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 six-foot fence. There isn't a bird on the place that 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 steeplechase 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.

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 next year will average about $3,000, but 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 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 HICOX

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 Dear 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.

DECEMBER, 1947


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.

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 cubesugar 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."

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

Since arriving at Southhampton 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."
Four Oklahoma organizations are planning to raise a total of at least $1,595,490 to aid in the construction of the foundation building. The Oklahoma Medical Association; Oklahoma State Dental Association; Connie Masterson, Oklahoma City, secretary; Fred L. Dunn, Tulsa, president; Dr. John Lamb, '28ba, '32bs, '32med, 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 Geilinger, '28ba, '30law; Dr. Francis J. Reichmann; Frank Buck; Frank Sewell; Charles Follonsbee and Harry Frantz, '17.

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. Seldt, Perry, of the Oklahoma State Dental Association; Connie Masterson, Oklahoma City, for the Oklahoma Pharmaceutical Association; O. H. Lachennoyer, Guthrie, of the Oklahoma Press Association, and W. Lee Woodward, Alva, representing the lay public.

J. G. Puterbaugh, the foundation's new president from McAlester, by W. Russell Borman, chairman of the state board of affairs.

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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.

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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, NEA-ACME News photographer who recently joined the Paris bureau, recently escaped serious injury in a rousing clash between police and communists.

In a cable to his parents at Oklahoma City, McCall said that he was not hurt, although earlier press dispatches had quoted him as stating that he had been beaten by police. Several American news men 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, '41 jour, 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 acquaintances 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 cannot 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 love 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 the University of Colorado, Max K. Gilstrap, assistant to the managing editor of the Christian Science Monitor, described the American Press Institute discussions in an article published recently.

Tablets 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, according to a survey experts told the editors, with single panels even more popular than comics. A one-column head has as much reader response, with single panels even more popular than comics. A one-column head has as much reader response as multi-column heads, with single panels even more popular than comics.

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 your address from Oklahoma City to 406 KFH Building, Wichita. Since this last change of address was made on a post office form only, I will enroll 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 reserves 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 KFH 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, 33eng, 35ms.

Updegaff Speaks for Red Cross

Paul Updegaff, '38law, 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, Updegaff, 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. W. Wiley Bull, Neal Barrett, Dr. Ward L. Shaffer, C. M. Greenman, 36bas, Dr. Bert F. Kelts, Dr. D. H. O'Donoghue, Judge Edgar S. Vaught, 34ba, '36law, Dr. H. B. Bruner, Granville Turnerlin, '38law, and Lee B. Thompson, 25ba, '27law.

HIGH R. O. T. C. ENROLLMENT

Enrollment in the R. O. T. C. at the University with 1,797 students is the second highest in the 4th Army territory, Army headquarters at Fort Sam Houston has announced. Texas A & M College leads with 2,688 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.