

## Colonel Heron Explains Growth In Value of Personnel Training

Col. Alexander Heron, vice-president of Crown Zellerbach and prominent figure in education, was guest speaker in two business administration classes yesterday afternoon.

Heron predicted that soon human relations will become the most important area of top management, in his first address to the Personnel Management class.

Progressive industries all over the country are beginning to realize that this is a field of major importance, surpassing even sales, advertising, and production, he declared. The labor troubles since V-J day illustrate what a vital factor one phase of personnel relations has become, according to the business man.

### High Calibre

The speaker emphasized that supervisors at the workers' level must be of higher calibre. He pointed out the importance of organizing groups in units small enough so the man in charge can know workers as persons, not as machines. He must know their talents and their weaknesses, continued Heron, and they must know him well to have confidence in

him. He said that this will lead to teamwork as well as increasing individual effort.

There must be a continuous training program at these levels to insure a steady supply of men for advancement to foreman and executive positions, the speaker added.

### Value of Cooperation

In Colonel Heron's address on regional planning he showed effective cooperation can be the result of voluntary effort by both business men and community groups. He emphasized that his California committee for industrial planning had no legal authority in its work of long range economic development.

The speaker illustrated this point by telling how the counties fronting on San Francisco bay had decided that cooperation was better than competition. An industrial survey of the Bay Area has been made with the aid of all the counties, instead of independently as is so often the case among jealous commercial centers, he said. Heron said that now a firm interested in locating in the Bay Area finds facilities of the entire region

at his disposal because these counties have organized for mutual benefit.

### Sustained Yield

Colonel said that the planning committee is trying to effect this same program in northern California where recreation lands of great potentiality have had little development.

The large timber companies are beginning to realize that sustained yield is more profitable in the long run than the "slash and move on" theory so common in the past, Heron pointed out.

### Side Patter

(Continued from page two)

They have discovered a unique way to keep warm, with wood from all over the campus. Could this be reckoned as collective bargaining?

Alfalie Jan Peterson, pretty Jr. Wkend princess of last yr, got herself pinned over Christmas, which may not be news, but the lad, George Wallace, an ATO from OSC daily makes the trip from Corn Valley to see her which must indicate true love of the truest kind.

Also down on the millrace, there is an epidemic of hair cutting at the Gummyfie mansion. Mary Lou "Renardo the Fox" Renard began by snipping her own locks, and since then, four or five more lovelies have fallen victim to the wind blown bob.

The DG's are trying out a new super-special loud speaker system this week which has proved a bit confusing. The new instruments have not as yet been installed on the first floor since conversations from the second and third floor phone booth might prove interesting to those below and vice versa.

One of the ChiO frosh who was delegated to take all the Dads' day letters up to enter in the recent contest fouled up a bit. She was just a bit eager and mailed said letters instead. But then, what can one expect at the crack of dawn.

Phi Psi Lloyd Kinsey, thwarted, or erstwhile, King of Hearts, is now being consoled by Mary Ann Lewis, former Alpha Chi at OSC, who is at present a script writer for a Portland radio station. There are rumors of pins and diamonds, but so far no evidence.

It's not safe to talk to your friends on the phone any more at the Phi Psi house, for the little playfults have a nasty habit of locking up their geniuses in the phone booths and throwing burning paper in just to keep the home fires burning.

I need a reviving cup of coffee so it's off to the Side. That's where the elite meet to eat, guzzle coffee, gnaw on a donut, and rehash the conquest of Roman civilization. The Side, like civilization, is here to stay. (Pd. Adv.)

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## KOAC To Air Fantasy Today

"Visitation," a fantasy written by Robert Kanigler and Robert Block, will be aired from 4:30 to 5 p. m. today over radio station KOAC. It is produced by Bert Moore, senior in journalism.

The play will be preceded by a program of popular songs by Bonnie Chappell at 4 p. m. Among her

selections will be "Ballerina," "How Soon," and "Serenade of the Bells."

Gene Norris, senior in architecture, will interview KASH disc jockey Don Porter at 4:15 p. m.

Students taking part in the Moore production include LeJeune Griffith, Emelie Jackull, Donna O'Brien, Bob Liten, Paul Rymen, Bill Minehart, John MacDonald, Jim Wallace, Harry White, Marge Cooley, Marge Trushon, and Elton Allen. The program will be announced by Jim Fulton.

## Ski Bus Schedule

### Saturday—

Special bus to Santiam leaves 6:30 a. m. Return either Saturday or Sunday.

### Sunday—

Leave: 6:30 a. m. for Santiam  
7:30 a. m. for Willamette  
Return: 4:00 p. m.—Arrive: 8:00 p. m.  
4:00 p. m.—Arrive: 7:00 p. m.

Buses leave Hendershotts and College Side at 6:00 for Santiam

Tickets at Hendershotts'

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