Action in Cincy!
L. to R. Dick Hosler, Joe Goetz, Father Elbert, Judge Becker (Page 7)

FEBRUARY 1940
Dear Alumnus:

All America is divided into two parts—
(1) Those who have seen "Gone With the Wind" and
(2) Those who haven't been able to get tickets yet.

Similarly, the University of Dayton Alumni Association is divided into two parts—
(1) Those who have paid their four-dollar memberships and
(2) Those who fully intend to but just haven't quite gotten around to it yet.

It is to this latter group we direct one of Confucius' remarkable remarks, "He who procrastinate in paying alumni dues worry treasurer half to death!"

An eminent physician once remarked that half the nation's indigestion would be eliminated if restaurants would only forego the sordid practice of presenting a check immediately after the last course. We agree with the good doctor but unhappily we can't put his idea into practice, for if we were to forego the Association dues we'd be in exactly the same fix as the restaurant without a check and the doctor without a fee—out of business!

We recommend for one of Mr. Winchell's orchids the following individuals who have made membership payments since February 1:

Martin C. Kuntz ($10.00), Urban Deger, J. B. Alexander, Robert E. Gray, W. J. Lukaswitz, Chester Shrover, H. C. Anderton, Harry W. Schmitz, Jr., Francis Duell and Harry F. Finke, Dayton; James J. Grace, M.D., Springfield, Mass.; Andrew Nickol, Baltimore, Md.; Andrew Nickol, Baltimore, Md.;

(Continued on page 3)

The University of Dayton
Alumnus

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Alumnus

Vol. VI
February, 1940
No. 2

R. C. (Jim) BROWN, '34 ........................................... Editor
HENRY RECHTIEN, '42 ........................................... Assistant Editor

THE ALUMNI ASSOCIATION OF THE UNIVERSITY OF DAYTON

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For wills and other bequests, the legal title of the corporation is, "The University of Dayton, Dayton, Ohio."

TRUSTEES ELECT HOCHWALT

Carroll A. Hochwalt '20 was elected president of the Board of Lay Trustees at a special meeting called by Father Elbert on Monday, February 12. Mr. Hochwalt, long interested and actively identified with the work of the University, is president of the Thomas and Hochwalt Laboratories in Dayton.

Other officers elected at the same meeting included Joseph Odell, Samuel Finn and Hugh E. Wall '98. By unanimous action of the Board, a resolution was passed paying tribute to the memory of John Q. Sherman, past president, who died since the last meeting. Mr. Harry Mack was invited to fill the place left vacant by the untimely passing of Mr. Sherman.

Harry C. Anderton '09 was named chairman of a committee consisting of Samuel Finn and Joseph O'dell to consider ways and means of establishing a loan fund for lay professors who are desirous of doing graduate work in specialized fields.

Still another project considered by the Board was the erection of modern and complete recreation, shower and locker quarters for men and women students in the gymnasium. Michael J. Gibbons '05, retiring secretary of the Board, generously contributed $1000 to this fund.
The University of Dayton always,
The Sporting Scene

BASKETBALL

Six thrilling games have been added to the Flyers' record since the January appearance of the Alumnus. Only one was a victory for alma mater, but all six were closely fought.

Ohio Wesleyan engaged the Dayton quintet after a two-week layoff for exams. The Flyers, rusty from their inaction, conceded the Bishops an undecided 29-28 victory after a very rough contest. As the final gun went off, Gene Westendorf, U. D. forward, shot from the center of the Wesleyan floor, but the ball rolled teasingly around the rim of the hoop and finally dropped outside of the net.

With seconds left in the second half, the in-and-out Flyers were leading the strong Miami Redskins, who were being hailed as the greatest team in Ohio by virtue of their 10 straight wins. Just before the period ended, trusty George Rung of Miami tossed in a field goal to tie it at 32 all. Then the Hilltoppers suffered a relapse in the overtime period and the final score went to 42-37 against them. The defeat was particularly disheartening, as the Flyers had overcome a 24-12 lead by Miami at the halftime.

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Spring Sports

Right after Easter vacation when the campus starts to come forth in all its green splendor Lou Tschudi begins his program of spring intramural sports. This year Tschudi plans to offer playground baseball for men students, and tennis, golf, and archery for both men and women.

The intramural playground base-

cause of the victory. The Dayton cagers took the lead at the beginning of the contest and never let their traditional rivals have even a look at a win.

