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Pabst Making Vitamin B-12 as Byproduct

Important in Treatment of Pernicious Anemia; Extensive Use Seen in Feeding Animals

Manufacture of vitamin B-12 from a micro-organism which feeds on brewing byproducts was announced Saturday by the Pabst laboratories here research division of the Pabst Brewing Co.

Dr. Alexander Frieden, laboratory director, said the micro-organism was screened out of hundreds of strains tested in the last two year period.

The organism, a member of the streptomyces family, has been yielding far more B-12 than other laboratories are believed to be getting from their microbiological fermentations.

Vitamin B-12 is important in the treatment of pernicious anemia, and certain other diseases, such as the tropical sprue. It has eliminated the need for liver and liver extracts in the diet of anemic persons.

Aids Animal Feeding

Its most extensive use, however, according to Dr. Frieden, promises to be in the field of animal feeding. With 1/2 milligrams (.4 10/millionth of an ounce) of B-12 to every ton of poultry feed, for example, fowl can be developed and fattened without any animal proteins in the form of fish meal, meat scraps or liver meal.

With such animal proteins in poultry supply, vitamin B-12, often an almost unlimited substitute. Dr. Frieden pointed out that growth action of the vitamin in the fermentation process is a limited one, by fermenting capacity.

Therefore, if one vitamin for feeding purposes has been found, so has some months been [illegible] production was developed, last week in a plant built for the purpose in Peoria, Ill.

Believed First in Field

Dr. Frieden believes that Pabst is the first brewery producing the vitamin and the first to use a brewing byproduct as a medium for the organisms necessary in its manufacture.

The pure vitamin is now selling for 10c a milligram or $2,000 an ounce. As prepared by the brewery laboratories here, each pound of dehydrated and ground B-12 culture contains 12½ milligrams of the vitamin. The remainder of each pound of mixture prepared for feed fortification is made up of other fermentation by-products and inert materials.

With vitamin B-12, animal feeders can rely on the plentiful supply

Turn to B-12, page 6, col. 2

Russ Marshal Sh[ot] by Pole, Is Re[ported]

Copenhagen, Denmark—The Berlin Tidende, Copenhagen newspaper, reported Saturday night that Marshal Konstantin Rokossovsky, Polish defense minister and army chief, was seriously wounded by gun shots two or three weeks ago.

[This is the second such report. Wednesday a London dispatch, quoting "anti-Communist refugee sources," said that an attempt was made "recently" on the marshal's life.]

Quoting an unidentified diplomat "recently returned from Poland," the paper said that a Polish major had shot Rokossovsky twice in the latter's Warsaw office and then committed suicide. Rokossovsky was reported seriously wounded and taken to Moscow for treatment.

Rokossovsky, a marshal of the Soviet army and a native of Poland, was given his Polish post in 1949.

Dike Collapse to Kansas City

New Fairfax Industrial Area Deluged, Swelling Toll of Raging Rivers; Great Fire Unchecked

Kansas City, Mo.—(AP)—A Missouri river dike contained Saturday night pouring water into the 100 million dollar Fairfax industrial district of Kansas City, Kas., in the fourth major setback suffered in the flood fight.

Army engineers said the dike would now at least protect the [illegible] district from [illegible] Sheets affected [illegible] rent was [illegible] ornamental [illegible] $1,500 [illegible] furniture [illegible] and [illegible] except [illegible] of the [illegible]

[illegible] Had Eased

[illegible] catastrophic [illegible] as [illegible] residents were [illegible] to permit the opening of [illegible] providing no water was [illegible] all persons not [illegible] remain in their homes and [illegible] essential business or [illegible] ed as officials struggled to [illegible] the [illegible] Kansas and Missouri [illegible] Police Chief Smith [illegible] proclaimed a state of [illegible] ists for the entire state and announced that he planned to [illegible] Washington to discuss flood aid [illegible] the stricken areas.

President Truman himself a [illegible] of suburban Independence, proclaimed the [illegible] a major [illegible] area and asked congress [illegible] emergency appropriation [illegible] to [illegible] flood [illegible] [illegible] Kansas and Missouri [illegible] quirks [illegible] will be su[illegible] the full [illegible]

Secretary [illegible] Brannan ordered [illegible] pies of surplus food [illegible] the area.

