecki, 520 Columbus Avenue, Sandusky, Ohio.—Claire M. Hagmaier, 132 Emerson Avenue, Aspinwall, Pittsburgh, Pa.—Marian F. Woolworth, 120 Boyce Avenue, Utica, N. Y.—Paul W. Hunter, Room 311, Burke Building, Rochester, N. Y.

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