

Alumni in The News

Floyd Lochner Still Running; On Turkey Farm, Not Cinders

(This story by Ray Parr, '32ba, Daily Oklahoman feature writer, was written before many of Floyd Lochner's turkeys felt the Thanksgiving axe. It's still a good yarn about one of O.U.'s all-time great athletes.)

Some 2,800 turkeys on the Floyd Lochner farm 12 miles south of Norman will tell you confidently there really wasn't any need for Floyd to put up that six-foot fence. There isn't a bird on the place which can outrun him.

Floyd, '37ed, you may remember, was one of the finest cross-country runners in the United States as he galloped for the University of Oklahoma track team about 10 years ago.

In addition to winning the Big Six Conference two-mile championship three years, he won the Sugar Bowl invitation meet two years and the national AAU 3,000-meter steeple chase in 1937.

He also raced throughout the east for a year after his graduation and made a tour of Japan as

a member of a United States track team.

A turkey just doesn't have a chance against a guy like that.

The slight, blond runner is only three pounds over his best running weight and still can ramble over the countryside when the occasion arises.

As a matter of fact, 2,800 turkeys can keep a fellow rambling about full time and that early track training comes in right handy.

Lochner got started in the turkey business only two years ago when he came out of the Navy where he had served three years and eight months.

Before entering service he had worked for a Norman sporting goods store and with the state-wide recreational project of the WPA.

While in the Navy, he decided, however, to go back on the farm. Born and reared on a farm near Agra, 14 miles north of Chandler, he was no stranger to the rural life. He chose turkeys.

For three years, he studied the business, reading everything he could get on the subject and talking to every turkey man he could find. He figured he was ready when he said goodbye to the Navy in

April, 1945.

He went into business on 20 acres just off U. S. 77 south of Norman. He bought 1,000 eggs at 30 cents each, set 500 of them and got 70 turkeys.

"I sure found myself not getting rich fast," he recalls.

He had a little better luck with his next egg order and finally managed to raise and sell 1,200 turkeys.

He began to save his own eggs for hatching and this year set 4,500, getting 2,800 turkeys.

He hopes to gross more than \$20,000 as the birds will average about \$8 each. However, he figures his total cost per bird will be about \$6.50, leaving a profit of \$1.50 each.

His feed bill for oats, corn and prepared mash may run \$14,000 this year, he said. He expects to sell about one-third of the birds retail at the farm and will sell the rest wholesale. He already has sold 200 birds for gifts.

Lochner does all the work on the farm, except for the cleaning of the turkeys. He expects to hire about five farm boys to lend him a hand on this chore.

He likes to sell the birds dressed at retail prices. He hopes eventually to retail 3,000 birds annually at a profit of \$2 a bird.

He is installing a deep freeze unit and will keep 20 frozen birds on hand. He also is planning facilities for the sale of smoked turkeys.

Lochner was married in 1939 to Vernice White '38bus, of Norman. They have two youngsters, a boy and a girl.

"It wasn't exactly what I expected when I got married," Mrs. Lochner said. "But I'm crazy about turkeys."

Cotton's Homecoming Applauded

BY CONLEY HIGDON
Journalism Junior from Walters

Homecoming for Larry Cotton, '33, was a successful one.

An enthusiastic audience greeted him with rousing applause during his appearance on the second Celebrity Series program in Holmberg Hall November 25.

Although Mr. Cotton's tenor voice is definitely not of operatic proportions, it was clear and melodious and filled the large auditorium. His enunciation was particularly good—so much better than some of our better known singers on the concert stage.

He opened the program with a group of three songs—"Adelaide," by Beethoven; "Bois Epias," by Lully, and "Il mio Tesoro," by Mozart. These showed his excellent enunciation in German, French and Italian.

Probably the best received number in the second part of the program was "Miranda," by Hageman. It was a lively number well done, with Mr. Cotton's high tones extremely clear.

