

English Teacher Develops Public Relations Philosophy on Dampness Course Shaping

With two years in the social service division of Red Cross hospital work behind her, Miss Florence M. Sheehan is here on the campus this term for the first time to take her place as instructor in the English department. Asked for the inevitable first impressions in Oregon, she replied, "Well, I'm acquiring a philosophic attitude toward the rain."

Employed at the Long Island convalescent hospital at Camp Upton, her duties included work with the psychoneurotic cases and case histories of the servicemen just returned from overseas. She often did liaison work between patients and their commanding officers or their families, helping to adjust difficulties and psychiatric tangles. Camp Upton, incidentally, was the locale for Irving Berlin's "This Is the Army," and premiered the show.

Red Cross Appealing

Her reasons for going into Red Cross work were that "it appealed to the imagination, and it was a way of really getting into the war." Another inducement was the promise of travel, but while the distance in miles was not very great, as she put it, the atmosphere, type of work, working conditions, and

other surroundings were far removed from her previous teaching position. The social work offered a way of crashing the field, as well, but while Miss Sheehan enjoyed the work immensely, her main interest lies in teaching.

In June, 1946, when the hospital closed, Miss Sheehan was offered a transfer but decided she wanted to get back into teaching. She had previously taught in Hartford, but came west because, she declared, she had always wanted to come west, and this seemed as good a chance as any.

Impressions Favorable

Her impressions of the campus and the west in general are quite printable. "On the whole," she remarked, "there is a kind of peace and lack of hecticness here." Another distinction she noted is that people in the west appear to be more widely traveled than easterners.

Miss Cheehan is a Yank in the truest sense of the word. Her home state is Massachusetts, and she was graduated from Smith College at Northampton, Massachusetts. She did graduate work at Bread Loaf school in Middlebury, Vermont. Before going into Red Cross work, she taught English at Hartford, Connecticut.

KOAC to Feature Experimental Play

Beginning at 4 p.m. today, KOAC will present an experimental radio drama written several years ago by alumni Ted Harmon, which treats the beginning war period and follows the Christmas theme. Participating in the show are Jim Hays, Anita Jackson, Paul Marcotte, Peggy McClure, Owen Rhoads, Patricia Smith, and Shirley Peters, producer.

At 4:30 John MacDonald will interview Larry Lau on the technique of newspaper sports writing.

The 4:45 spot will feature the new "Campus Club" show with Lynn Renick, Sally Watson, and Jim Kays. This program, produced by Lee Petrask, will replace the usual "Something For You" show this week.

Progress has been made in developing and designing the business public relations course, Dean Victor P. Morris of the school of business administration said Friday. The course will be offered next term.

Standard textbooks for the course have not yet appeared, as it is taught at only a few universities in the country, including Princeton and Harvard.

Dr. Daniel D. Gage, associate professor of business administration, will instruct the course, which will include methods of determining attitudes of the public toward a given business, and the methods of a business firm in presenting its ideas and policies to its general consumer, labor, stockholder, and community publics. Merchandising, labor, utilities, and trade associations will be represented in the course.

Committee to Lecture

Advisory committee members including 12 labor, farm and business leaders, will present lectures pertaining to their special type of work. The course is being offered each term and also will be given as a night class this winter by the general extension division in Eugene.

Portland members of the advisory committee include: Lieth Abbott, manager of Footè, Cone, and Belding advertising agency; John Dierdorff, public relations and advertising supervisor for Northwest Electric company, Gas and Coke Co., and Pacific Power and Light Co.; Stanley Earl, secretary of the state council of the C. I. O.; Nen Hazen, president of the Benjamin Franklin Savings and Loan Co.

Farm, Labor Represented

To represent farm and labor will be the following men: Richard C. Kuehner, director of Oregon farm market relations; S. Eugene Allen, editor of the Oregon Labor Press; Robert R. McKenn, manager of Columbia Empire Industries, and Oregon Manufacturing association; Lew D. Nichols, manager of Braun and Co., Oregon public relations counselors; R. Hal Powell, district representative in charge of public relations and advertising of Standard Oil company of California; Arthur M. Prialux, director of public relations and advertising for West Coast Lumbermen's association.

Fred M. Brenne, secretary of the Eugene Chamber of Commerce, will represent the Eugene Chamber of Commerce; and Frank Jenkins,

NPA Commends Five UO Students

Dennis Hartman, secretary for the National Poetry association sent congratulations to five Oregon students recently, when he announced that their poetry written for NPA, has been selected to appear in the Annual Anthology of College Poetry.

Richard E. Byfield's, "San Francisco Ferry"; Katherine J. Polehn's, "The Hush of Quiet Eve"; Phillip H. Noee's "Eternal Night"; Dalton

W. Miller's, "Poenola II"; and C. Keith Cockburn's, "To Spring," were those selected from the Oregon entries.

The Annual Anthology of College Poetry contains the finest poetry written by college men and women from every state in the union. Hartman was very pleased with Oregon's showing.

