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GOLF BUG AT 83

Wesleyan's 'Fergie' Gets Clubs

HERE'S HOW, YOUNG FELLA!—Dr. J. Norman Elliott isn't exactly a duffer at golf but takes some advice about his "grip" from Prof. Wilbert Ferguson. "Fergie" was presented a set of golf clubs by Wesleyan alumni at the school's 50th anniversary celebration at the Y. W. C. A. Monday night. Although 83, he plays both nines at Highland park in the low 40's. Left to right: Dr. Elliott, Dr. Ray Baxter, Professor Ferguson, Justin J. Alkonis and Leon Vandewater.

Prof. Ferguson Honored on Anniversary

Cheers Go to Him At Wesleyan's Birthday Banquet

The man who has "the finest spirit of any man I have ever known" . . . who has "given service to church, community and school" . . . who "gave us the added privilege of meeting in the privacy of his home" was honored Monday night.

He is Prof. Wilbert Ferguson, 46 years a member of the Illinois Wesleyan university faculty.

The occasion was Wesleyan's 50th birthday banquet at the Y. W. C. A.

The party was one of 76 which stretched across the United States launching a 10 year period of planning for the school. More than 250 persons crowded into the "Y" gymnasium for the observance here.

Cites Fine Spirit.

Prof William Wallis, head of the history department, spoke on Prof Ferguson as a colleague.

"Professor Ferguson has the finest spirit of any man I have ever known," said Professor Wallis. "I have never seen him hold a grudge, nor be intolerant. By that I do not mean that he has no convictions—he has great convictions."

Second speaker was Robert Cosley, a student now under Professor Ferguson.

"He said he would cease teaching 'regular classes,' stated Mr. Cosley. "But that he would aid any person who wanted further instruction in German. Then he gave us an added privilege—he permitted us to have our classes in the privacy of his own home."

Active in Community.

"Not only in the school, but also in the church and community he has Professor Ferguson's influence been felt," said Ned E. Dale, president of the Wesleyan board of trustees, speaking on Professor Ferguson's part in community life.

Professor Ferguson's response was a short review of his years on the Wesleyan campus. He related how William Henry Wilder, then president of Wesleyan, hired him from Adrian college in the spring of 1894.

"When we came here," he continued, "Bloomington was mainly in the mud."

In those days 10 teachers sufficed to teach not only students in the university but in the academy as well.

"We had them six years: Two in the academy and four in college. I used to say that if I couldn't teach them anything in that time it was my fault. But now I don't blame myself so much—we only have the students four years."

He enumerated men and women who were former faculty members at Wesleyan, reporting anecdotes about each one.

Ball Never Stolen.

"Prof R. B. Steele, (now emeritus at Vanderbilt university) was the professor of classical languages. Also Prof. Ferguson. "He also coached the football team. We only had one football. Professor Steele took it home where his arm every night. There was no stealing of the ball when Steele was in charge."

The 83 year old teacher, who was made professor emeritus last September, was presented with a set of golf clubs at the close of the dinner program. President W. E. Shaw ended the session with a short reminder that a 10 year program of building and expansion was being launched.

"We hope to build several buildings yet," said Dr. Shaw, "and one of them should surely be named for Professor Ferguson."

Prof. Edward Prendergast played two violin solos accompanied by R. Dwight Dersler and the Apollo male quartet sang.

Ninety candles of graduated height decorated the speakers table. Candles were placed at each of the smaller tables, and a birthday cake served as centerpiece on each one.

The decorations were in charge of Miss Ann Nichols, Mrs. Donald Stokes and Ward Powell. Miss Lauretine Marquis was in charge of the boats and hostesses while Miss Martha Jane Brown was general arrangements chairman. Mrs. Louis Kuhn directed the national parlor. She supplied a program of speakers and musicians for 16 of the states active in Illinois.

During the evening Professor Ferguson received telegrams of congratulations and best wishes from nearly all of the clubs that were celebrating. Each club had a personal letter from the professor which was read at its meeting.

