

State Teacher Shortage Seen

SALEM —(AP)—Oregon's teacher shortage will remain serious when the school term opens next month, according to Rex Putnam, state superintendent of public instruction.

He said there are enough teachers around cities, but the situation is difficult in rural areas.

Putnam predicted 1700 emergency teaching certificates will have been issued by the time school starts, which would be the same figure as last year.

He said all emergency certificates will be for teachers in the lower eight grades. No more such

certificates will be given for high school.

Emergency certificates are issued to teachers who can't meet normal requirements in education and training.

There are slightly more than 10,000 teachers in the state.

Machine Operator Applications Open

A continuous examination in Portland and Salem only for the state civil service position of Tabulating Machine Operator II (\$230-\$290) has been announced by the Oregon commission.

This exam will maintain eligible lists from which vacancies in various departments in Portland, Salem and Corvallis will be filled.

Further information on qualifications and application procedure may be obtained at the local state employment office.

Fan Troubles Joe DiMaggio

NEW YORK —(AP)—Joe DiMaggio, center fielder for the New York Yankees, has turned over to officials of the club the "problem of a lady fan who he thinks is bedeviling him by writing to columnists" about a show girl Junior Standish.

Arthur E. (Red) Patterson, public relations director for the club, said the fan writes constantly to DiMaggio and that of late she has written to columnists, signing the letters either as Miss Standish or as a friend of Miss Standish, telling of the purported romance.

Both DiMaggio and Miss Standish have denied their acquaintance has blossomed into romance.

Patterson said that DiMaggio gets hundreds of letters daily and that the fan, whom DiMaggio never has met nor seen, is one of the most persistent.

"Apparently she gets a vacation thrill out of seeing Joe's name linked in the columns with Miss Standish," Patterson added.

Dorothy Arnold, movie starlet, divorced DiMaggio in 1944 after five years of marriage. They had one son, Joe Jr., who now is seven years old.

Danebo Siren Causes Alarm

DANEBO —Persons requesting information from the fire department here should never telephone the fire alarm number, Wendell P. Wick, assistant chief of the Bethel Consolidated Fire District, has pointed out.

Regardless of requests made repeatedly to residents, Wick said, a few persons still persist in calling the fire department alarm number, which automatically sets off the fire siren. This summons volunteers who are forced to lose valuable time whenever no fire exists.

Anyone requesting information has been asked by Wick to call for fire information at his home, Eugene Dial 4-0852. Danebo fires only should be reported over Eugene Dial 4-2216.

Dr. Elliott, Optometrist
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Mark Hanna Amuses Kiwanians With 'Imagination' Talk

During a hot Monday luncheon meeting, Kiwanians were refreshed by a humorous and informative talk by Mark Hanna, former professor of speech at the University of Oregon and now a professor at Fresno State College, Calif. The speech was entitled, "Imagination in Business."

Mr. Hanna began his talk by reading a letter received by the editor of a coastal newspaper which conveyed the idea that people are interested in "love, money, and people." He pointed out that over 500,000 letters pass through national marriage agencies a year. Columnists and commentators are constantly bothered by "love seekers."

Mr. Hanna also emphasized the fact that people are interested in people and that businessmen can profit by taking advantage of such interests in selling his product.

"In business, as in speech, we are all trying to get the interest of people."

Drew on History

He then gave examples of various businesses and explained how easy it was for the businessman to draw on the background or history of his business or work to gain the public's attention. For instance, he said, people are not interested in the plywood business from the technical standpoint, but they are interested in the fact that plywood was used for caskets by the Egyptians more than 4000 years ago or that it was used in the first Pullman cars because it was stronger than steel and did not buckle as readily in train wrecks. Since people have a morbid interest in train wrecks, the point can be used to advantage in selling the product. This is the manner in which all businessmen should look into the backgrounds of their product to find the fundamental interests of people, he said.

He ended his informal talk on a humorous note by explaining how one newspaper editor solved the problem for needed imagination in business. The particular editor grew tired of the old daily head for records, "Births, Marriages, Deaths," and replaced it with "Hatched, Matched, Snatched."

Hanna was introduced by the chairman for the day, George Hopkins, professor of music at the University of Oregon. Mr. Hanna was a first lieutenant in the Air Corps during the war and later

City Firemen Have Busy Day

Eugene firemen had one of their busiest days Monday. Besides the fraternity fire, which resulted in an estimated \$10,000 damage, there were two building fires and two grass fires.

A call was answered at 4:00 p.m. at 31st Ave. East, at 4:06 p.m., a house owned by R. E. Gardner. The fire was believed to have started from a cigarette and burned the back of the house. It was extinguished in 45 minutes, but not before an estimated \$1000 damage had been done.

A blaze at the West 8th Apt. 122 Eighth Ave. West, caused minor damage. Firemen discovered that the outside wiring had rubbed against a pipe and caused sparks to fly. The Water and Electric Board was called and the current shut off. The fire occurred at 4:42 p.m.

A grass fire on Crocker Lane Road, out River Road way, burned about an acre of grain before it was brought under control, early in the afternoon.

Another grass fire, at 1140

Haver St., caused no damage. Started at 3:35 p.m.

Debris at the Arden Mill, 2101 Sixth Ave. W., burned in June, recorded no damage.

Monday being a hot day, were the usual runs to turn on gas. There were six.

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