Volunteers Drive Cars

The Fairfax area [illegible] is the west of the [illegible] areas, developed [illegible] years. It is located [illegible] the Missouri river [illegible] normal stages of [illegible] its flag on refineries, [illegible] plants, [illegible] assembly plants [illegible] renting volunteers [illegible] ing fleets of [illegible] cars from the [illegible] pitals to take [illegible]

The dike breach [illegible] long fight [illegible] workers and a less [illegible] of the Kansas [illegible] had threatened [illegible] parts Saturday.

The newest [illegible] had the flood-[illegible] lapping at a [illegible] protects the [illegible] water plant [illegible] wall would [illegible] Sandbag crews [illegible] standing [illegible] guard there.

Gasoline Tanks Bobbing

The threat of [illegible] loomed in the Fairfax district [illegible] tops of boxcars were being [illegible] by the flood. Engineers feared [illegible] cars might break [illegible] petroleum [illegible] tanks of the Ph[illegible] refiners and touch off a fire.

In another [illegible] city four [illegible] giant tanks [illegible] 50,000 barrels [illegible] broken loose [illegible] in 27 feet of [illegible] close to the [illegible] the Argentine and [illegible] tracts. Those tanks [illegible] Sinclair Kansas City [illegible] J. N. Koontz, area [illegible] the company, said the [illegible] floated about seven-tenths of a mile. Divers have checked the [illegible]

Fire on Speeding Trai[n] in England Injures 20

Huntingdon, England—(AP)—Fire aboard a speeding express train with a load of flames roaring out of the windows caused injuries to [illegible] persons Saturday night when [illegible] jumped from the blazing [illegible]

New Explosions Spread Fire

New explosions that spread the fire Saturday morning ignited two more warehouses just as firemen thought they had it under control. The fire that then had raged for more than 36 hours

Turn to page 3, col. 1

On, Wisconsin

State Set for Civil Defense if Only Citizens Would Do Their Part

At the state level there's little left to criticize in Wisconsin's civil defense program or its progress. The state has a competent director of civil defense in Gen. Ralph Olson. Gov. Kohler has been pushing the program.

The legislature authorized Gen. Olson to establish, in the framework of a small state guard force to function in absence of the national guard. It gave Gen. Olson specific authority to carry out his duties as civil defense director. It allotted $50,000 a year for operation of his office and appropriated $1,500,000 that can be used to match federal funds for the purchase of disaster relief equipment and supplies.

A special fund of $3,000,000 has been set aside to be used with consent of the legislature and governor in case of a major disaster.

All this is to the good. And much more could be listed to the credit of state and local authorities in this top side planning and organization for civil defense. Leaders in the Red Cross, medical and nursing professions and many others have pitched in with a will too.

The prevalent apathy of ordinary citizens is still the big obstacle. It is the indifference of the householder to the great peril that seems so remote but may be so near. It's the unwillingness of busy men and women to take the few hours to train themselves to help themselves and neighbors in case of disaster; even to concern themselves about the safety of their own families and property.

The apathy must be overcome. Now that top side planning and organization has progressed as far as it has, the emphasis can be shifted to civil defense preparation at the home and neighborhood level. The job of mobilizing for civil defense is as personal how as "my life" and "my loved ones."

Bob Heiss Didn't Pass On, Only OUT on His TV Show

No, Bob Heiss didn't "die of a heart attack." But he was out cold on his "The Man Next Door" television program Friday noon.

That is the answer to the rumors that circulated here Saturday. More than 75 calls were received by The Milwaukee Journal asking if it were true that the popular announcer for WTMJ and WTMJ-TV, The Journal stations, had signed off for good.

"Robust Rob" himself reported that he was in his usual good health and spirits. He said it was rather obvious that the rumors started because of the spectacular doings on the television show.

Wrestler Was "Next Door"

"The Man Next Door" Friday was Vern Gagne, the junior heavyweight champion who wrestled the Mighty Atlas Saturday night at Borchert field.

Heiss asked Gagne to demonstrate a couple of holds. First, Gagne applied the "key lock," in which the victim's arms are twisted like a pretzel.

"That really hurt," Heiss reported. "I made a face, and I meant it."

Then Gagne offered to show Heiss the "sleep hold," which induces sleep, he said, for 15 seconds.

Heiss winced.

"It doesn't hurt," Gagne assured him.

Passed Out in Purple

So Gagne gripped Heiss in a head lock and then applied pressure in jujitsu fashion to an artery leading to Heiss' brain.

"I changed my mind, but it was too late," said Heiss.

Heiss passed out completely. Onlookers said he was purple and that it was too bad it wasn't color television.

Gagne lowered Heiss to the floor and patted his face, bringing him to after 20 seconds.

