

live without oxygen?
A. Yes, quite a few. Certain bacteria called obligate anaerobes live and grow without oxygen. They're among the ones

Know Your Madisonian: Sam Ogle



SAM OGLE
—Photo-etch by Edward Schumann

Baseball and the University of Wisconsin are dangerous subjects to mention to Sam Ogle, executive secretary of the Wisconsin Retail Merchants Assn.

His enthusiasm for both subjects will have you in the ballpark or contributing to the alumni fund in five minutes.

A 1920 Commerce School graduate, Ogle has retained his ties through the Wisconsin Alumni Assn. (WAA) and the Wisconsin Alumni club of Milwaukee.

He served as WAA president in 1958 and the Milwaukee club honored him as its man of the year in 1960 for his "willing and unselfish devotion" to the university.

Ogle also served two terms on the Board of Visitors and was president of the National W club in 1952.

"I've always been interested in anything connected with the university," he explained.

His interest in baseball goes back still further to his youth in Waldo in Sheboygan county when his father schooled him in the game's strategy and kept his pitching arm in shape.

His fast ball won him berths on the village's championship team, the Badger squad, and a Navy team during World War I.

While living in Milwaukee, he owned a box seat at County Stadium, and saw half the home games each year. His wife, Dorothy, whom he married in 1958, shares his baseball interest. She once played on a women's team.

Ogle's proudest possession today may be destined for the Hall of Fame since the aged baseball bears the signatures of many greats: Walter Johnson, Cy Young, Grover Cleveland Alexander, Lefty Grove, Early Wynn, Lew Burdette, and of course Warren Spahn.

"Oh, golly," he moaned when asked what happens when the Braves leave Milwaukee.

His zest for baseball is shared with racing and football. He has occupied the same seats at Camp Randall stadium since 1945 for Badger football games.

"We enjoy life thoroughly," he and his wife said.

They particularly enjoy travel and recently returned from Washington, D. C., and Gettysburg. Other trips have taken them through Canada, the West, Florida, and Mexico.

Despite his many activities, Ogle spends more time than the average worker at his job. He became the association's first director in 1960 when the founders urged him to accept it. His wife is his only assistant.

As manager of public affairs at Schuster's in Milwaukee from 1937 to 1960, he became active in organizing a retail group. As director he represents the members before the legislature and oversees numerous training and improvement projects for retailers.

The Ogles, who live at 1525 Trailway, also experimented two summers with a general store at Manitowish Waters but gave up the venture because of the distance and other job responsibilities.

"We liked selling fishing tackle and groceries and meeting all the people, but we drove 80,000 miles in two years," Ogle said.

Ogle also is active in the Knights of Columbus, American Legion, other military groups, and the Madison club. In Milwaukee, his memberships were even more numerous.

He has served in both World Wars and from 1922 to 1926 worked with a Milwaukee accounting firm. He joined an Oshkosh fuel business from 1926 to 1936.



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