WPA to Cut Dangerous Trees; City Plans Quick Inventory

Help! Help!

Residents Urged To Report Any For Removal

Bloomington residents: Have you a dead or dangerous tree on the boulevard in front of your home? If you do, please notify your alderman at once, so it can be removed by the WPA tree gang.

Mayor Mark H. Hayes announced Monday that WPA officials had agreed to put the city tree project back into operation if there is sufficient work for a gang. The only stipulation is, however, that the city within the next week must show in advance what trees are to be removed.

In order to obtain this list quickly, co-operation of local residents is needed, the mayor said.

The project, he emphasized, cannot include trimming trees. Neither can it include trees on private property.

Chest Directors Hear Blanchard

Before a group comprising 22 members of the board of directors of the Bloomington-Normal Community Chest at the Y. W. C. A. Monday night, Ralph Blanchard, executive director of a national organization of Community Chests, advised the local board about management.

Mr. Blanchard was presented by Megan B. Still, board president. He did not offer special suggestions on the local situation, but told how Chests in other communities have been managed.

The chairman was authorized to appoint a committee to study Mr. Blanchard's suggestions as they apply here.

$83,848 Free Food Given In Stamp Plan at Peoria

Setup Changed Since Rejected By McLean County

Food valued at $83,848.50 was given without cost to eligible persons in the Peoria food stamp area since inception of the plan March 27 to Oct. 1, it was announced Monday.

The plan is effective in Peoria, Limestone and Richwood counties.

In addition to the food made available through purchase with free blue stamps, those eligible to participate in the plan purchased $52,031 worth of orange stamps with their money.

Persons on WPA, old age assistance, blind and mothers' pensions get 50 cents worth of blue stamps with each dollar purchase of orange stamps. Both colors of stamps are the same as cash in the purchase of food. Orange stamps are good for any food. Blue stamps buy only foods listed as surpluses by the department of agriculture.

Direct relief clients get their grocery orders, and free blue stamps. That is why the total value of blue stamps is greater than the orange.

Where the food stamp plan is being set up now, however, the direct relief client gets an order for orange stamps from his supervisor or processor of the poor, instead of the blue stamps.

The McLean county board of supervisors rejected the food stamp plan for the county earlier this year.

Tchou Paints Graphic Picture Of War Horrors

Rotary Institute Told of Terrific Cost of Turmoil

A terrifying picture of the destructiveness of war, not alone in human lives but in every material thing for which men strive, was put before the Rotary Institute audience at the Bloomington high school Monday night by Col. M. Thomas Tchou, one time private secretary of Gen. Chiang Kai-Shek head of the "free" government of China.

The address of Colonel Tchou was the last in the series of four which have been presented in the 1940 Institute of Understanding sponsored by the Bloomington Rotary club and Rotary International.

He was introduced by Aaron Brooks.

All Have Responsibility.

The point of Colonel Tchou's emphasis on the ravages of war was to reinforce his argument that since the whole world is now just a greater neighborhood, no nation can stand aside and escape its responsibility to other world wide destruction eventually by overwhelm civilization.

"If there is no security for one country, there is none for all the others," he said. "We now learn that, in addition to being national citizens, we are also world citizens. Our burning task is how to rally and organize the constructive elements of mankind, not only to stop tyranny and aggression, but to build a new and better world in which the principles of justice, freedom, security, law and order shall prevail.

"The millions of the world are daily spending $125,700,000 for mutual destruction and extermination," Colonel Tchou cited. Millions go hungry and cold as the result.

Tremendous Losses.

The enormous losses sustained in the present war can not as yet be calculated, but some idea may be had by citing some of China's, said Colonel Tchou.

Half the city of Shanghai with a normal population of 3 million lies in ruins. Scores of other towns and cities have been leveled, thousands of villages have been pillaged and burned—the homes of 40 million people have been destroyed. More than five million non-combatants have been killed and wounded. In 6,000 air raids alone over 200,000 civilians have become casualties.