The last group of songs contained folk songs and the well-known Negro spiritual, "Were You There?" This group ended with a very clever ditty, "The Deaf Old Woman."

Altogether Mr. Cotton was called back onto the stage for eight encores during the performance. He sang numbers which were familiar to the audience, such as "Begin the Beguine," "The Whippoorwill Song," and "I'll Take You Home Again, Kathleen."

Finally, with the applause still echoing throughout the auditorium, Mr. Cotton said that he didn't want to keep the audience too long and sang a familiar O.U. song, "The Good Night Song" of the Delta Upsilon fraternity.

Alice Wightman, who accompanied Mr. Cotton, gave an outstanding performance at the piano. She had wonderful technique which added much to the songs which Mr. Cotton sang.



FLOYD LOCHNER, '37ED.
From *Track Treks to Turkey Troubles*.

Vern Sanford Takes New Job

Vernon T. Sanford, '32bs, resigned as secretary-manager of the Oklahoma Press Association recently to become the first fulltime manager of the Texas Press Association. The resignation was effective December 1.

He has been associated with the Oklahoma organization since August 1, 1934. "His work has assisted materially in making this the outstanding press association in the country," O. H. Lachermeyer, president of the association, said.

Sanford's responsibility in his new job will be to develop a business organization of Texas newspapers similar to the O.P.A. A fund of \$35,000 has been furnished by Texas publishers to launch the new program, with headquarters at Dallas.

A native Oklahoman, he has done newspaper work for the *Chickasha Daily Express*, *Norman Transcript*, *Anadarko Daily News* and the *Cleveland County News*. Before joining the O.P.A., he was manager of the Nebraska Press Association.

Sanford is a former president of the Oklahoma City Advertising club, the Oklahoma City chapter of the Southwestern Association of Industrial Editors and the Newspaper Association Managers. For two years he was the chairman of National Newspaper Week committee.

Studying at Oxford Is Fun For Rhodes Scholar Hinshaw

Besides being able to learn a lot, studying at Oxford is fun and stimulating, writes Dr. J. Raymond Hinshaw, '44ba, '46med, Rhodes scholar from O.U.

Since arriving at Southampton on October 8, Dr. Hinshaw, whose home is in Norman, relates that each week brings new interests and additional work.

"Several former Rhodes scholars and a number of English students were on hand to accompany the scholars to the various colleges when we arrived."

Dr. Hinshaw describes his quarters in Rhodes House in Oxford as "a large sitting room and a smaller bedroom on the first floor." When he asked an Englishman why he was assigned such a large room, he received the surprising reply, "Sir, you are a doctor."

Long discussions with other scholars over numerous cups of coffee or tea takes a goodly part of the day of a Rhodes student. "We are free to come and go as we like during laboratory hours,"

Dr. Hinshaw writes. "Each day we have a round of 'teas,' 'coffees,' etc., and together with the meetings of the various organizations—the Bryce Club, the American Association Union, and several others—besides taking in plays, operas, athletics, and studying, we manage to keep busy."

Dr. Hinshaw doesn't plan to let his Christmas vacation interfere with his work. He already has made plans to visit laboratories, hospitals, libraries and universities in Stockholm, Copenhagen and the Netherlands during his time off.

Being a student at Oxford has made it possible for Dr. Hinshaw to meet and hear internationally prominent men in political and academic fields. From London Lord Halifax and Harold Laski visited Oxford this fall for lectures, and from Yale University the former Rhodes scholar and now professor of physiology, Dr. John Fulton, came to speak to the students.

One of the visitors at Rhodes House was General George Marshall who came for tea. "From the set of his jaw, Russia might well guess that he means business," Dr. Hinshaw commented. "He is pleasant and kindly, but you can see the Roosevelt-Churchill brand of fight in him, too."

Finding it impossible so far to develop a like for soy sausages, the former O. U. honor student says that nevertheless the food at his College is said to be the best on the campus.

