

# Book Emphasizes Women's Role In Public Relations

By JANE EADS

WASHINGTON — For some years I've been getting press releases from Pauline E. Mandigo in New York about conventions, conferences, and so on, in which women are involved in various parts of the country.

Sometimes I just toss these in the waste basket. Often I get a lead for a story. For Miss Mandigo works for people who often legitimately rate news coverage.

Miss Mandigo, a big, rather handsome woman, got into public relations after World War I following some six years newspapering in New York state. She has done a lot of work for women's colleges—Barnard, Wellesley, Vassar and Skidmore from which last she won an honorary degree for her public relations work. She's also handled special information and counseling jobs, for women's organizations like the National Federation of Business and Professional Women, and General Federation of Women's Clubs and the American Legion Auxiliary. She's a consultant for the American Council on Education.

Recently Miss Mandigo wrote a book, "Jean Reade in Public Relations," one of the Dodd Mead Career series aimed to help young women who are seeking a professional future.

Others who have authored books in the series include actress Helen Hayes (theater); New York Herald Tribune staff member, Emma Bugbee (journalism); and Mary Margaret McBride, radio.

Her book is a novel based on the experiences of a young girl from West Virginia, one of the dozens she has helped in finding a career in public relations counseling.

Here are some of the tools, Miss Mandigo says, a girl must have to succeed in this field: news and radio reporting experience, or a stenographer's notebook (you can learn a lot, she says, working for someone already established in public relations); ability to get on with people; a willingness to work long hard hours and a willingness to go to school out of office hours to learn about the things you don't already know that will help you get along in your special field.



MRS. BILL DEITZ is the former Miss Joyce Ann Morgan, daughter of Mr. and Mrs. Mark R. Morgan of Canton. She was married July 31 in Greenville, S. C.

## Visitors To Cecil Honored At Picnic

MRS. J. EDGAR BURNETTE Community Reporter

Mr. and Mrs. Roland Burnette, their daughter Marie, and son Roland, Jr., of Detroit, Mich., arrived Sunday at the home of the former's sister, Mrs. W. Anderson Huskey, Sr., for a visit to relatives in this area.

All the Burnette family met Wednesday evening for a picnic supper at the home of Mr. and Mrs. J. Carl Burnette. Thirty-six persons were present.

The visitors left Thursday morning. En route home they will stop at Cincinnati, Ohio, to visit Mrs. Burnette's brother.

Way Alan Burnette started to work this week at the Ecusta paper mill at Brevard. Also employed there are Ray, Ralph and Roy Singleton.

Mrs. H. S. Rogers is spending a few days at Kure Beach.

Mrs. Walston Taylor and children of Davenport, Iowa, were recent house guests of Mrs. Taylor's parents, Mr. and Mrs. Lon Chambers.

The Intermediate Boys group of the Riverside B.T.U. held a winner roast on Saturday night at Pisgah with their leader, Edgar Burnette.

Mr. and Mrs. Jim Miller attended a birthday party Sunday honoring Mrs. Miller's mother, Mrs. David M. Penland, 74. The affair was held at the home of another daughter, Mrs. Bill Ferguson of Asheville. Around 26 guests attended the dinner, including Mrs. Penland's brother, Claud S. Kinsland. Others from this area included Mr. and Mrs. Fred Plott, their daughter Maretia Ann and sons Mont and John Plott; Mr. and Mrs. Shook Ferguson and Mrs. Louise Connor and son Billie.

Miss Mandigo says there are about 10,000 public relation counselors in the United States, about one-fifth of whom are women. The best opportunities for women in this profession are in the fields of food, cosmetics and fashion, she says. There are also opportunities in the field of adult education. These jobs may not pay a lot of money, she says, but they can be very rewarding.

## Miss Morgan Is Bride Of Bill Deitz

Mr. and Mrs. Mark R. Morgan of Canton have announced the marriage of their daughter, Joyce Ann, to Bill Deitz, son of Mr. and Mrs. N. L. Deitz, also of Canton.

The ceremony was performed in Greenville, S. C. on Saturday, July 31.

