

**Wisconsin Veterans Museum
Research Center**

Transcript of an
Oral History Interview with
RAYMOND MALMQUIST
Intelligence Officer, Army, WWII

1996

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Malmquist, Raymond. (1919-1998). Oral History Interview, 1996.

Approximate length: 1 hour 25 minutes

Contact WVM Research Center for access to original recording.

Abstract:

In this oral history interview, Raymond Malmquist discusses his World War II service as an intelligence officer with the Army 103rd Infantry Division in France, Germany, and Austria, his team's capture of Baldur von Schirach, and his return to post-war work. Malmquist outlines being drafted into the Army and being sent to ASTP [Army Specialized Training Program] at Texas A&M before beginning intelligence work in Europe. He briefly discusses the three man intelligence team he was a part of and their duties searching for German agents in the areas they were assigned to. Malmquist then describes Baldur von Schirach's surrender to his team in Schwarz, Austria, and the after effects of that event. He then discusses his post-war work with the Chicago Sun-Times, the 3M Corporation, and Pepsi-Cola.

Biographical Sketch:

Malmquist (1919-1998) served as an intelligence officer with the 103rd Infantry Division during World War II. He was involved in France, Germany, and Austria before being discharged in 1946.

Interviewed by Mark Van Ells, 1996.

Transcribed by Michelle Hagenbaugh, 2012.

Reviewed by Jennifer Kick, 2016.

Abstract by Jennifer Kick, 2016.

Interview Transcript:

Van Ells: Today's date is December 2, 1996. This is Mark Van Ells, archivist, Wisconsin Veteran's Museum, doing an oral history interview this afternoon with Mr. Raymond Malmquist, presently living in Fitchburg, Wisconsin, although soon to be going to Florida, I am told.

Malmquist: Arizona.

Van Ells: Arizona. A native of Chicago and veteran of the Second World War, 103rd Infantry Division and by the way we are in Mr. Malmquist's home this afternoon. I appreciate your hospitality and you inviting me over. Why don't we start from the top? Why don't you tell me a little bit about where you were born and raised and what you were doing prior to the attack on Pearl Harbor, 1941?

Malmquist: Well I was born in Chicago and raised in Chicago. My dad died when I was eleven years old, so it was up to mother to take over and which she did do and—

Van Ells: These were during the Depression years too?

Malmquist: You bet. Yeah and we suffered a little bit from that, but mother insisted that I work, which I did do and she had me buy all my own shoes. I bought all my own shoes since I've been about ten years old. [Laughing] But, I went to work and I had a newsstand and from that newsstand I used to deliver to homes; people that wanted the late edition and I get them at the newsstand and I'd run around and deliver them and the Chicago Daily News, I cut into their delivery service so bad that they brought a lawsuit against me. So be it. We finally condescended rather than go to court and mess around. And so finally I became an entrepreneur, kiddingly, and bought another corner. So now I got two newsstands and I hired someone to work the other. So we did very well. We sold a lot of papers and got recognition from the Newspaper Guild for the job that we were doing. But, I was also very much involved in athletics. My prime sport was basketball, second was baseball, and third was football. I played all three at Calumet High school in Chicago. That resulted into a scholarship and I had several universities that came to see mother and I, and with my dad being gone and my mother being alone, I wanted to stay in Chicago. So I went to the University of Chicago and played basketball there; played football there.

Van Ells: You must have had good grades too?

Malmquist: Oh yes, I was a good student, as you are gonna hear. The University of Chicago, at that time, had Robert Maynard Hutchins; a person I that I was

thinking was a big jerk. But, he came in there and one of his programs was to take high school students into the university before they graduated from high school and had high school programs at the University of Chicago. So, that became attractive and I went in there. So I was finishing up my high school as I was starting my college at the University of Chicago. And I did have good grades and moved along pretty good. When I was in the University of Chicago, going there, then came the war, and then came the draft.

Van Ells: I want to go back for a second. I am just curious, having worked in the newspaper business, I guess you could say, I am interested did you follow the headlines and did you see the war coming as a young man? Perhaps you don't really think in those sort of abstract terms.

Malmquist: No. I didn't. I have to be honest with you, I didn't think about that. Sure the United States was a second country in the war, preceded by some of the European countries. But, I didn't see that coming. But it came. [Laughs] And so when my number was way up front, I thought, "Well, I don't know whether I want to go out and be an infantry man or not." So there was a fellow by the name of Marvin McCarthy, who was one of our editors in chief and he was an ex-Navy man and he left the paper and went into the Navy and headed up one of their promotional, recreational divisions. So I went to Marvin and said, "How 'bout me? Is there a place for me?" And so he said, "Yeah, yeah, I'd love to have you join my staff but you will have to go through the orientation process." Which I did do and so doing, the doctor that examined me for the Navy came up to me when the exam was completed and said, "You better go home and see your family doctor; you've got a real bad heart." That was all news to me and having played basketball, baseball, and football and kept going like that, I thought, well what's he talking about. So I did, I went back and saw our family physician, who's name is Doctor Elliot. He examined me and said, "You got nothing more than an athletic heart, because you've been playing all of these sports and your heart is beating stronger and harder." But he said, "Don't worry about it because I think you will be fine." Well he thought that but along came the draft and of course, the U.S. Army doctors didn't think that. So I think of that poster, "We Want You." [Laughing] And that's about what they said to me. So I went into the service and was with the first group from the Chicago area that went down to Rockford, Illinois. Now, what was the name of that camp? Camp Grant.