Bob Heiss — Vern Gagne

"Gorgeous Bob" came up off the floor, with his eyes bulging, and floundered around like a fish on the bottom of a boat.

Thousands of TV viewers were watching, of course, with amazement.

Heiss snapped out of it quickly and finished his interview with Gagne and Mrs. Gagne.

"I'm just wondering," Heiss said Saturday, "whether Gagne was trying to show me that some of the remarks people make about wrestling aren't entirely true. But I never have said anything about Gagne personally. He's a fine boy."

Saturday is Heiss' regular day off. Other announcers took over the ex-wrestler's regular shows.

Kaesong ith Reds

20 Newsmen Make Journey to Conference

Departure Comes After Communists Bow to Gen. Ridgway's Three Point 'Ultimatum'

From Press Dispatches

Tokyo, Japan—United Nations negotiators went to Kaesong Sunday for truce talks to end the war, and the Allied high command for the first [illegible]

[illegible] Turner [illegible] UN truce [illegible] chief, [illegible] Kaesong [illegible] Yorktown [illegible] torie[illegible] a che[illegible] home [illegible] discuss[illegible] said to [illegible] governm[illegible] found, t[illegible] that h[illegible] or di[illegible] avail[illegible] pat[illegible] for[illegible] sh[illegible] lis[illegible] ha[illegible] o[illegible] [illegible] [illegible] [

Bob Heiss' Air Slogan: 'I Do Darndest Things'

By Edgar A. Thompson

"I DO THE darndest things!" says Bob Heiss, "but I'm just doing my duty!" That doesn't mean Bob would push his old grandmother down the cellar steps just to put a broadcast over with a bang. But he does crowd that class just a little—this pixie of the air lanes or man about town, depending on how you view his labors.

You're apt to see him pop out of a sewer, still gabbing into a microphone; you might catch him climbing among the pots and pans in some hotel kitchen; he's been to the zoo several times and no one, certainly not Mr. Untermann, would be surprised to find Bob broadcasting from a tree on Monkey island some morning.

In short, he's been everywhere you and I have wanted to get — art and tattoers' studios, stables, breweries, football fields, schools, dog hospitals, sanitariums, up in the front line at parades, at roundhouses, power plants, picture studios, costume shops, ice plants, backstage at playhouses and in projection booths of movies.

And then there's the pixie business. He happily admits that he has interviewed Milwaukee's monuments — Washington, Robert Burns, Leif Ericson, Solomon Juneau, Steuben—and even a mummy. Yes, he's apt to do anything—anything that'll make an interesting broadcast.

There might be some clue to his career "Around the Town" with WTMJ's chrome and yellow short wave truck in the fact that he started to work for The Journal station on April Fool's day in 1934. Referring to it, he modestly asks, "Who got fooled?"

THE answer to that probably is to be found in the incident of the college professor, scheduled to make a speech over WTMJ one afternoon a couple of years ago. The professor was to follow a program known as the "Cocktail Hour," and Heiss was announcing both broadcasts.

One of the daily features of the "Cocktail Hour" was a short mystery story, which the announcer introduced with a ghost laugh. Bob was practicing his skeleton giggle and had just reached a chortle that was a thing of beauty—a cross between The Shadow, Karloff and Lights Out—when in walked the professor. Horrified, he gave Bob one frightened look and dashed into the comparative security of the outer lounge.

It took some tall explaining to assure the instructor that Bob was really sane and merely rehearsing a sound effect.

That should have tipped off WTMJ officials and perhaps it did, because a little later he was assigned to the "Around the Town" program. Working with short wave equipment, Bob visited places of interest in and around Milwaukee. His words were broadcast from the short wave car to a receiver atop the Schroeder hotel and there put on telephone lines and carried out to the regular transmitter on the Bluemound rd.

The stunt was involved, technically, but an immediate success from the standpoint of listeners. So, Bob continued to travel to factories, shops, nurseries and the better known spots which suggested themselves immediately. And then the idea began to encounter difficulties.

Heiss couldn't go back over places already described and he couldn't interview people already presented. The obvious and the customary spots had been used. Only two things remained—drop the program or "do the darndest things." He remembered Apr. 1, 1934—and chose the latter.