Then the Flyers took a disheartening tail-spin into the loss column. They travelled to Cincinnati and played expert ball for one period against the Xavier Musketeers. At the half the Hilltoppers were ahead, 16-6. With five minutes in the last half the Musketeers still trailed 22-12. But then Xavier made a heroic recovery and the Dayton organization dissipated. Nick Weiler entered the game for the Musketeers and was the spark that stung Jim Carter's quintet with a 34-27 defeat. It was this same Weiler who in 1938 spoiled Dayton's homecoming football game by supplying another spark that caused Xavier to come from behind to win 14-7.

U. D. paired off with Cincinnati next for the second time in eight days. The Xavier victory had taken a lot out of the Red and Blue, as it bowed in defeat, 41-31. The Bearcats took the lead at the beginning and never relinquished it.

Wittenberg Gets Revenge

February 20 a traditional rival, Wittenberg, came to town with 200 loyal fans to avenge a previous 42-39 upset at the hands of Dayton. The game was typical of the intense rivalry between the two schools. Neither team assumed a comfortable lead during the entire game. During the second half Wittenberg held the lead but for a short period of time, when Dayton forged ahead 25-24. However, the Lutherans never gained an advantage of over five points and the fans were constantly out of their seats. It was Jim Carter night at the game, and a delegation of his fellow alumni from Purdue attended the game in a body. Jim was presented with an overnight bag in token of the esteem in which the Dayton chapter of the Purdue Alumni club holds him.

At the time of writing the Flyers have four chances to add wins to their won and lost column, which stands at four wins out of 17 games. The remaining contests on the schedule are: Marshall at Huntington, W. Va., Feb. 24; U. of Toledo, at Toledo, Feb. 26; Ohio Wesleyan at Dayton, Feb. 27, and Ohio 'U.' at Athens, March 6.
An Open Letter

President's letter to the Members of the Associate Board of Lay Trustees.
Dear Fellow-Member of the Board:
The present communication is intended as a supplement to our meeting of February 12. From your presence at that meeting or from a reading of the minutes, you will be aware of several projects actually being carried on by committees and individuals which are being planned for the immediate future.

First. The Committee on Faculty Loan Fund is operating chiefly among the Board Members at present. So, don't be surprised if they "touch" you for a contribution. If possible, they would like to make at least $2500.00 available from this source alone, for immediate use. A much larger fund is envisaged for the future.

Second. Among the minor projects of internal expansion inaugurated since the last Board meeting, some are completed, others are under way and still others are waiting for more financial encouragement.

a) The new medical and training room is entirely fitted out and paid for, thanks to the substantial contribution of Martin Kuntz and a number of other donors.

b) The new athletic offices are installed and the old athletic offices, alumni office, etc., have been transformed. The regular University budget takes care of that item.

c) An entire new floor is being planned for the Albert Emanuel Library. This will include stacks for 2000 more volumes. As you heard from the letter read at the meeting, Victor Emanuel has promised to do something for us on this project as soon as he can get his mind around to it. Meanwhile we are going ahead because the added space is immediately and urgently necessary.

d) The biggest project actually under consideration is the installation of basic facilities for a complete department of physical education. One of our most active Board Members, Michael Gibbons, has given this project a good start by a contribution of $1000.00. About $10,000.00 more will be needed to finish the work. If you hear of any others who are able to contribute to such a fine piece of work, be sure to get them interested.

Finally, the Board in its meeting of February 12 promised to investigate a much larger problem, that of endowment for the University. Our new officers: Carrol Hochwalt, President; Joseph Odell, Vice-President; Samuel Finn, Secretary, and Hugh Wall, Treasurer, are constituted an executive committee which will consider this problem before the next meeting of the Board in May.

Incidentally, we have a new member on the Board, Harry Mack. Harry is well known in Dayton; he was the original leader of the Dayton Boosters, Inc., and is still one of the most active members of that live organization. We are looking to Harry as a valuable addition to the Board.

In a future issue of the Alumni I will advise you of the preparations which are being made for a fitting celebration of our ninetieth anniversary commencement. One of our Board members, Judge Edwin Becker, is presently busy on one phase of the preparations for this event.

With every good wish, believe me,
Yours sincerely,
John A. Elbert, S.M.
President

Letters from the Alumni

Dear Jim:
Received the initial copy of your publication and thought it was just fine. Don't want to miss any of the future numbers and am accordingly enclosing my check for my Alumni dues, including subscription to the Alumni.