Van Ells: Now this is how long was this after Pearl Harbor? Quite soon after?

Malmquist: Yea, probably six months. And so I went to Camp Grant there and was indoctrinated and I took their mental exam and scored very high; only missed four questions out of a 150 questions. I missed four.

Van Ells: Now this is sort of after two tests that they gave you?

Malmquist: Yeah. So the officer saw that and said, “Hey, how would you like to be in the Intelligence Service?” I said, “That sounds alright to me. What does it entail?” And he told me what it entailed and so he said, “Alright. Instead of sending you to the infantry training camp, I am gonna send you down to Texas A&M. So I went down to Texas A&M, which was a total military school at that time, and got in there and was put in their— They had a combination at ASTP [Army Specialized Training Program] and the intellectual program and I was part of both. AST for a combinations and the intelligence for what they saw in the future. So I went down there to that and of course, young men from all over the country were coming in there and I happened to be paired up with a fellow by the name of Leon Curry. He was from Louisiana and his father and his uncle, they were all part of the political deal that was in Louisiana at the time. But anyway, we were roommates; we were classmates; we went together. So we began studying and about six months after being down there we had a discussion and they asked me where I’d like to be; where I’d like to go. And they gave me several options in the Intelligence Service. So I chose the one that had me going in the area of Munich, down there in Northern Switzerland. So it really was the southern Black Forest region of France; that lower southern part of Germany and Switzerland.

Van Ells: What attracted you to this?

Malmquist: I didn’t know a thing about it, but of course I had seen pictures of it and heard stories about it down there. So I said I’d like to be assigned to some unit that’s working that area and I got my wish.

Van Ells: And what was their mission suppose to be?

Malmquist: Our mission was supposed to be—once we decided on where we go, then our intelligence training changed. In other words, we focused in on people in that area and the area itself; the physical appearance of it and the whole thing and we studied that whole thing.

Van Ells: When you say people, you mean political leaders, the mayors of certain towns?

Malmquist: Towns, you got it. All that.

Van Ells: With the goal of going in there and collecting information?

Malmquist: When the US Army got there, we would be there to advise, discuss; not take over any command or anything else, but just advise them on ‘em. So

we went in there and began to operate and I got put with two other boys; there was two other men; there was three of us in a team. The other two was a fellow by the name of Joe Kline, who was a Jewish boy from Cleveland, whose father owned some jewelry stores in Cleveland. But because the Hebrew is so much like the German he could speak fluent German. Now I didn't have that background. But then the other one that they put in [Laughing], most interesting man—I don't know what happened to Joe Kline. I haven't talked to him for years. But the second man was a fellow by the name of Hans Lunsmann. Hans was a part of the American intelligent underground over in Germany. He worked for a import/exporting cotton deal in Germany and then they brought him into our Army and was set with our group. So the three of us were a team. Hans, of course, spoke very fluent German and because he came from the northern part of Germany, he came from Cologne, they had him down in the southern part where we were and so his recognition would be minimal. Because of course they had various accents in various parts of Germany. So Hans was down there with us and so we began studying—

Van Ells: I am interested in what you found when you were studying. I mean what did you learn about war time Germany and the Nazi regime?

Malmquist: Well, it was more of the political structure; it was more of the assignment by the German government, Hitler's group to the leaders of various places—mayors, if you will. And we are going to get around to the name Baldur von Schirach eventually and he was *Reichsleiter* of Austria and that is nothing more than government; he was a governor of that whole area; assigned, not elected. So that's what we learned; we learned all about the political structure, the business structure; who was the business leaders in town and what were the primary products, if you will, that were manufactured—

Van Ells: And so you would know, for example, that there was involvement in a plan to try to fortify, something like that.

Malmquist: Right, sure. We know all that and of course we could pass this information back when it came time to blow the heck out of them. [Laughing]

Van Ells: Now, outside Munich of course was the Dachau camp. And I am wondering how much you knew about that. Perhaps that wasn't in your particular area.

Malmquist: Well, I know a great deal about that because my group, my three, we are the ones that went to Landsberg, where the prison was, where they kept the Jewish people before they sent them to Dachau to the gas chambers and that whole area was under our guidance if you will, or direction. So

we studied that whole area. In fact the only time I injured anybody during the war was in Landsberg where we turned the key and let the people out and we had such a mess that night, it was terrible. They were going around killing, fighting, stealing from the people that lived in Landsberg.

Van Ells: The Germans?

Malmquist: The Germans. So we had to lock them all up the next day. The next day we got some troops down there to help us. We locked them all up again and then began, what we should have done the first place, a systemized release of a few of the people. And those that weren't from there, we had transportation to take them back to where they came from.

Van Ells: So in your studies, before you went overseas—were you overseas by this time?

Malmquist: Yeah we were over there.

Van Ells: As you read the newspapers and the standard historical accounts; learning about the death camps and the Holocaust and that sort of thing, was a big shock when the camps began to be liberated in 1945, did you have advance knowledge of this? Did you understand the scale and the scope of what was going on?

