

DULUTH--The University of Minnesota, Duluth branch, today officially became the University of Minnesota, Duluth.

By unanimous action of the University board of regents at a meeting this morning in Kirby Student center on the UMD campus, the original designation of the Duluth campus was shortened by the removal of the word "branch."

President J. L. Morrill, who initiated the change, declared that the new designation was "something we have all shared a deep feeling about for a considerable time."

William T. Middlebrook, vice president in charge of business administration, spoke about the desired change at an informal dinner last night at Northland Country club.

"I'm not keen about the 'Duluth Branch' in the present name of the Duluth campus," he said.

"I would like to think of it as the University of Minnesota, Duluth. This is logical from the standpoint that the Duluth campus is not a separate part but an integral unit of the University family."

President Morrill in his first Duluth visit in 1947 following establishment of the former Duluth State Teachers college as a branch of the University, spoke forthrightly for development of a modern and adequate facility.

Today he noted that the Duluth branch has long since outgrown its original designation.

"The Duluth campus has become a highly respected and progressive member of the University family. Its faculty and staff, its physical plant and its student body are a credit to the whole institution.

"The attitude of the entire Northeastern Minnesota region toward the Duluth campus bears out that it has achieved true maturity and regional identity.

Regent Richard L. Griggs, Duluth, who last night received accolades for his championing of the Duluth campus, expressed "extreme gratification" over the change in name.

"We have thought for a long time about this change. The stature of the Duluth campus most certainly warrants this new designation."

Provost R. W. Darland said, "This will make many people happy, not only in the Duluth region but throughout the state. We have heard many questions about the word 'branch.' It has seemed outdated in view of the magnitude and maturity of the Duluth campus."