CAMPUS CALENDAR

- Math seminar—3 p.m., 204 Deady.
- Order of the 'O' luncheon — 12 noon Sigma Chi house.
- Westminster house potluck supper—6 p.m.
- University Ski club — 7 p.m., 107 Oregon.
- University Religious council — 4 p.m., YMCA.
- Flying speech squadron of YWCA 4 p.m. Alpha Chi Omega house.
- ISA senate — 6:30 p.m., 105 Commerce.

publisher of the Klamath Falls Herald-News will represent publicity.

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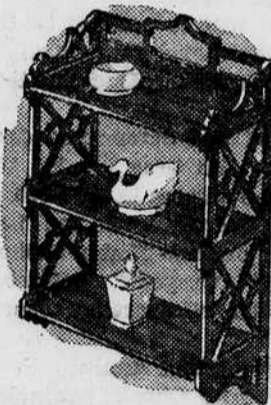
Next to the RegisterGuard



SIDE PATTERN BOB WHITELEY

A lot of campus big wigs are turning their stomachs north to Corn Valley this Saturday for the Civil War. This will be the last time to see Oregon's football team in action... that is... and should prove to be a thriller all the way. Just a cautious note to those making the trip... Albany is eleven miles away from the OAC campus. Speaking of football, there was an unusual number of co-eds out to see the Legal Eagle-Theta Chi mud bowl match Tuesday. When the lawyers play the Tau's today the gals should wear mums. Girls rooting for the barristers should just bring a copy of Blackstone. Kelly Snow is still taking a beating over the Oregonian's sassiety page spread he received in Sunday's paper. The best extemporaneous speech of the week happened yesterday when a student (I'll save the pore guy) was supposed to speak on a domestic problem. He took off on the meat shortage! The class is still howling. Congratulations to Head Coach Curley Walker who is flying back East this weekend to perform the huge merge. Friends... or alleged friends of "Big Jim" Pickett are still miffed at the former's chintzy trick of not supplying suitable cigars to the faithful when the Pickett heir was born. A verry shoddy outlook they sez. As far as social poop is concerned it's a cold day in November. The local hot rocks must have cold hands and are keeping them in their pockets for a change. A vote of thanks to the gang that mailed back the ATO straightener-upper. The freshmen bend over to thank you. Remember on these snow-sunshiney-rain drenched mornings the best thing to iron out those abdominal kinks is a good steaming cup of joe... and the Side serves the best... why shore. Pd. Adv.

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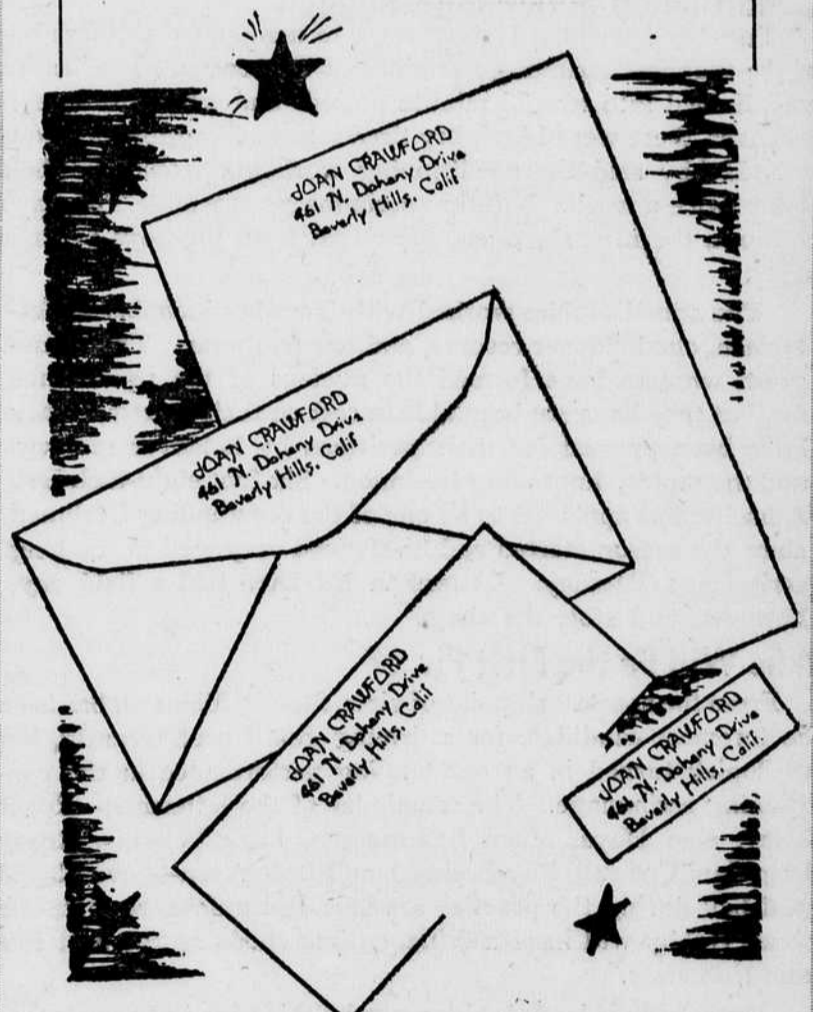
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