Malmquist: I don't know whether we understood the scale and scope but we did know they existed, we did know what was going on, we did know who was the Germans. See the Germans cleared out. By the time we got there and when we turned the key they were gone, they were all gone. They took off like big birds. That was a interesting experience, one that I don't relish thinking about because there was so much bad things that happened down there and so many atrocities against those people and it wasn't just German, [Clears throat] it wasn't just Jewish, it was also Germans who were not heil Hitler type of fanatics. Go ahead.

Van Ells: I was just going to say let's get the timeline straight and where you were at particular times. You went to Texas A&M, and then you got into this Intelligence group—

Malmquist: I was down to Texas A&M. I went to Texas A&M in June of— I was drafted in May and went there in the following June and then went down to Texas A&M. And stayed down there for—well, school lasted about a year and a half and then while we were there, we were assigned to a unit. We knew where the unit was going. They didn't. So I was assigned to the 103rd Infantry Division that was stationed up in Gainesville, Texas. So we were up there with them. Then when it came time for them to move, when they gave the orders to go across, this was after the fighting subsided in

Africa and Italy. So then we began moving and we went cross country to, oh man, we zigzagged across country to Bayonne, New Jersey, where we got on the ship. The ship that we went over on was that liner that was captured down in Brazil. At the time it was the largest passenger boat afloat. That was the ship we went over on and of course, being in the Intelligence, I was part of the check off the names of the guys as they got on the boat—

Van Ells: Find any discrepancies?

Malmquist: Yea. [Laughing] We found a dozen or so that took off.

Van Ells: Never to be heard from again? So far as you know?

Malmquist: I don't know. [Laughing] That was up to the Army. We didn't have to chase them. But the Army and the United States did. So then we went across and we were in a group of ships that were traveling together. We went clear down to the center part of Africa, will it be the west shore of Africa, then we came up the Alaskan[??] coast and went through the— oh gosh, what's that point in Spain and Africa that—

Van Ells: Gibraltar.

Malmquist: Gibraltar. Yea, Gibraltar and that was quite a night. I was in, through my position and connections, I was up in the top of the deck and saw us come up to Gibraltar and go through and go into the Mediterranean. And of course there were these small destroyers weaving in front of us and ahead of us to make sure there was no submarines or bombs or whatever. So we got there and then we got outside of Marseille, France. We were in fact seven kilometers east of Marseille when we stopped out into the Mediterranean. So then most of the boys got off and went ashore there at Marseille and they were there and we got off and we were assigned our first assignment was the German submarine pens on the Mediterranean. So we got off and dashed for that and it was more than just the three of us then. We had support, but the Germans had blown up the submarines and some of them were standing up like cigars in the water. So they were all gone; there were no people. So then we went back with our group, of course. And three days we started going north, up there through the Black Forest and up to— well, we actually stopped at Lyons, France. That's as far as we went with the troops. Then they went on and they got involved in the Battle of the Bulge.

Van Ells: While the infantry divisions campaigning, what is it that you are doing?

Malmquist: Well, there was plenty to do. We were looking at the map and the cities and who was involved. We were checking out whether they were still

there; whether Hitler had pulled them out. We were probably doing more security check than anything else. So that was our duties, to do that. And I think we did a good job of it. But, then when the troops left and went up to the Battle of the Bulge, we actually went with them. And Lyons, France is the, I'll call it the home of the west point of French Army. We stayed in their barracks and were there on them. By this time Hitler was on the run. We still had the Battle of the Bulge to contend with. But, McAullife [General Anthony Clement McAullife] came in with his troops and Patton [General George S. Patton] came in with his tanks and that was taken care of very quickly. [Laughing] And then they scattered and they were going in all directions and we were picking up and taking prisoner soldiers that had run away, officers.

Van Ells: So your task, really, is data collection and analysis and that sort of things?

Malmquist: Mhm.

Van Ells: As the war progressed, for us, and so “de-gressed” for the Nazi's, I guess you could say [Laughs] I am interested in some of your observations and insights into the Nazi regime and how effective it was and how it may or may not have got less effective as time went on.

Malmquist: Well, it was very political and that was his weakness. Of course, Hitler had his henchmen. We are going to get around to Baldur von Schirach in a minute and he was one of his henchmen. So he had a lot, well a whole twenty that was tried in England there, when they were tried and convicted and condemned. They were all part of Hitler's political party. It was really no different than what we have in the United States here; Clinton for instance. He had his political party; now he is losing them like crazy. You know Bush had his, Nixon had his, and Kennedy had his. So the way that they were organized and down the line, of course, where they're all fanatics. For instance, Baldur von Schirach was in addition to *Reichsleiter*, which is Governor of Austria; he was also one who started the Hitler *Jugend* [Youth] movement, with the young kids and their Nazi salute and their camps and stuff like that. He was the organizer of that. We had a list of names. We didn't run into him either in Munich or Kaiseronnner[??], any of those places. We didn't come upon him until later on when our little team was down there in Innsbruck, Austria and we were looking for people, of course and we had these names and so forth to take prisoner; to keep them from jump-starting a new organization, if you will [Laughing]. When Patton came with his tanks and blew out all those bridges and trapped the Germans behind, the biggest thing by this time the people were for us.

Van Ells: The French or the Germans?

Malmquist: Germans.

