MEMORIAL RESOLUTION FOR

Emeritus Professor James H. March (1895-1980)

During the week of January 20, 1980, members of the faculty of the University of Wisconsin-Milwaukee, School of Business Administration, as well as many of his colleagues at the University and in the community, were saddened by learning of the death of James H. March on January 19, 1980, in Sarasota, Florida.

Professor March had been a member of the faculty of the Division of Commerce of the University Extension Division in Milwaukee -- one of the two predecessors of the University of Wisconsin-Milwaukee -- from February, 1937, until his retirement in June, 1964. During the latter part of this period he had also been Director of the Commerce Division. His field of specialization was accounting, and he was the head of the accounting faculty while active in the Commerce Division. During World War II he wrote correspondence courses in various aspects of accounting for the University of Wisconsin Extension Division in Madison, as well as for the United States Armed Forces Institute.

Born in Ohio, Jim was a Phi Beta Kappa graduate of the University of Wisconsin in Madison. He received a Master of Business Administration degree from Western Reserve University of Cleveland, Ohio, in 1930. He was licensed to practice as a certified public accountant in Ohio and Wisconsin.

Always active in the business world, he continued his private accounting practice throughout his association with the university. He advised officers and management throughout the midwest when their business problems needed solution. Details did not escape him, but they did not overpower him, for he could discern major issues. Professor March's additional contributions to the accounting profession resulted from his active membership in the Wisconsin Institute of CPA's, where he held the office of Secretary from 1957 to 1958. As a member of the Milwaukee Chapter of the National Association of Cost Accountants, he functioned as the Associate Director of Education and was their Director of Publications for two years. One of his papers, "Application of Burden Accounting to Production Factors," was awarded a certificate of merit under the Lybrand Award Competition. As a member of the American Accounting Association, he encouraged upper-division students and faculty to join its ranks.

Jim March's major contribution was in the field of education. He was a devoted scholar. When he was dissatisfied with the existing text books in cost accounting, he wrote his own, published by McGraw-Hill. Countless hours were spent in the office, counseling students and advising them about the opportunities in accounting and assisting them to plan their academic schedules. He was never too busy to talk with a student and gave his time generously to anyone with a problem. He did not seek reward. Because of his unassuming nature and dedication, when he was asked on his personnel record to indicate the extent of student advising activities, Jim wrote, "Normal amount."
He moved to Sarasota, Florida, in 1971, where his wife, Margaret, survives him. Jim was the father of five children: John, of Weston, Conn.; Virginia (Kline), of Madison, Wis.; James, of Palo Alto, Calif.; Frederic, of Greensville, S. C.; and Susan (Zahn), of Milwaukee.

Those who met James March recall him as a true gentleman in the literal sense of the word: gentle, considerate, unfailingly courteous to students and fellow-faculty members; gracious in his social contacts; a true master of the field he chose for his life's work. Those who knew him consider their friendship with him an honor and a privilege.

James Schaefer
Jerry Leer