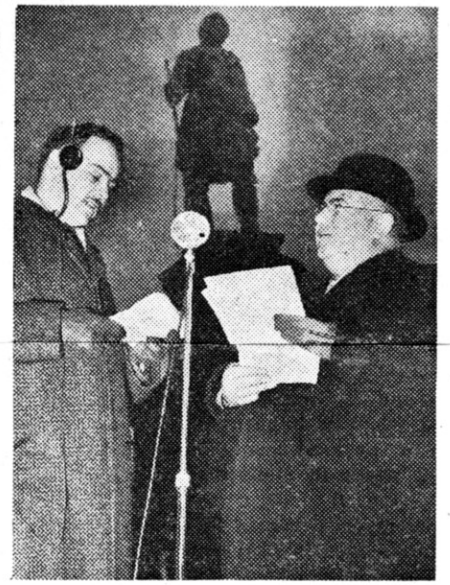
SHORTLY listeners were pleasantly astonished to hear Bob's voice coming from 40 feet below ground in a steam tunnel; competing with the yaps of dogs in a veterinary hospital; explaining why a G-man's hands got dirty at the FBI fingerprinting office; struggling to make itself heard on a chugging river tug; vying with the shrill laughter of chorus girls backstage and shouting over the grinding whirr of movie cameras as they unfolded a story for an audience below.

Listeners were startled to find that here they had something new in radio. With Bob Heiss, they were visiting places in Milwaukee they never knew existed; they were discovering people with strange and unfamiliar jobs. Their Milwaukee was unfolded as a startlingly strange but fascinating city.

Education was painless but complete—well, almost so. But Bob had another idea. Every day, thousands of people passed the statues tucked in odd corners of the city's parks. Some read what was printed there, but most of them didn't even accord the statues a passing glance. The solution was simple—he'd interview them!

Von Steuben was the first to be interviewed, but it wasn't as onesided a conversation as it appears in cold print. Back in the studio, as Bob stood before the statue, was an actor, loaded with German dialect and the right answers. Anyone watching Heiss in action, must have thought him a little off center, but the listeners heard both voices. Not only that, but they learned about Steuben and his place in American history for the first time.

The next time they were out driving near Washington park, many went out of their



Bob Heiss, popular WTMJ announcer, really gets around town, as these pictures prove. At the upper left he's conducting an interview in a steam tunnel, 40 feet underground; at upper right he's backstage with Jerzy Bojanowsky to broadcast a description of a symphony rehearsal; he interviews the statue of Solomon Juneau (background), lower left, and winds up his schedule (lower right) by crooning a ballad

way to amaze their families with "Yeah, I heard Bob Heiss interview him just the other day. The statute's got a nice voice, too!" Of course, they could have gotten Mr. Steuben's record from the library or an encyclopedia under the goldfish bowl, but they didn't. They waited for radio to bring it to them on a platter, garnished with entertainment and wit.

The stunt was so successful, that Bob moved on to the statues of George Washington, Robert Burns, Leif Ericson and Solomon Juneau and wound up by interviewing a mummy at the public museum. That idea alone, convinced WTMJ's listeners that "Around the Town" was an unusual program and Bob Heiss an unusual announcer.

HE'S PROVED that fact even more definitely on scores of other programs. He sings, on occasions, a throw-back to the days when he tooted sax with Art Krueger's band; he acts as master of ceremonies; plays comedian and stooge, and recently turned sports announcer.

Almost everyone knows how well he handled the two Green Bay Packer broadcasts of last season, but there was an earlier sports broadcast that gave him one of the real thrills of his life—he walked away from a "hot mike."

It happened when The Journal was broadcasting Marquette basketball games on W9XAJ for short wave listeners. This particular evening, Bob was describing the Marquette-Chicago game and, at the end of the first half, he returned the program to the studios for a musical "fill" and walked away for the intermission.

Something slipped and the operators at the studio were totally unprepared and sent the program back to the basketball game again. Five minutes later, Bob strolled on the scene once more, to discover Tommy Bartlett gabbing into the mike. Tommy, up on a visit from Chicago, had been handy when the operator at the gymnasium got the program back—and he sat in until Heiss recovered from his momentary panic.

ALL these things should have educated Mr. and Mrs. Milwaukee to expect the unexpected whenever Heiss showed up with a microphone, but the operators of a riding academy were completely taken in not long ago. Still playing his role, Bob decided to do the broadcast on horseback—interviewer and interviewees to converse while in the saddle.

He kidded a stable attendant about falling off the horse and making the broadcast a sensation—but nothing happened. Nothing, that is, until Heiss had ended the show and signed off. You guessed it. As the operator cut the microphone, Bob fell off!

Yes, he's still proving that he "does the darndest things" every Monday, Wednesday and Friday at 4:30 p. m., so when you hang up your hat, be careful—Bob's apt to be in the lining!