"It takes food parcels from six to eight weeks to arrive from the States, and the packages are terribly battered. Tinned food containers are often bent and twisted, and occasionally opened. A gift of a small package of tea, a little box of cube sugar or a bar of soap is especially appreciated by the people here."

In his letter, the young medic praised the resourcefulness of the English people, "who do so much with so little."

"Milk and butter are very scarce; meat is more scarce, and oranges are twenty cents each when available. Crisco tastes good on hot toast when you can get the hot toast and crisco."

Admittedly expecting to find the English aloof and austere when he left the U. S. the doctor was pleasantly surprised by their courtesy and kindness.

"There is a pride, a grim determination and confidence which you feel in the air everywhere. The English boys are especially friendly and do many things to make us feel comfortable and at home."



DR. J. M. ASHTON, '33PH.D.
Goes to Washington.

Ashton to Work on U. S. Budget

Dr. J. M. Ashton, '29ma, '33ph.d., research director of the Oklahoma Chamber of Commerce for 15 years, has been called to Washington to help conduct research for the house appropriations committee on President Truman's budget, it has been announced.

Dr. Ashton, a trained engineer, holds a bachelor of law degree from New York University, has been a superintendent of schools in Oklahoma and holds both master's and doctor's degrees from the University of Oklahoma.

During the past 15 years, his work has been primarily in research and studies on the cost of local and state government. His *Functional Cost of Government in Oklahoma* and *Red Books* have been adopted as models for research by business organizations in other states.

Some time ago, the National Association of State Chambers was asked to nominate at least 20 outstanding research men to work under the direction of Robert E. Lee, director of fact finding for the committee.

Dr. Ashton's name was submitted, and he was selected upon the basis of work done in this state.

He has left for Washington, and his assignment is expected to last well through January.

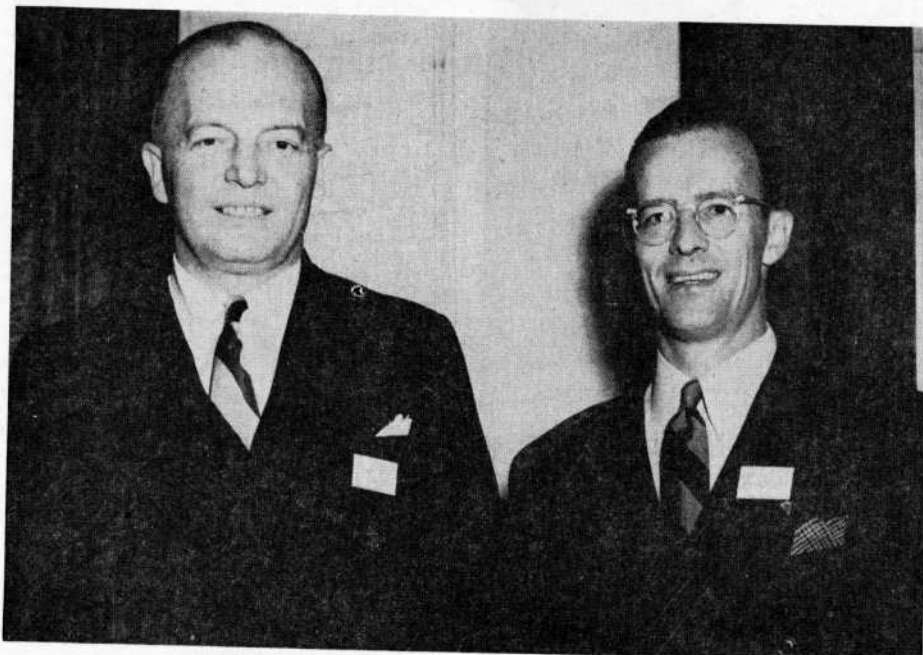
Lawyers Respond to Feller's Gavel, Hear Harold Stassen

James D. Fellers, '36law, Oklahoma City, national chairman of the Junior Bar Conference, presided over the 14th annual meeting of the conference recently in Cleveland, Ohio. The meeting was held in connection with the annual meeting of the American Bar Association.