Van Ells: Do you think it was genuine or you think it was—

Malmquist: No I think it was genuine. There was probably fanatics but they stayed undercover. They didn't expose themselves. Because I think they saw what was happening. And of course, Hitler was gone. He was in hiding in that bunker. One that we had something to do with, who I think was a big jerk, was the French de Gaulle [Charles de Gaulle].

Van Ells: Why was that?

Malmquist: Oh his troops, in fact, when we were coming up from Marseille, coming north through Saint Dié and that area, we had the French troops at our right flank and we finally, we the general staff, finally told him to take his troops and get lost; put them all on reserve, because they were nothing. They were really nothing.

Van Ells: They didn't fight very well?

Malmquist: They didn't fight very well or very often. Of course, de Gaulle, he was suffering because he wanted to be given the job as head of the combined armies. And of course Eisenhower wasn't giving it to him. [Laughing] Eisenhower knew what he was. And so they kinda stayed behind, were in support. They got their three meals a day and they were happy. We lost them at Kaiserslautern [??]. We started, we meaning our intelligent group, started to work our way back south again because so many of the German leadership was jumping ship and running in that direction.

Van Ells: Yea there was the fear of the German redoubt in the Alps. What they would, sort of—

Malmquist: Right.

Van Ells: Set up shop in the mountains [inaudible]. Was that a real fear?

Malmquist: Well sure it was a fear. And how we got Baldur von Schirach—we went down to a place called Schwaz, Austria, which was about twenty-five, thirty miles from Innsbruck. We went down there and took over a small hotel and now there was more than just the three of us. There was probably as many as fifteen to eighteen and went down there. What we did is branch out. In the morning it was like going to work. [Laughs] We go around and knock on doors and go into bars and restaurants and everything else, like that, looking for we didn't know who. We just had the names. Part of my story will show that because my two guys and I went over to a little town outside of Schwaz and went into this bar, as they

call them gasthaus, G-A-S-T-H-A-U-S, and what they were is little hotels that skiers would stay in over night and because now we are in the mountains and they would come down part way and then they'd stop and the next they'd go down and may take them three or four days to get all the way down to the bottom, because they were skiing. So we went in there. There was nobody in the place but the owner and his wife and two other men that we saw; they were at the far end of the bar, eating and drinking. And we came in, so we stayed at the other end because what we were doing, we were just looking around for Hans Lunsman because Hans had a girlfriend back in Hallettsville, Texas and it's a custom over there, that when they get engaged they put the engagement ring in a sprig of edelweiss because edelweiss grows only at the cold and warm line up in the mountains. And so Hans wanted to get some edelweiss because he was going to send his girl this ring. So we went up and we stopped in, like soldiers of the time and kids at the time, we stopped in this little bar in Schwaz, Austria. We were going to get a couple beers I guess it was. So we came in and stayed on the other end. Pretty soon one of the two men came down. I had my stripes and so forth so they recognized who was the leader and he came up to me and he spoke very good English. He said, "The man that you are seeking, Baldur von Schirach, will be down to surrender to you in a few minutes." And we heard this typewriter going upstairs and we didn't think anything of it because we had those two down there. Anything happen, we had guns and they didn't. So anyway, pretty soon here comes the guy down; he was all decked out in his fancy uniform. It was Baldur von Schirach. So he was on our list but we didn't know who he was. You know he could have been Joe Schmoe and just another soldier. We weren't that informed or that smart to know just who Baldur von Schirach was; we found out later of course. We had our jeep and we had our telephone. I got on the phone and called back to Innsbruck and said that Baldur von Schirach has just surrendered to us [Laughing]. The guy on the phone said, "Watch him. Watch him." [Laughing] I said, "He's ok, we're not having any problems." He said, "We'll be up to meet you." And boy it wasn't long; here comes a bunch of half tracks and military vehicles, jeeps, and everything else, coming up the mountainside to where we were with Baldur. Of course, they took him prisoner; put him in the car.

Van Ells: How did he seem; his demeanor?

Malmquist: Well, I was very surprised, I am to this day, because you know, you put five people in a jeep, because he had his aide. You know that's a full load. So we were coming down and we were talking and finally he turned to me and said, "You can speak to me in English. I speak better English than you do," he said, "I had an American mother." I said, "Fine, good, we'll talk English." And what I found out later is that his mother was an American musician that had gone over to Vienna to study music, and

while she was there she met this man, Baldur's father, and they were married; Baldur was a product of that marriage. So, they took him prisoner and he was gone, then all we were faced with was one pain in my butt, was the attorneys. "What did you say, what did he say, when did you do this?" You know, what time, whatever. That went on for days and pretty soon there'd be a different one and we'd go over the same thing and then he'd say, "Well in such and such a time you said this. What about this?" So we finally got it squared away and he was gone and then all that was left was for us to put our records together, which we did do and get them ready for shipment back to the United States. Of all places they shipped all this back to Shreveport, Louisiana, Camp Polk. So we had to go to Camp Polk and then we, of course, opened the records and reviewed it down there with staff.

Van Ells: What finally happened to von Schirach?

Malmquist: He was one of the twenty tried there at the Nuremburg Trials.

Van Ells: Was he executed?