The bride is a student of the Bethel High School. She was elected queen of the 1954 Ramp Convention.

Mr. Deitz was graduated from the Bethel High School where he was a member of the football and basketball teams.

## Polio

(Continued from page 1)

ton-Clyde-Bethel chairman said. Direct contributions in coin collectors distributed throughout the area and in envelopes which will have been given to people throughout the area by M.O.D. workers represent two of them.

The third is another special event. Fred Setzer is promoting a singing convention at the Morning Star School scheduled for 7:30 p. m. August 27.

Turkey reports she has 4,300 people more than 100 years old out of a population of 21 million.

The planet, Pluto, is an average of 3,670,000,000 miles from the sun or about 40 times as far as the Earth.

## Glamorous Twosome



By VERA WINSTON

CREAMY white linen, exquisitely tailored, is used for a charming blouse with stitching giving weight and a firm hand to the collar which is placed over the cardigan neckline in a flattering curve. Jeweled buttons for a touch of sparkle. It is worn with a striking skirt of printed silk shantung, a design of cornflowers in bright blue on a creamy white ground. The skirt is made on a lining and has bound pockets at the hips to complete a distinguished, elegant sartorial story.

## Personals

Becky Frank, daughter of Mr. and Mrs. John Frank of Mount Airy, is visiting her grandmother, Mrs. Louise Cousins, at Davis Cottage at Lake Junaluska.

Mr. and Mrs. Ernest Robinson of Washington, D. C. are visiting the former's parents, Mr. and Mrs. E. R. Robinson of Hazelwood.

Mr. and Mrs. Frank Hargrove of Asheville visited Mr. and Mrs. Clarence Tate last weekend.

Melvin and Bruce Robinson of Kansas City, Mo. are visiting their grandparents, Mr. and Mrs. E. R. Robinson, at Hazelwood.

Mrs. Andrew Auberry of Hayesville and Mr. and Mrs. Leonard Ramsey of Dalton, Ga. were weekend guests of Mr. and Mrs. James Sanderson in Hazelwood and Mr. and Mrs. L. B. Arant in Clyde.

Mrs. Henrietta Love Von Westphalen of New York City is visiting her mother, Mrs. Hugh Love.

Mr. and Mrs. L. M. Killian and three children, who have been visiting Mrs. Killian's mother, Mrs. Edgar Gould, left this week for their home in Tallahassee, Fla.

Mrs. Lura Davis, president of Division One of Licensed Practical Nurses left today for Raleigh to attend a meeting of the board of Nurse Education and Nursing

Registration \*\*\* Mr. and Mrs. Walter Baermann spent last weekend in Brevard and attended the concerts of the Transylvania Music Festival.

Mr. and Mrs. Roy C. McCracken and their sons, Charles and Dean, of Orlando, Florida are guests of Mr. McCracken's brother-in-law and sister, Mr. and Mrs. R. L. Coin.

Mr. and Mrs. Walter Dungan of Elizabethton, Tennessee are visiting the latter's brother-in-law and sister, Mr. and Mrs. R. L. Coin.

Mrs. E. H. Isenhour of Charlotte is the guest of her sister, Mrs. Kate Morris.

Oren Coin of Charlotte is spending this week with his parents, Mr. and Mrs. R. L. Coin.

Mr. and Mrs. Zeb Alley of Chapel Hill are expected this weekend for a visit with the former's mother, Mrs. Doyle Alley. Mr. Alley is a student in the Law School of the University of North Carolina.

Miss Jean Hodges left Monday for Martinsville, Va. where she has a position on the faculty of the high school.

William H. Thomas of Washington, D. C., is visiting his cousin, Mrs. Roy Campbell.

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## NOAH NUMSKULL



DEAR NOAH — IF A PARROT SWALLOWED YOUR WATCH, WOULD IT START TALKING "POLLY-TICS"? — MRS. HELEN C. BOND KEMPTON, PA.

DEAR NOAH — WHEN A WELDER MARRIES, IS HE JUST "ACETYLENE DOWN"? — DORIS BAUMGARDNER, MASON CITY, IOWA

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