One of the highlights of the convention program was the address of Harold E. Stassen, former governor of Minnesota and a former state chairman of the Junior Bar Conference in that state. Stassen's speech on "Vetoes or Peace" was broadcast from a joint luncheon meeting on September 23 sponsored by the Junior Bar Conference and the section on international and comparative law of the American Bar Association.

Stassen told the overflow crowd that the first objective of the United Nations Assembly should be to prevent war between the United States and Russia if there is to be any advance toward world peace and progress.

In Cleveland Mr. Fellers was elected by the general assembly of the American Bar Association as a delegate to the house of delegates of the Association for a three-year term. It was also at that meeting that his appointment to the special committee on participation by lawyers as citizens in public affairs was announced.



James D. Fellers, '36law, right, poses with Harold E. Stassen, former governor of Minnesota, at the 14th annual meeting of the Junior Bar Conference held recently in Cleveland, Ohio. Fellers is national chairman of the organization.

Prominent Oklahomans Attend Medical Foundation Dedication

Impressive ceremonies marked the dedication of the site for the Oklahoma Medical Research Foundation building in Oklahoma City recently.

A deed to the tract of land, which is located adjacent to the State Medical School, was presented J. G. Puterbaugh, the foundation's new president from McAlester, by W. Russell Borgman, chairman of the state board of affairs.

Governor Roy J. Turner led the list of distinguished state men who spoke at the dedication. Others included: Dr. Paul Champlin, Enid, representing the Oklahoma Medical Association; Dr. Fred C. Seids, Perry, of the Oklahoma State Dental Association; Connie Masterson, Oklahoma City, for the Oklahoma Pharmaceutical Association; O. H. Lachenmeyer, Cushing, of the Oklahoma Press Association, and W. Lee Woodward, Alva, representing the lay public.

Maj. Gen. Leslie R. Groves, war-time director of the Manhattan project which developed the atomic bomb, was the principal speaker at the dinner which followed the dedication.

Five Oklahoma organizations are planning to raise a total of at least \$1,595,4990 to aid in the construction of the foundation building. The Oklahoma Pharmaceutical Association has opened a state-wide campaign to raise \$300,000, and the State Nurses' Association recently voted to raise \$50,000. The Variety Club of Oklahoma has pledged \$600,000 toward erection of the building, while pledges of Oklahoma doctors of medicine have reached a total of \$390,490. Oklahoma dentists expect to add \$255,000 to the amount.

Besides Puterbaugh, the officers for the coming year elected at a meeting of the foundation's board of directors included: Ralph Talbot, Tulsa, vice-president; Dr. John Lamb, '28ba, '32bs, '32med, Oklahoma City, secretary; Fred L. Dunn, Tulsa, treasurer; Ancel Earp, Oklahoma City, executive committee chairman, and Hugh Payne, Oklahoma City, general manager.

New members of the executive committee are C. J. Masterson, '28pharm, '30bs; Roy Lytle; Stanley

Draper; W. T. Payne; Dr. W. F. Keller, '28ba, '29bs; Henry Griffing, '28ba, '30law; Dr. Francis J. Reichmann; Frank Buck; Frank Sewell; Charles Follonsbee and Harry Frantz, '17..

Dr. Tidwell Reaches Goal

Dr. Robert A. Tidwell, '35bs, '37med, one of three founders of the Children's Heart Clinic at the Children's Orthopedic Hospital in Seattle, recently reached a much sought after goal in surgical accomplishments. Three delicate, difficult "blue-baby" operations, the first such operations in Seattle, were performed in the clinic started by Dr. Tidwell and his two companions, Dr. Dean K. Crystal and Dr. George D. Capaccio.

The operation, which takes 3½ to 5 hours, does not cure the condition of lack of sufficient oxygen in the blood, but simply tries to improve it by routing more blood to the lungs so that the oxygen content is raised to 65 or 70 percent. The average person's blood has an oxygen content of 90 to 95 percent, while that of a blue baby's blood is 35 to 40 percent.