Robert E. Gray '12
Dayton, Ohio

Dear Jim:
Let me offer to you my sincerest congratulations on the wonderful job you have done on the first issue of the Alumni.

There is no question but what a publication of this sort received regularly by former students of the University will go a long way toward re-awakening a long sleeping sense of loyalty on the part of many, and I believe that they will eventually start to show interest in the school and its work and become supporters of your efforts.

Enclosed are my membership dues. I want to be certain to receive my copy of the Alumni and to know that I am kicking in with my end to make the Alumni Association a living, vital organization, working always in the interests of the University.

Keep up the good work, Jim, and if I can ever be of service to you, don't fail to call on me.

Harry C. Anderton '09
Dayton, Ohio

Dear Jim:
Accept our sincere compliments upon the January, 1940, issue of the University of Dayton Alumni, which you have very attractively laid out with a most interesting presentation of the news.

It is certainly a pleasure to see the Alumni brought back to life. No doubt you realize that this takes me back with fond recollections to Volume No. 1, Issue No. 1, when the writer contributed his humble services to getting the Alumni started.

Your publication should certainly meet with whole-hearted reception from the Alumni and should be productive of the beneficial results so desired. We wish for you the best of success in all of your work and assure you of our willingness to assist

(Continued on page 7)
Business Trends

To the average American the period from 1923 to October 1929 represented a golden age of business prosperity. The future seemed to offer exceptional possibilities for attaining more and a better quality of material goods. Then the depression descended, and with it came doubt, fear, unemployment, and slackened industrial output. For the past ten years, these conditions with varying intensities have prevailed; but in the last quarter of 1939 the business barometer recorded new findings for those who cared to read.

Changes in Production

The final quarter of 1939 witnessed the beginning of the sharpest rise in industrial activity ever recorded. Within four months the output of material goods equaled and then exceeded the figures for 1929. A measure of the output of physical goods is the index of industrial production of the Federal Reserve Board. This index showed 128 as the output for 1939, an increase of 3 points over June, 1929, when 125 was recorded. For the purposes of measuring the changes in physical production of goods over a period of years the Federal Reserve Board has allocated 100 for the average of production for the years 1923-25. The high output of production in 1939 may be attributed to the fact that during the final quarter of last year numerous industries were operating at capacity levels. Basic enterprises such as steel, machine tools, aviation and ship building were included in this group.

Effect of European Developments on United States Business

This rapid improvement in production is understandable because of developments in Europe which have culminated in war. The influence of the war on the United States has been more psychological than actual. Fearing a scarcity of materials and possible price rises in the United States, buyers in this country placed more and larger orders with manufacturers than usual. So brisk has been the demand for goods that producers are not only operating at capacity but are accumulating quantities of unfilled orders. However, the expected foreign demand for American merchandise by the warring nations has not materialized. There are three basic factors for this condition. Up to the present time there has been no intense or destructive fighting on the western front, the Allies have been able to provide a large share of their requirements from their own territories and the impediments placed by the United States on the purchasing and financing of goods by foreigners has been a deterrent to such transactions.

Reasons for Low Price Structure

Anticipated price rises on a broad scale in this country are not in evidence. Influential producers have accepted the policy that a low price structure will provide the most profitable opportunities, and in the face of increasing costs, have maintained their price structure at its present level until more definite developments are evidenced. The Temporary National Economic Committee, better known as the "Monopoly Committee," has had a part in keeping the price structure down. This committee has the power to investigate price adjustments and the consequences of such an investigation has caused many producers to delay price increases. These circumstances, together with large industrial surpluses accumulated in recent years, have discouraged producers from making effective higher prices in the face of expanding trade and rising costs.

The Unemployment Problem

In spite of the high level of production, eight million persons are numbered among the unemployed. To many Americans, the apparent good business conditions on the one hand and widespread unemployment on the other are a paradox. The situation can be partially explained by the 8% increase in population in the United States between the years 1929 and 1939. This expansion has added six million workers to the labor market. During that decade industry improved its technique of production. This increased plant efficiency, aided by modern industrial equipment, makes possible the production of more and better quality goods with fewer workers. To absorb this enlarged working force into industry it is evident that national production must be expanded beyond the 1929 level.

