

A True Experience

MEMORANDUM

To J. C. Higdon, Home Office Subject Selling All S

Last week I called on a laboratory technician. I was showing him our sales-maker and explaining our earlier "All-Says" plan when my interview was suddenly interrupted by a ring of a "call" bell. I was folding up with the promise of a later appointment when another fellow in the laboratory said, "Say, I overheard what you had to say about that policy and what it will do--you had to say about that policy and what it will do--I am interested--tell me a few things"

When I walked out of that laboratory I had an application for \$2,500 All-Says, \$100.00 monthly indemnity plan and check for initial quarterly premium. Even though it was after six, I felt like tackling another prospect. By seven o'clock I had another signed application for \$100.00 a month accident and health policy on an annual basis.

My prospects for 1938 are very bright, in fact. They're being getting better and better each year--for the complete service we have to offer makes it possible for me to write an increasing amount of quality business.

J. Schum

**YES—BMA SALESMEN
FIND IT EASIER TO SELL
COMPLETE PROTECTION**

The above letter is typical of the experience of hundreds of B.M.A. salesmen who each month are writing an ever-increasing volume of business. No doubt, a great portion of their success can be based on the fact that B.M.A. offers personal protection against all forms of income loss —

COMPLETE PROTECTION

—which includes Accident, Health and Life Insurance.

ACCIDENT and HEALTH
WEEK — APRIL 25-30

**BUSINESS MEN'S
ASSURANCE CO.**
KANSAS CITY, MO.

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J. C. HIGDON, *Vice-Pres.*

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*K.U. Alumni.	

Gladys Leona Mason didn't go far from home for her teaching job in Fort Scott junior high. She lives on Route 2 out of that city.

Iris McDonald was exhibiting a broad smile on the campus April 23. She was back for a visit from her labors as teacher in Harper high school. Among other duties she supervises the school paper, the *Harper High Herald*. The National Scholastic Press Ass'n this year rated her paper "excellent" in First Class Honors—which is quite an honor considering the fact that it's Iris' first year in the profession and that the paper has been going only a few years.

Grace Adele Pearson is employed as student technician at Bethany Hospital, Kansas City, Kans.

Beatrice Mary Perdue teaches at Overland Park. Her home is in Louisburg.

Leland, I, and Betty Shirk Quantius, fs'36, with their little daughter, Carmen, are living in Topeka, where Leland is a special assistant in the office of Attorney General Clarence Beck, l'26.

E. A. Schwerdtfeger, fs, is a member of the firm of A. W. Heitschmidt & Co., Bushton.

Howard Smith, b, is cashier for the Colonial Baking Co. in Little Rock, Ark.

Anna Bella Truesdale, ed, is principal of Jefferson school at Leavenworth. Her address, 1407 2 Ave.

Alyce Westerhaus, p, has work in a drug store at Eskridge.

Burle Wobker, e, does chemical work in Kansas City, Mo., where his home is at 7629 Madison.

Orlie Kenneth Wolfenbarger, g, is vice-president of the Shawnee Mission high school at Merriam. His home is in Overland Park.

Married, Lt. M. E. Wanamaker, fs, to Miss Irene Oberhelman of Silver Lake, June 27, 1935. Announcement of the wedding was made only recently. They will live in Lawton, Okla., while Wanamaker is stationed with the Army Air Corps at Fort Sill, Okla.

Engaged—
Leslie Spahr Laws, e, to Helen Kitsmiller, '37, both of Kansas City. The wedding will take place in June.

Jim Polkinghorn to Miss Bernice Beckman of Dodge City. They will be married in the late summer.

Joe L. Robertson, e, to Mary Helen Fiske, fs'39. The wedding date is set for June 4. Joe is an apprentice engineer with Phillips Petroleum Co., in Bartlesville and enjoys his work in the engineering test laboratory. His residence address is 715 Dewey Ave.

FACULTY

Capt. Wm. I. Brady, fs'20, of the K.U. department of military science and tactics has been transferred to the Panama Canal. He will continue at the University till the end of the school year, however. Homecomers of last fall will remember Captain Brady as the energetic and capable chairman of festivities.