The three doctors diagnosed and studied the case of 8-year-old Raymond Schneider for two years before performing the delicate operation on him—their first such patient, on October 10. Dr. Crystal, who performed the operation on Raymond and two other tiny patients, observed the technique of the operation at Johns Hopkins and later performed numerous operations on dogs with the co-operation of the University of Washington Medical School.

While Dr. Crystal was perfecting his operating technique, Dr. Tidwell, along with Dr. Capaccio, was improving his technique of diagnosis.

With the perfection of these operations, about 75 per cent of "blue babies," whose normal life span would be 13 years, can be helped. Also, the clinic is now able to care for all types of children's heart diseases.

Children from throughout the state of Washington may now receive treatment that before could be obtained only in Eastern medical centers. Afflicted children are being treated without regard for the ability of their parents to pay.

A trust fund has been set up in a Seattle bank to handle public donations. Such donations will help to expand the facilities and research of the clinic. The ultimate objective is to raise enough money in the next few years to build a wing in the new Children's Orthopedic Hospital when it is built which would be dedicated entirely to children with heart disease.

Dr. Moseley Given Service Award

Dr. John O. Moseley, '16ma, president of the University of Nevada and a former member of the classical languages faculty at the University of Oklahoma, received the annual award of the National Interfraternity Conference for "distinguished service to youth through the American college fraternity."

Dr. Moseley was honored at a luncheon after the conference opened its 39th annual session in New York. Delegates from 59 national college fraternities attended.

The educator was an associate professor of Latin for 17 years and also a tennis coach at the University until 1935, when he became president of Central State College, Edmond. He later went to the University of Tennessee as dean of students, before going to Nevada in 1944.

A former national president of Sigma Alpha Epsilon, Dr. Moseley has been active in fraternity work for many years.

Dick Dale Has Close Call

Richard H. Dale, '47journ, NEA-Acme News photographer who recently joined the Paris bureau, recently escaped serious injury in a riotous clash between police and communists.

In a cable to his parents at Oklahoma City, Mr. Dale said that he was not hurt, although earlier press dispatches had quoted him as stating that he had been beaten by police. Several American newsmen were injured in the fighting, which began when 33,000 communists tried to break up an anti-Russian meeting.



Hoberecht Comes Home!

"I have returned."

Uttered not by General MacArthur, but by the next best-known American in Japan, this phrase is applicable to Ernie Hoberecht, '41journ, author of a Japanese best seller, *Tokyo Romance*.

Ernie, a colorful United Press correspondent in Japan who is back in the states for a three months vacation, blew into Norman one day around the middle of November to shake hands with a few old friends and to make a speech on the campus.

Sponsored by his fraternity, Sigma Delta Chi, professional journalistic fraternity, Ernie spoke on "Conditions in Japan" before an audience of professors and students in the Business Administration Auditorium.

Ernie is happy in Japan. He likes the Japanese people. With such huge sales of *Tokyo Romance* and four follow-ups, *Tokyo Diary*, *Shears of Destiny*, *50 Famous Americans*, and *Democratic Etiquette*, he is a millionaire—all in Japanese yen. This wealth can not be taken out of Japan. So it's a good thing he likes Japan, because he has plenty of incentive to keep him there.

When Ernie was a hot-shot reporter on the *Oklahoma Daily* back in pre-war days, not even he visioned his jet-propelled future. His present position stemmed from a job as war correspondent in the Pacific during the war.

He wrote *Tokyo Romance* in between chasing down stories in American-occupied Japan for the United Press. The book, a story of a young war correspondent who falls in love with pictures of a Japanese pin-up girl which he finds on Pacific Islands and later meets her in Japan, caught-on among the Japanese immediately after it rolled off the press. In the Japanese language it sold over 300,000 copies. In the English language edition it was criticized by Americans as being unoriginal. After a critic called *Tokyo Romance* "probably the worst novel of modern time," Ernie hotly disagreed, adding, "I've written worse myself."