Malmquist: No. There was three of them that got lighter sentences: Dönitz [Karl Dönitz] the submarine commander, Baldur von Schirach, and the third one was an underling. What the heck was his name? You got me thinking back. But there was three of them that were given lighter sentences and Baldur has only been dead for about three or four years now.

Van Ells: How long did he stay in prison? Just out of curiosity.

Malmquist: He was one of those that got twenty years sentence.

Van Ells: Now he was the biggest fish you caught. Did you catch any?

Malmquist: Yeah we caught a lot. But that was the routine, picking 'em up.

Van Ells: I am interested if any of them posed any sort of resistance? Did they give up willingly? Did you get help or no help from the locals?

Malmquist: No, we didn't want help from the locals because you really didn't trust the locals. You thought they were alright, you read 'em alright, they cooperated alright, but you never knew just how they stood. But [Laughs], so we didn't bother with locals too much and of course, by this time there is more than just the three of us. So if it was somebody that we knew, somebody was in a house or something, of course, we would use the standard surround and surrender or else and most of the time they did.

Van Ells: I get the impression that there were no shootouts or violent—

Malmquist: I didn't know of any. [Laughs] The funniest confrontation that we had was in a little town and our senior officer was Claudia Stelt [??], Lloyd he was a guy from Boston; a tough Irishman. So we would commander a house and we'd stay in a house and stay in the various areas where we were working. So, Colonel Lloyd said, "That's where we want to be." And he pointed out to me, so I said, "Alright, fine, we'll get it." So we got out and went to the door, rapped on the door, and told the lady; it was just a lady at the moment, that she had thirty minutes to get blankets and get out of the house, and we were going to take it over as headquarters. Then she got her husband and she said, "No you're not, we're not going to give you our house." I said, "Lady you got no choice, there's just no choice. You get out." She said, "I'd like to talk to your senior officer." I said, "There he is, standing down at the curb. You go down there." And she went down there. [Laughing] She was chewing it to Colonel Lloyd and he stood there looking at her and taking it and finally she said, "I tell you if you were my husband I'd shoot you." He said, "Lady, if I were your husband I'd let ya." [Laughing and coughing] And that was the end of that. You take your blankets and get. And then we moved in. We did that several places but that's the only place where we had kind of a confrontation with the people.

Van Ells: So you shoot back to the U.S.?

Malmquist: Yeah. We come back to Camp Polk.

Van Ells: This had to have been 1946 sometime?

Malmquist: Forty-six, yea, November.

Van Ells: So you had been in the service quite a while?

Malmquist: Four and a half years. But two of those years were in study at Texas A&M.

Van Ells: Now, they were trying to demobilize the military at the time of course?

Malmquist: Yeah.

Van Ells: They have a point system to get people out of the service. I'd imagine you had amassed quit a few points by this time.

Malmquist: Well, an officer talked to me about staying in and he didn't get to first base. I'd had it.

Van Ells: Why was that do you think?

Malmquist: Well, I guess because, as I'd said at the beginning, I was going to school and working, starting to make some progress and now I'm married. I got married during the—

Van Ells: While you were in service?

Malmquist: Yea. During this period between the time we left Texas A&M and I joined the 103rd up in Gainesville, Texas, was ten days, and I went up, and Virginia and I were married in that period of time. Then she came down with me for the short period of time until we left. So I was in for four and a half years but I feel the same way today as I did then, when I said they took four and a half years out my life, productive years. I don't know whether they could have been any more productive than what it turned out that we have, you know. 'Cause you look at the house and everything and you can say, well this guy's done pretty well [Laughing] and that's true. But you know, I just didn't want that. I wasn't cut out to be a soldier; I didn't like to be a soldier. I was very fortunate that I got in where I did and the branch of service and so forth because I wasn't a hut, hut, hut, you know, come left, come right, situation. In fact I never served KP [kitchen police]; I never served guard duty. You know, so I had a pretty good deal going. But I wanted out, the sooner the better.

Van Ells: I presume you took the first opportunity?

Malmquist: Yes I did boy. When they said okay we can release you at noon today, I went right from that military office there, because they, you know, gave us our discharge papers. Although I wasn't officially discharged. Although my papers read discharge. I was held in reserve until after the Nuremburg trials in case I had to go back and you know?

Van Ells: Testify?

Malmquist: What did he say, what did you say, you know? That type of thing. So we got discharged about noon o'clock and I got a flight out from Shreveport to Chicago that afternoon. [Laughing] I was home that night about 9:30.

Van Ells: And now it's time to get down with the rest of your life. In terms of getting back into civilian life what were your priorities?

Malmquist: Well I had been with the Sun-Times for twelve years. It started out as the Sun. I joined the Sun and then the Marshal Fields, who owned the Sun, bought out the morning newspaper, The Times. There was a Times paper in Chicago; there was a tribune in the Times. The Afternoon, the Daily News, and American and the Sun. So I went back to working; I think in

less than two weeks because the man that I worked for said come on back, I'd like to have you back.

Van Ells: Now there were laws to help veterans get their jobs back.

Malmquist: Right.

Van Ells: Was that a factor for you?

Malmquist: It was a factor but I didn't need it. I never used it because he just said come on back. So I came back and they were getting into the expansion. They were going to take on the Tribune and the Chicago Daily News. That was a morning and evening paper, a little more; they were beefing staff. A bunch of fighters around; that kind of thing. [Laughing] But I went back to work.