Business World

Hamburger Stand Grows Into Big Business

Gus Belt Takes Partners, Plans National Chain

Gus Belt, who in five years turned a lone hamburger stand to a $400,000 a year business, is going to expand his brain child into an enterprise of nationwide scope.

He has sold half his business to a group of five local business men and formed a limited partnership with them. Operating under the franchise of Steak 'n Shake Inc., they are launching a statewide expansion program calling for the addition of 12 to 14 new modern type hamburger cafes. In addition to the Illinois program, they also plan to sell Steak 'n Shake franchises to private individuals throughout the nation for operation of similar places.

Have 10 Now.

Leo Hotz, for several years manager of a large local department store, will be chief assistant to Mr. Belt in the enlargement process. Other members of the limited partnership are Wilson Dean, Elwood Hanneman, Ned Dolan and Richard M. O'Connell.

Tentative plans call for Mr. Belt and his associates to the expansion work. Mr. Hotz meanwhile will devise plans for improving operation of the 10 present cafes and develop new personnel.

The business, already employing more than 200 persons, has cafes in Bloomington, Normal, Champaign, Decatur, Springfield, Peoria and Galesburg.

What is known as the Dairy Bar, a brick building about a block north of the company's present cafe, will be remodeled into a plant for manufacture of the Steak 'n Shake products and for experimenting. Transported in refrigerator trucks, the prepared foodstuffs will be distributed to places throughout the state.

Like Movie Script.

The story of Mr. Belt's success reads almost like a movie scenario. He had salvaged the old Shell Inn, birthplace of the present business, with a few gasoline pumps and some accessories gleaned from a high powered filling station business which crashed with the depression.

He started a combination tavern and cafe business specializing in chicken and fish dinners. He built up a fair trade, but was convinced the public would go more for light lunch specialties if they were prepared in the right manner.

He began experimenting with a greasless grill for ground steak and tested best methods for preparing other popular staples such as baked beans, French fried potatoes and plain milk shakes.

Tries New Idea.

When Normal was ended dry, Mr. Belt put all his limited holdings and what funds he could borrow for remodeling his place into a new type drive in hamburger stand.

"It was pretty well battered up when I got through," the blond, stocky executive smiled in recollection Tuesday.

"I forgot all about the curb boys needing change and had to hurry around at the last minute and borrow some before I could open."

He wasn't in the red long, though. The public quickly wanted to try the new kind of hamburger stand. They liked the idea of seeing their food prepared in a spotless kitchen surrounded by glass.

"When I started using those big milkshake glasses they were quite rare," Mr. Belt recalled. "Last year there were more of that kind manufactured than any other style glass. Competitors were quick to imitate."

Seeing the first place a success, Mr. Belt built another across from the Bloomington city hall. It thrived, too, so he set up others in nearby cities.

Last year, Mr. Belt estimates his business consumed 45 tons of steak, 30,000 gallons of pasteurized milk, 75 tons of potatoes and 20 tons of beans.

He attributes the success of his business to the fact that it operates on the principle of the highly developed automobile manufacturing industry.

"We concentrate on a fast turnover," he explained. "We have everything so planned that even in rush periods we can fill any waitress's order immediately. Sandwiches, say, if a curb boy gets mixed up on an order it gums up the whole assembly line."

Writes Handbook.

Full of nervous energy and all wire anxious to be at his work, Mr. Belt takes few vacations. Last winter while accompanying in Florida he wrote an employees' handbook covering all phases of the business from technique of serving the individual customer to preparing foods.

He gives a large share of the credit for their success to Mrs. Belt, who has handled the book work and taken the role of the "behind wheel."

FLAN EXPANSION.—Gus Belt, left, and Leo Hotz talk over plans for expanding the Steak 'n Shake business. Mr. Hotz and four other business men have bought half of Mr. Belt's holdings and formed a limited partnership with him.

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Fresh Ripe Cranberries, Lb. 19c
California Oranges, 176 Size, Doz. 39c
POTATOES No. 1 Red Rivers, 100-lb. Bag $1.69; Pk. 19c
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Nancy Hall Sweet Potatoes, 3 Lbs. 19c
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