The name *Tokyo Romance* appeals so much to Ernie that he is exploiting it to the very end. He wrote a song which he describes as "an American blues song in Japanese," and named it after the book title. Then followed a classical gem, "the first classical love song in Japanese history that rhymes," which he also called *Tokyo Romance*. Now a movie is being made in Tokyo of the book, and naturally it is being called *Tokyo Romance*.

New Newspaper Trends Discussed By Editor Gilstrap in Article

Shorter sentences and simplified style were favored by managing editors at the recent seminar at Columbia University. Max K. Gilstrap, '37journ, assistant to the managing editor of the *Christian Science Monitor*, described the American Press Institute discussions in an article published recently.

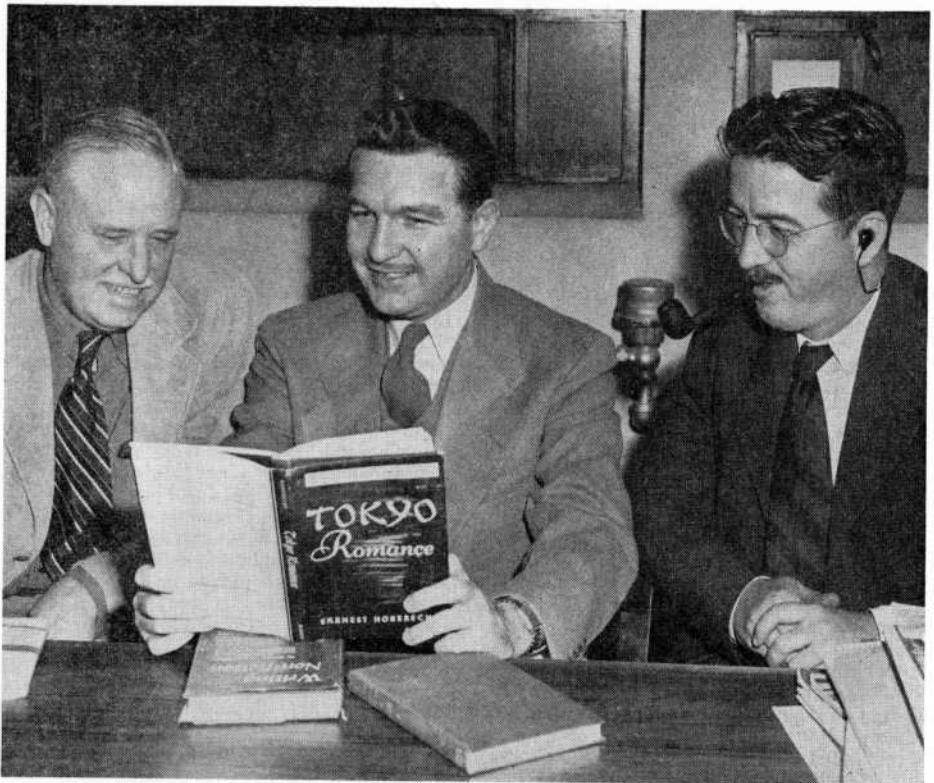
Tabloids are becoming more popular, the editors agreed. Make-up improvements are being carried out everywhere, with use of more pictures, italics, indentations and shorter headlines.

Leading comic strips are read by 80 percent of adults, public opinion survey experts told the editors, with single panels even more popular than comics. A one-column head has as much reader attention as a banner, which is too long to be scanned easily, and more readers turn to the left than the right side of the page, the survey men reported.

Home decorating is the most popular feature among women, with fashions, food and beauty following in that order. Babies are far behind in interest.

Educators, financial experts and natural scientists all said that newspapers were overlooking opportunities in not giving more coverage to their respective fields.