Van Ells: You stayed there for a while I take it?

Malmquist: Yea, I stayed there; it seems like twelve years as a sequence of my life. I stayed there for about twelve years. I became the first representative for the Sun Times in the state of Wisconsin.

Van Ells: When was that?

Malmquist: [Short pause] About 1955.

Van Ells: I need to make the Wisconsin connection here. You moved here in the fifties sometime?

Malmquist: Yea. We came up. I was traveling this whole area and finally it was getting to be a pain and by this time we had three children, the fourth on the way. So Virginia wanted to be up there. So we—

Van Ells: Was she from around here?

Malmquist: No, she's Chicago too; same high school. We bought a little home out on Paunack Avenue just down from the Glenway Golf Course; starter share[??] Just down about a half block down the street. We went a little home there.

Van Ells: Now I'm curious, there were home loan programs and that sort of thing for veterans at the time. Did you find this loan [??] or did you?—

Malmquist: Well there's a little story there. What you say is very true. There was a builder by the name of Ole Lund that built single houses for families and so forth. Ole was a strong minded Norwegian and he didn't think that law

was going to go, so he put more money in this house than he was able to sell it for. Because at that time it was 9,999 dollars, is the max they could receive and he had about 12,000 dollars into this house. But we liked the house. Of course we were young kids. It was new. We didn't have a lot of money but we had enough for the down payment. Wisconsin Life Insurance Company gave three percent mortgage loans to deserving soldiers; ex people. So anyway we worked out a deal with Wisconsin Life and we bought this home but we had to pay Ole; we paid him 12,000 dollars but we paid him to build us a garage and a storage shed on the property for the difference between the 9,999 and 12,000, and that was legal and he did it and built it. So we had our home and away we went.

Van Ells: Was that a federal home loan?

Malmquist: No, no. This was a straight Wisconsin Life mortgage.

Van Ells: But it was from the bank?

Malmquist: Yea.

Van Ells: So it was a private programming?

Malmquist: From the insurance company.

Van Ells: For veterans?

Malmquist: Mhm. So we made use of that and then of course, I was still working for the newspaper. Now I am traveling the state of Wisconsin and upper Michigan and the border towns of Minnesota. So I'd get up on Monday morning and take off and try to get home as early as I could on Friday and traveling miles and miles and finally that gets to you. Of course, we were making friends and young friends and Virginia had a dinner party for one Friday night. I was gone, but told her I would be home, and I was driving between Escanaba and Marinette; I was going down the highway there. I looked down at the speedometer; I was going a 103 miles an hour. [Laughing] I started talking to myself and said, "Hey you're nuts, just knock it off, cut it out." And I can remember the little gas station at Crivitz; I pulled in there and called home, and apologized and said I'm sorry but I'm just not going to make it. So she understood; the people understood. I don't remember who was our guests that night. But anyway, I kept coming and got home later that night. So I thought about it the whole weekend and Monday morning I called up and resigned. And said, you know, I am not going to do this anymore. So I was breaking in a man for the company at the time, so that was fortunate, so they assigned him to my territories. I was able to move out of there quickly. And Virginia's family owned a summer home up in Door County and we took

the children and went up there for five weeks. And when I was up there I was writing resumes and sending resumes out to companies that I thought were progressive and probably could use somebody who had my talents. And one of those companies was 3M Corporation and I got a response from them. And it's just about the time that they were thinking about—oh they had developed this scotch light, you know it as the crossing guard's, that red or orange, you know it as the stickers they put on—

Van Ells: It's a reflective tape.

Malmquist: Reflective type of stuff, yea. Well they had developed this but they didn't know how they were going to use it. They thought it had a place in outdoor advertising but they weren't quite sure. So anyway they were starting to rev up that decision and they thought probably the best place to house it for this area was out of Milwaukee. So we and the family moved to Milwaukee and I started to head up that division for 3M Corp. Fortunately, one of the big sales that I made was to the Department of Transportation of the State of Wisconsin. So they bought a lot of it for their trucks and their signs and so forth. And one time it was used on all the highway signs. You know? Highway 18, Highway 90, so forth. So anyway, that was a big sale. It was the biggest sale that had ever been made up to that point. So then they decided because where they were doing this was here in Madison so they thought I should move back to Madison; which we did. [Coughing] So we developed that. I stayed with them for some time and while we're in that they decided that they weren't going to be the middlemen; they wanted to own the sign companies. So they bought out the sign company here, they bought out the one in Milwaukee, they bought the one in Minneapolis, they made their own sign division. So they really got in this sign business. So I was in charge of here and then they sent me down to St. Louis to head up a new division and a big division down there. I only had two accounts down there; Falstaff beer and Pepsi-Cola. While I was working down there, Pepsi-Cola was struggling down there. It was almost broke and the man that was running it was our backyard neighbor. It was like that house behind there. His effectiveness depending upon on how many pops he had between the time he got up in the morning and the time in the day that you talked to him. He was smashed almost all the time and so they—Pepsi has only bought out two distributorships in their life, that was the first one. So they bought him out. So they hired a fellow by the name of Reg Cole who was running the Coca Cola franchise in Minneapolis and he in turn hired the head of the Coca Cola Company in La Crosse to come into St. Louis to run this new Pepsi-Cola franchise. They were good people; they were smart people. So they came in and began working it and Reg came to me about one week after he'd been there and said, "What are we going to do about this advertising campaign? I can't use this campaign in St. Louis. It just isn't going to fly." He said, "Do you think you can develop