Changed Employer-Employee Relationship

The high level of unemployment is also maintained because of the fear that the present business expansion will not be sustained. This lack of assurance added to the changed social relations between employer and employee which is expressed in the development of unemployment insurance, retirement programs, and the moral responsibility of providing continuous employment to workers, has made industry very cautious about adding additional employees to their staffs. Consequently increased production demands in many cases are provided through lengthening the number of working hours of individual employees.

Decline of Production

In January, 1940, the volume of industrial production declined to 120 from the high level of 128 reached in December, 1939. Data available for the first half of February indicates a further sharp reduction in the index. Business activity, however, continues to exceed by 30% the average for the first six month period of 1939.

Relation of War and Presidential Election on United States Business

The extent and direction of business developments over the immediate future are impossible to forecast accurately because of two dominant factors—the war and the presidential election, both of which are unpredictable. These factors, too, are interrelated. A change in the method of fighting to one of intense action with wide scale destruction of material goods would create a strong sentiment for continuation in power of the present political party. In addition, the heavy destruction of goods through intense fighting could create the development of a heavy export business in the United States. It is possible that such a situation would increase the output of goods beyond the 1939 figure of 128. To exceed this level of production an enlargement of the production equipment in the United States is necessary. To provide for this expansion new capital would be required, the flow of which would be influenced by the oppor-

(Continued on page 7)
CINCINNATI

Upwards of fifty persons participated in the reunion of former students in the Cincinnati area staged in the Moorish Grill of the Fountain Square hotel in Cincinnati, Wednesday, February 14.

The party was organized by the officers of the Cincinnati-D. of D. Club, Dr. William Schmidt, President; Dick Hosler, Secretary; Ed Longo, Treasurer, and Judge Edwin G. Becker, Chairman, and Joe Goetz. The reunion was held immediately after the Dayton-Xavier basketball game in Xavier fieldhouse.

Father Elbert spoke briefly on the tremendous strides in progress made by the University in the past few years. James Carter, basketball coach was introduced as was Athletic Director Harry C. Baujan and Freshman Coach Lou Tschudi. Technicolor motion pictures of the Dayton-St. Marys football game were shown as a highlight of the evening’s entertainment.

The Cincinnati Club will hold its election of officers at the home of Judge Becker on Tuesday night, May 14.

TOLEDO

An organization meeting of University of Dayton alumni living in the Toledo area will be held immediately after the Dayton-Toledo U. game, Monday, February 26, at the Hotel Fort Meigs.

Arrangements are in the hands of a committee consisting of Jim McCarthy, John Bagdonas and Adolph Tschere, all of whom are located with the athletic department of Central Catholic high school. Among those present will be the new basketball coach, James Carter; Athletic Director, Harry C. Baujan; Freshman Coach, Lou Tschudi; Faculty Manager of Athletics, Brother Aloys Doyle and the Alumni Secretary.

Football movies will be shown to the group.

Letters from the Alumni (Cont’d)

and cooperate in any manner possible.

Merle P. Smith '25
Dayton, Ohio

Dear Jim:

First of all, congratulations on the wonderful job you’ve done on the first issue of the Alumnus. It’s a fine magazine and I enjoyed it immensely. My copy arrived in the morning mail and I lost no time in reading it.

Secondly, “enclosed please find check, etc.” for my 1940 membership in the Association. My apologies for not having whipped it in sooner and please don’t hesitate to count me in on all plans of the Association.

Received a letter from Paul Hartman '39, who is doing graduate work at New York University. He goes to school in the mornings and works (part of the school training) at a downtown department store in the afternoons and on Saturdays. He mentioned having seen Don Coan '39 at a convention in New York and of a subsequent “U. D. Alumni meeting—impromptu” at the Paramount theater where Bob Chester '26 was holding the center of the spotlight with his fine band. Among those present were Jack Torpey, Bren Reiley and George Zahn, all of '39.

Congratulations again, Jim, for a job well done and the best of everything to you.

Thomas P. Ryan '39
University of Oklahoma
Norman, Oklahoma

Dear Jim:

Enclosed is a check for subscription to the Alumnus.

It is a real pleasure indeed to see the rapid advance and progress U. D. is making. The University is making rapid strides in culmination of its high ideals.

Howard A. Dietrich '34

Business Trends (Cont’d)

tunity for profits to the business manager and reasonable returns to the investor.