The 27 editors, including Carl K. Stuart, managing editor of the *Daily Oklahoman*, visited the U. N. headquarters at Lake Success, the *New York Times*, NBC, and the *New York Herald Tribune*,



When Ernie Hoberecht, '41journ, visited his alma mater recently, he and his former creative writing teachers, W. S. Campbell (left) and Foster Harris (right), got together to look over Hoberecht's book, *Tokyo Romance*, which has caused a sensation in Japan.

Yates Opens Oil Firm

Wichita, Kansas

Dear Ted:

Only about three months ago you received my change-of-address notice when I was transferred by The Standard Oil Company (Ohio) from their Cleveland office to Oklahoma City. Then about a month ago you received another notice to change my address from Oklahoma City to 406 KFJ Building, Wichita. Since this last change of address was made on a post office form only, I will enlarge on it a little and give you a news item—particularly for the class of '34.

On November 1, P. T. Amstutz, Jr., who was head of the reservoir engineering section, and I, who headed the valuation engineering section of The Standard Oil Company, resigned and started our own firm (Amstutz and Yates Inc.) with offices in Wichita. Our articles of incorporation allow us to enter any phase of the oil business, but our primary objective is to offer petroleum engineering services on a consulting basis, specializing in the analysis of reservoir problems and reserve estimates and valuations of oil and gas properties. Although our headquarters are in Wichita, we do not intend to limit our activities to the state of Kansas.

Incidentally, right next to us in 407 KFJ Building is another O. U. graduate in petroleum engineering, a member of the class of '39. He is P. C. Musgrove, president of the Musgrove Petroleum Company, an up-and-coming young oil firm operating primarily in Kansas. Prior to forming his own company about six months ago, Mr. Musgrove was district production superintendent in Kansas for Sohio Petroleum Company.

Recently I was in Bradford, Pennsylvania, and visited with Lee Minter, '33eng. He is sales manager for the Zippo Lighter Company, which is located there. He has acquired a family consisting of a young lady, five, and a year-old son.

This is about all the alumni news I can think of at the moment. However, there are many O. U. graduates in Kansas, and in Wichita in particular. Perhaps I can furnish you additional news items at a later date.

Sincerely yours, G. L. Yates, '34eng, '35ms.

Updegraff Speaks for Red Cross

Paul Updegraff, '30law, Norman attorney, was principal speaker at the annual open meeting on November 18, of the Oklahoma County Red Cross Chapter. Speaking in the Oklahoma City YMCA Auditorium, Updegraff, first Oklahoma man to sit on the national Red Cross Board of Governors, confined his remarks to the organization of the national board under the new charter.

He said the charter, granted by Congress last May, was the first Red Cross charter revision in 20 years. It is the third since the organization was originally chartered in 1905. He pointed out that the new charter is designed to allocate more control to local chapters. A 50-member board of governors is provided for, of which 30 are elected by the chapters, 8 appointed by the President of the United States, and 12 selected by the 38 provided for.

At the meeting of the Oklahoma County Chapter, four new board members were elected. They were Mrs. Alvin Jackson, Mrs. Dal Hogan Jr., and Mrs. Clarence S. Paine, all for three-year terms. Mrs. Neal O'Sullivan was elected to fill the unexpired term of Mrs. Warren S. Miller.

Re-elected to the board were ten others. They are F. Wiley Ball, Neal Barrett, Dr. Ward L. Shaffer, C. M. Greenman, '36bus, Dr. Bert F. Keltz, Dr. D. H. O'Donoghue, Judge Edgar S. Vaught, '34ba, '36law, Dr. H. B. Bruner, Granville Tomerlin, '38law, and Lee B. Thompson, '25ba, '27law.

HIGH R. O. T. C. ENROLLMENT

Enrollment in the R. O. T. C. at the University with 1,747 students is the second highest in the 4th Army territory, Army headquarters at Fort Sam Houston has announced. Texas A. & M. College leads with 2,668 enrolled. Number of students in the area, which includes Oklahoma, Texas, Louisiana, New Mexico and Arkansas, has increased 62 percent over last year.

The Oklahoma musical program is one of the few in the nation to conduct research on folk music.