something else?" I said, "Well you know Reg, with the Pepsi-Cola company, you can do a lot with their advertising campaign but you can't change the logo and you can't change the theme." And at that time they were using a lot of these high fashion models in commercials and it just didn't work. So I said, "Let me think about it. Let me talk to him." So I did and I came up with so simple of an idea that you think, how could any dummy come up with this. And it was a deal where we used local people. Stan Musial who had a big restaurant: Stan and Biggie's and we had him serving Pepsi to some people. We had the botanical gardens, which were all the upper crust ladies and they had tea parties. Well we had a Pepsi party. Our kids, at that time, were growing up and so we had a children's birthday party and it clicked. It just went over big. In fact, so big that I had to move my office from where it was located—

[Break in recording][End of Tape 1, Side B]

Malmquist: —We did that and it clicked. It clicked so much that Coca Cola, finally, moved out of town. Just like they'd done here and now there gone. They're running Madison out of Rockford. So I became known as an advertising wiz kid at Pepsi-Cola, which is my own ego talking. But anyway, we were able to work that out and so we worked these campaigns out, Coca cola— And finally one day I was thinking, I thought, "Jeez if you can do this for somebody like Pepsi-Cola, why the heck can't you do it for yourself?" While I was doing this thinking, they chose me to go over to South America. Caracas, Venezuela is where we headquartered. I was at the Americo Hotel, which was owned by Rockefeller. And we went over there and they were just opening up South America. And they had all the people that were going to be head of the Pepsi-Cola franchises down there, up to a meeting. This is one of the funny parts of my life. And they were there and I had these big story boards that showed the graphics of what we were planning to do and while I was giving this presentation I know I wasn't getting across. I knew I was falling on my face. So they gave me an interpreter, a chauffeur and interpreter. So finally I said, "Hey guys, I can see that there is something about this that you don't like and I'd like to know what it is." So that got them talking through the help of the interpreter and what they disliked about it was the woman. I had picked out what the average American man thinks is a very attractive, like those sleek gals that they had on the Pepsi ads. So I said okay, it's almost lunch time, lets go out to lunch and lets take a walk and you show me what you think is an attractive woman. Men were fine. No problem with the men. So out we go and we were sitting on this veranda at the Americo Hotel and they said, "Haaa, see them, ahhhh, there." [Laughing] And so I'd send the interpreter, chauffeur out to see if he could get the name, address, and phone number, and tell them. And so we put together a list of names and then we shot stills of those people down there. We took them back to St. Louis where we were actually

headquartered. Took our American girls off of there and put their girls on. [Laughing] We go back down to South America and they, oh my, they thought it was just great. Let's go with it. So we went and as I understand the ownership had done extremely well. It's the one area of the country where Pepsi outsells Coca-cola by a big margin. Just about two weeks ago, one of the big owners of the Pepsi down there sold out. Anyway then.

Van Ells: I'm just curious, in your various professional careers, getting back to the veterans thing again, of your colleagues and those you ran across in your various careers, how many were World War II veterans such as yourself? I mean people of your generation, that is? Were there a lot of them?

Malmquist: I would say there were not a lot of them. I don't know if you could say rare. I never asked them. That wasn't important to me.

Van Ells: The thought never occurred to you?

Malmquist: No. No. As I said to ya, you know, I was glad to get out of there. I wanted no part of it. That wasn't part of my life that I considered important. I was already, always promotional minded. I always was good on my feet; I could stand up and make presentations; I was always fairly creative, so that could I get these designs and everything ready, and not only did I do it for Pepsi-Cola, I did it for Buick. I can go through a whole bunch of them. I did it and of course that made money. But then when I was spending so much time and time away from the family; now the family is growing; they are getting older. So I decided that hey wait a minute, that's enough of this, why don't we buy our own Pepsi-Cola franchise distributorship and take it on our own and build within? So I called up Don Kendall, who at this time had gone up to be President of Pepsi-Cola. He was known earlier; he was Nixon's friend.

Van Ells: I was gonna say, that name sounds familiar.

Malmquist: Yea, he was Nixon's friend. He was the one that got them to use Pepsi-Cola in Russia. But anyway I called Don up and I knew him well. In fact when they started this South American thing he was in charge of that division. So we talked on the phone and I said, "Don, you know, I think you agree that I've helped you greatly and we've had successes together." And I said, "Now I want out and I understand that Madison Pepsi is one of the places that you'd like to make a change of ownership. I'd like to have it." But it's in court because one of the brothers was senile and another was a doctor that didn't care for the rest of his family, and the guy running it was the son of the senile member of, it was owned by Fauerbach here. Fauerbach family, and he was like that guy down in St. Louis. [Laughing] How many pops he had beginning in the morning and so Don said, "You

got it.” I said, “Fine, just let me know and I will have the Pepsi attorneys work on it.” So I did. So we had the court trial here in Madison when the ownership was changing and that one family, the senile brother and his children were fighting it. And so the Pepsi incarnation[??] attorney showed up and he told Judge From[??], George Kroncke represented the family; he was head of the Trust Department of First Star Bank. Then the attorney for Pepsi-Cola came in, an old man—This has been [inaudible] a long the way—

Woman: I have a feeling; maybe you better call it quits because you need to rest a little.