Summary

In summary, recent developments evidence that if the unemployment problem and other current difficulties, which include the unbalanced budget and social unrest, are to be minimized, production must exceed the quantity produced in 1929. This enlarged output will necessitate more efficient and extensive plant equipment and new capital investments. The flow of capital into the investment market depends upon an enlarged and continuous demand for goods, adequate profits to industry, and a safe and reasonable return to investors.
Class Notes

1896—John F. Maher, 63, practicing attorney and one time Prosecuting Attorney of Darke County, died of heart attack at his Greenville, Ohio, home on February 12.

1904—Elmer D. Krug, now residing at 1058 N. Oxford Ave., Los Angeles, Calif., recently paid his first visit to the campus in thirty-six years. He brought the unhappy news that his brother, Bernard M. Krug, also a former student, was deceased. Mr. Krug asked to be especially remembered to Harry Soliman and Joe Murphy.

1905—Frank Reinhard was a campus visitor recently. His visit was his first in thirty-five years. Mr. Reinhard is now working for the Fyr-Fyter Company of Dayton and is located in Grove City, Ohio.

1910—Albert Helfrich is residing at 2133 Cambridge St., Los Angeles, California.

1911—Judge Edwin G. Becker was actively identified with the nationally publicized cemetery fraud case which was recently tried in Cincinnati's Federal Court.

1913—Carl C. Stuber is now residing at 781 Thorndale Drive, Akron, Ohio.

1915—Father Clarence J. Schmitt, St. Ann Rectory, Cincinnati, Ohio, is the author of an impressive group of hymns. The hymns have been published into a bound volume.

1916—E. J. Emanuel is now living at 1225½ N. Sweetzer in Hollywood, California.

1922—Robert M. Payne is recuperating from a serious siege of pneumonia. Bob was hospitalized for a period of time.

1928—Dr. James Grace is practicing in Springfield, Mass. His home in Springfield is at 3056 Main St.

1929—Joseph Desch of the National Cash Register Company in Dayton, recently addressed the Mechanical Engineering department of the University on the subject of "The Mechanical and Electrical Engineering Industry," Joseph E. Keller, Washington attorney, was in Dayton recently on the occasion of the death of his grandson, Mr. Schaefer. Mrs. Schaefer was the mother of Eugene, Charles and Joseph Schaefer, former students, and was grandmother of William Keller, HS 1925.

1930—James Devaney is the father of a fine baby son.

1931—Jacques G. Tourkow has passed the Ohio State Bar, according to announcement of February 6. Arthur Paul McDonald was married to Miss Eleanor Schlender on January 31. McDonald is a practicing physician in Dayton.

1932—Charles T. Doudican recently became a father.

1933—Victor Stratton has been appointed Chief Resident physician at St. Vincent's Hospital in Los Angeles, Calif. Dr. Stratton received his medical work at the University of Southern California after leaving Dayton and hadn't made a visit to Dayton in the past ten years. He was greatly impressed with the improvements on the campus. Dr. Stratton mentioned that St. Vincent's was recently host to Bing Crosby, Rosalind Russell and Hedy LaMarr of the films—all at the same time.

1934—Elwood Follick is a representative with the Central Printing Company in Dayton. Jack Foose is associated with the Hermes-Knuge Photo Engraving Company of Dayton.

1935—James McCarthy is Head Coach and Athletic Director at Toledo Central Catholic high school. He succeeds Al J. Sacksteder, who is now Athletic Director at DeSales College in Toledo. John Bardenas is assistant to Tim McCarthy. Robert Kawka, now Bobby Roberts, is wrestling in the Ohio-Michigan area. He has been campaigning successfully in Dayton, Columbus, Akron and Grand Rapids. He recently returned from the Coast.

Letters from the Alumni (Cont'd)

Dear Mr. Brown:

I received a letter from Robert H. Unverferth today requesting me to call you and give you his new address. He graduated with the class of '38 and is now with the Pratt and Whitney Aircraft Corp., in East Hartford, Conn. He is an engineer.

You may reach him at 66 Ensign Street, East Hartford, Conn.

Mr. Unverferth would appreciate very much your sending him the alumni publication when it makes its appearance. Thank you kindly for your trouble.

Judy Weckesser, '39

Dayton, O.

Dear Father O'Reilly:

Enclosed is a newspaper clipping of the Dayton-Long Island U. basketball game as it appeared in our Buffalo paper. Remember Pflaum, Hilgerink, Clasgens, Schoen and Mahoney? Long Island U. never would beat that combination.

Frank Carrig '06
Buffalo, New York