

March 19, 1993

## MEYERHOFF PROFESSORSHIP UPGRADED TO CHAIR

DALLAS--A recent \$200,000 gift from Mrs. Arthur E. Meyerhoff has upgraded the Arthur E. Meyerhoff Professorship in Otorhinolaryngology to the Arthur E. Meyerhoff Chair in Otolaryngology/Head and Neck Surgery. Dr. William L. Meyerhoff, chairman of otorhinolaryngology at UT Southwestern, will continue to hold the chair, named in honor of his late father.

The Meyerhoff Professorship was established in 1988 with a gift from the Arthur E. Meyerhoff Trust. "It's a very touching gift because it came from my family, and it honors my father," Dr. Meyerhoff said. "I am deeply honored by the generosity of my mother."

Dr. Meyerhoff has used the professorship to promote education and research in illnesses of the ear, nose and throat. His research focuses primarily on ear and skull-base surgery.

Arthur E. Meyerhoff was a prominent advertising man in Chicago whose clients included the Wm. Wrigley Jr. Company. He also wrote The Strategy of Persuasion, a book about the Cold War that sold more than one million copies and was used extensively by many U.S. senators and congressmen.

Mr. Meyerhoff was a generous benefactor of hospitals. "Whenever he found a need for a type of machine a hospital didn't have, he provided it," said Mrs. Meyerhoff.

A brilliant, self-educated man, Mr. Meyerhoff was especially proud of his son's achievements. "The happiest day in his life was

(More)

CONTACT: Shanna Swendson  
(214) 648-3404

Meyerhoff--2

the day Bill became a doctor," Mrs. Meyerhoff said. "I felt that anything I could do to help Bill's program would have made him happy."

Dr. Meyerhoff has been chairman of otorhinolaryngology since 1982, when he came to UT Southwestern from the Health Sciences Center of the University of Minnesota. He has received the national Academy of Otolaryngology-Head and Neck Surgery's Honor Award for his service to the academy.

Dr. Meyerhoff is a member of the American Academy of Facial Plastic and Reconstructive Surgery, the American Academy of Otolaryngology-Head and Neck Surgery, the American College of Surgeons, the American Otological Society and the American Neurotology Society, among others.

He is a member of the American Medical Association House of Delegates, state chairman of The Centurions of the Deafness Research Foundation, chairman of the research committee of the Association of Academic Departments of Otolaryngology-Head and Neck Surgery and a member of the long-range planning committee of the Association for Research in Otolaryngology.

###

NOTE: The University of Texas Southwestern Medical Center at Dallas comprises Southwestern Medical School, Southwestern Graduate School of Biomedical Sciences, Southwestern Allied Health Sciences School, affiliated teaching hospitals and outpatient clinics.