Malmquist: I’m fine.

Van Ells: I just have a couple more things I want to cover.

Woman: Just a couple more?

Malmquist: Did I leave a half a Mountain Dew out there?

Woman: I don’t know. You want me to check?

Malmquist: Yea.

Woman: Would you like something to drink?

Van Ells: No. I’m fine, thanks.

Malmquist: They had this court trial and the Judge ruled, Kroncke ruled that we should have it. [Laughing] Good friend; then and now. John Walsh, who was quite an attorney in town here, he got up before that court room and made the most impassionate plea. The children of the family and they, you know, it should stay in the family and all that kind of jazz. The judge said, “Well, Mr. Walsh I will tell you what. I’ll give the family thirty days. If they can come up and meet our offer, I’ll see that you have it.” So anyway, he did that.

Woman: Oh, is this on?

Malmquist: Yeah, now you’re on the tape—[Laughing] So anyway, he did that and this is another funny part of my life, here in Madison. Our attorney was Lester Lee, now deceased. A week, about eight days went by and Lester called me in, said to say I just had Preb Fauerbach in my office and he told me that if you would increase your offer a hundred thousand dollars that they’ll back out. He said, “I can’t tell you what to do and you may lose it

if you don't do it, but I don't feel that they know what they're talking about." So he said, "You do what you want, but my recommendation is that you don't give them the hundred thousand." So I said, "Alright Lester you brought us along this far and have been right. I'll go along with ya." So he called them up and said no go. So then two more weeks went by and two boys this time; one of them worked for Struck and Irwin and Preb was the brew master at the Fauerbach Brewing Company. They came back and said I'll tell you if you are going to close tomorrow, for the deal that we structured, we'll back out. Lester called me again and he said, "I don't know." But he told them, "Hey wait a minute now. We're talking about almost a million dollars here and we don't have that laying in a petty cash fund. We have to sign some papers." So anyway he held the deal together until the end the month. On the 28th of August we signed the deal. What we found out after this was all done was that their dad was out in this county home out in Verona and he was given thirty days to live. He had cancer. [Laughs] Grandpa Fauerbach, the father of four boys that all had the Pepsi and the Fauerbach beer and the hunting lodge and all that, he wrote out a, probably the most stupid business deal that you could possibly imagine. He wrote out a deal that as each one of the brothers died, the others had to pay to the estate of the deceased; a fixed sum of money and the fixed sum of the money wasn't logical at all. That was, you know, minimum they could get by on. The living, three of them are dead, and this last one if he had died before he first of September— [Someone else speaks].

Man: Hello.

Malmquist: Hi. [Conversation in the background]

Van Ells: [Inaudible].

Malmquist: Yea. The one that's head of Pepsi now. The other one's our business manager. But I'll finish this quickly. It would have gone back to—they only got a hundred and twenty-five a piece and our offer was just short of a million.

Van Ells: So it looks like you need to get going.

Malmquist: No. No. They're coming. I'm leasing a car and they're going to take it back.

Van Ells: Two last areas I want talk about; real briefly. I suspect [inaudible]. When you first got out of the service, veterans sometimes having had trouble readjusting their personal lives to civilian life. Now you weren't involved in any combat or anything, so I would imagine you didn't have the nightmares and that sort of thing. Although with the Holocaust, perhaps.

Malmquist: No, I didn't have any nightmares all the way through. I was a—guess I had a stubborn; pretty strong minded person. And I could swing; I was very competitive. I didn't have any of those problems at all.

Van Ells: Now you've seemed to express a little bit of resentment for time lost.

Malmquist: Oh yes.

Van Ells: After the war.

Malmquist: Oh yeah—

Van Ells: Did that sort of color your world view do you think?

Malmquist: No. No. No. It was the condition at the moment. The moment passes; it's gone. You can't reach back. I was, you know, as you can probably tell, I am a rather aggressive person.

Van Ells: Forthright.

Malmquist: Yea forthright. Let's get going. And when you are in the military you can't get going because you don't have any way to handle that.

Van Ells: So the military was an episode in your life, sort of compartmentalized—

Malmquist: Just like kindergarten. [Laughs]

Van Ells: One last area. Did you ever join any veteran's organizations?

Malmquist: No I did not.

Van Ells: Is there a particular reason for that; no time, you don't like them?

Malmquist: Well, I guess as I think of it now, I never thought of it then, I wanted to get as far away as I could from the military as possible.

Van Ells: [Inaudible]

Malmquist: Yep. Yep and I didn't want any part of that. I didn't see where it'd offer me anything that I was looking for.

Van Ells: Well that's it. You've exhausted my line of questions.

Malmquist: Good.

Van Ells: Is there anything?—

Malmquist: Well if you have some that come up. You can either get me in Arizona or I will be back in May.

Van Ells: I'll let you know. Otherwise, thanks for your time.

Malmquist: You go ahead and do what you have to do.

Van Ells: I appreciate it.

Malmquist: Yeah.

[End of Interview]