Prof. E. C. Buehler read a paper "What Chance Has Truth in Debate" at the meeting of the Central State Teachers' Assoc. meeting in Columbia, Mo., this month. Miss Margaret Anderson, g'25, assistant professor of speech, also attended the meetings.

Dr. H. P. Cady, '97, g'03, who produced the first two cubic feet of helium and turned it over to the United States government, is strongly opposed to the sale of the lighter-than-air gas to Germany. "I am absolutely certain that the Germans intend to use the helium for purposes of war—" said Dr. Cady, after delivering a paper on "The Development and History of the Helium Industry" at the ninety-fifth meeting of the American Chemical So-

ciety at Dallas April 22. Dr. Cady would like to see the U.S. government retain a complete monopoly on helium and undertake further experiments with the gas, which promises to have many commercial uses.

Prof. Carroll D. Clark, '22, g'25, and Prof. Loren C. Eiseley were on the program of the Midwest Sociological Society convention at Des Moines, April 21-23. Prof. Noel P. Cist, on leave from the University this year, presided at several sessions of the convention.

Prof. Loren C. Eiseley of the sociology dept. was recently elected to the council of the American Anthropological Association.

Miss Rosemary Ketcham spent a recent week end in Iowa City, where she acted as judge for a state-wide art exhibition held at the University of Iowa. She also stopped in Des Moines, to visit three of her former students at work in the high school there—Alice Geiger, '22, fa'33, Mary Breese, fa'31, and Dorothy Wilson, fa'37.

Coach Ad Lindsey has been appointed to the rules committee of the American Football Coaches Association, to serve for the present year. This committee makes recommendations on rules changes to the national rules body.

Prof. W. Otto Miessner gave the keynote address at the Music Educators National Conference in St. Louis, Mo., early in April, speaking on "Forces Affecting Musical Progress." Professor Miessner had been selected by the officers of the conference to give this address in commemoration of the hundredth anniversary of the introduction of music into the public schools.

Miss Meribah Moore was soprano soloist for the presentation of "The Seven Last Words" in North Platte, Nebr., Easter week end. Karl Bratton, fa'31, of Stephens College, Columbia, Mo., was tenor soloist for the program which was given by the choirs of five churches.

Dr. James Naismith spent two weeks this spring addressing basketball banquets, conferring with coaches, and talking to Rotary Clubs, Kiwanis Clubs, and Chamber of Commerce in Michigan cities. The 1650-mile trip was arranged by the Michigan Y.M.C.A. and included almost a score of cities.

Major Carleton Smith, just returned from duty in Tientsin, China, has been assigned to the University R.O.T.C. to replace Major Earle A. Johnson who will attend the Command and General Staff school at Ft. Leavenworth next year. Major Smith is a graduate of the infantry school at Ft. Benning, Ga. He is married and has two small daughters.

Prof. E. O. Stene was elected to the executive board of the Southwest Social Science convention at the meeting in Oklahoma City, Okla., over Easter vacation. He was also made chairman of the political science division, and Prof. Carroll D. Clark, '22, g'25, was re-elected to the executive committee of the Southwest Sociological Society, and affiliate organization. Professor Stene and Cleo Wilcox, ed'28, g'37, instructor in sociology, read papers at the convention.

Deans E. B. Stouffer and Paul B. Lawson, and Prof. H. E. Chandler attended the meeting of the North Central Assoc. of Colleges and Universities in Chicago, April 6-9. At the closing session Dean Stouffer was appointed a member of the executive committee of the association. Dean Lawson went on to Ann Arbor, Mich., to attend the meeting of Deans of Colleges of Liberal Arts, April 11 and 12. Alumni meetings were held for him in Milwaukee, Ann Arbor, and Cleveland.

Miss Esther Twente, new staff member of the sociology dept. this year, was elected president of the Kansas Conference of Social Work at the meeting in Hutchinson, April 22.