

# Business Students Plan Management Of Penney's Today

By JACKIE PRITZEN

How would you like to manage a two-million dollar concern? Fifteen seniors and graduates in retail merchandising will have this opportunity today when they assume the top managerial positions of J. C. Penney's Eugene store.

The project was arranged by Dr. N. H. Comish, professor of business administration, and Calvin Smith, manager of the J. C. Penney store, to provide an opportunity for practical application of the principles and procedures of retail merchandising.

## NOVEL IDEA

"This is the first project of its kind in Eugene, and one of the few in the nation, Dr. Comish stated.

Students who will assume top positions today are Frank Hale, general manager; Alvin Brown, assistant manager; Donald Van Zyle, Richard Templeton, and Chester Wymore, section managers.

James Bocchi, Thomas Lee, James Dunlap, Kenneth Hansen, Donald Lindstedt, William Juza, and Kenneth Luederman, department managers; Marguerite Johns, personnel manager; Bill Gruman, advertising and display manager, and Betty Twedt, office manager.

## TOP POSITION

Hale, who will occupy the store's top position, is a graduate of the University of California, and is

## YW Committee To Hear Speech

Lida Garrett, head of Eugene juvenile work, will speak to the YWCA Service Committee at 4 p.m. today on case histories and "Big Sister" work. The meeting will be held in the Men's Lounge, Gerlinger Hall.

Women students interested in big sister work with juvenile delinquents, helping in the Alice Marie Foster Home, recreation aid or office hostessing are invited, Beverly Buckley, chairman, stated Monday.

Coffee will be served.

## CAMPUS CALENDAR

### TODAY

- 6:30 p.m.—Phi Theta meeting—AOPi house.
- 7 p.m.—Skull and Dagger meeting—Delta Tau Delta house.
- 7 p.m.—Inter-Varsity Christian Fellowship meeting. Ray Larsen, Inter-Varsity Northwest staff leader, will speak—John Straub.
- 4 p.m.—Emeraldettes, Gerlinger Annex.
- 6:30 p.m.—Junior Panhellenic meeting, Delta Gamma house.

## CLASSIFIED

LOST—Man's dress gloves, 7 Commerce. Please return to Audio-Visual dept., Libe. 45

FOR SALE—1947 Pontiac 8 taper. 4 new tires, radio, heater, spot, low mileage. Private party, call 5-1684 after 6:00. 46

FOR SALE—Corona portabale. Cheap. Rm. 4, Sherry Ross. 46

WANTED—One man student to share two rooms with 2 other students. One bedroom, one study room. Linens furnished. 1485 Hilyard, phone 4-0297. 47

RIDE—Married couple driving to L.A. during Christmas vacation. Take 2 riders. Share expenses. See Walt Graydon, 1543 E. 15th, Trailer No. 50. 47

## Class Omitted From Schedule

Listing of Mth 202 was omitted from the Time Schedule of Winter Term Classes. The course will be given at the following times:

8 MTuWF; 266 Em

10 MTuWF; 256 Em

11 MTuWF; 257 Em

Additions to education courses are listed below:

Ed 507 (Reading Problems) will be offered at 4-6 Th; 267 Em by P. A. Killgallon.

Ed 582 will be offered from 1-2:30 W and Th\*\*. Students taking Ed 582 should keep all day Thursday open for field work.

## Oregana Slates Retakes

Individual Oregana pictures are being taken this week at Kennell-Ellis studios in downtown Eugene. This is an extension of the "re-take" period, made to accommodate students whose first pictures were taken late in the regular schedule.

First rule of the successful football coach is to start talking rapidly whenever he sees two alumni together.

## Veterans Once Again Receive Personal Adjustment Services

Personal Adjustment Counseling service for veterans, inaugurated here last year, has been resumed according to Edward Arnold, chief of the Veterans Administration Guidance center.

Herbert Schnare, World War II veteran and Regional Office personal counselor, will be at the Guidance Center every Thursday during the school year to confer with veterans.

The service, entirely confidential, is open to all veterans eligible for any of the benefits available through the VA. It is intended to help veterans to solve their own problems, and matters discussed will not affect benefits already being received.

Requests for conferences should be made to the Personal Counselor, 208 S. W. Fifth Avenue, Portland 4, Oregon, rather than to campus VA Guidance Center.

## Goethe Program Set Thursday

Florence Vanderwicken, assistant professor of voice, and Herman Gelhausen, associate professor of voice, will be featured soloists on the Goethe bicentenary program scheduled for 8 p. m. Thursday in the School of Music auditorium.

The program will consist of a lecture on "Goethe's Personality" by Dr. Hans Wolff of the University of California faculty. Musical numbers will be performed by Stacey Green and Wade Parks, who will accompany Gelhausen and Miss Vanderwicken, as well as The University Orchestra and the University Singers.

All the songs to be used show the contributions of Goethe as a lyric poet to German music, according to Arnold Elston, associate professor of music, who is scheduling the musical part of the program.

The University Lectures Committee is sponsoring the program.

obtaining his masters degree in marketing and merchandising.

Students will take over the managerial reins when the store opens at 9:30 a.m. Permanent members of the staff will be on hand to explain functions, duties, and practices of the various positions, Smith explained.

"The students are interested in retail merchandising; therefore we intend to show them what makes the store tick—just how a store is managed in everyday retailing."

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