

GILBERT'S 'What Young People Think'

New Survey Shows Presley On Skids

Singer Elvis Presley's phenomenal popularity among the nation's teenagers seems to have taken a nosedive.

As recently as last October, our country-wide survey showed that a whopping 35 per cent of all youngsters questioned considered the guitar-strumming squirmier their favorite male vocalist.

But going over the same territory again, we find that his rating has skidded to 21 per cent. That's still a hefty following — and also a remarkable decline.

Gone Commercial?

Moreover, a full 35 per cent of

the teenagers admitted liking Elvis less now than they did last year.

"He's nothing anymore," a 16-year-old girl put it. "Last year he was news. Today he's just another wiggler."

"Last year I used to think Elvis was the sexiest male alive," another high school girl observed. "But I can see now that he'll become just another commercial singer, like the rest."

"Hollywood's got him," a boy commented glumly. "The personal appeal he had for all of us teenagers is gone forever."

Those, of course, represent extreme viewpoints. They must be balanced against the fact that Presley — who has managed to inspire almost as much antagonism in adults as he produced veneration in the younger set — still reigns supreme in the affection of 21 per cent of the teenagers covered by our survey.

He's Gaining, Too

Moreover, 12 per cent, predominantly in the 13-15 age group, declared they found their hero even more resplendent than before. His recent movie, "Love Me Tender," apparently helped spark that particular counter-trend.

"Elvis was the very end in that movie," one girl gushed, in the feverish tradition of the Presley cult. "I bet someday he gets an Academy award."

"I sat through 'Love Me Tender' three times in one afternoon," another girl bubbled. "I was in a happy date for a week afterward."

Boone Moves Up

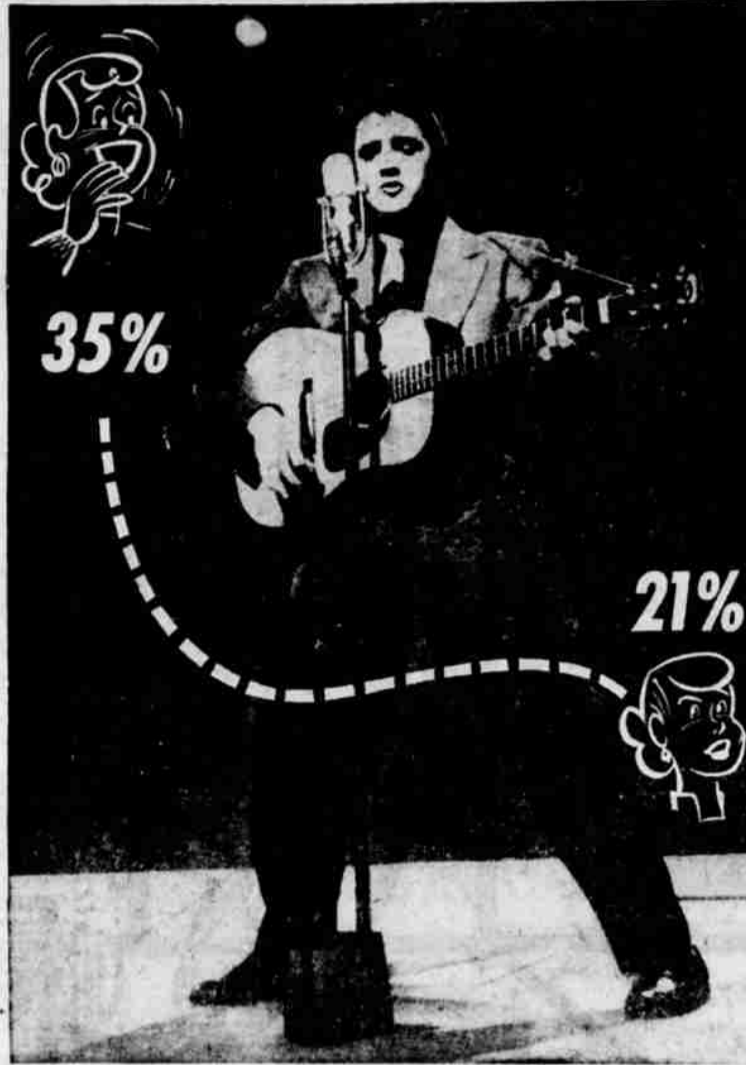
All of which doesn't alter the chilly statistical evidence of the idol's 14 per cent popularity decline. Who's threatening to fill his shoes?

Our survey shows Pat Boone moving up strongly. He now ranks tops with nearly 13 per cent of the youthful balloters. Speaking for this group, one girl fluted: "You can take Elvis and give him back to the Indians. I'll take Pat any day."

Echoing approval, a high school boy thought Boone "really quite a guy. Look at him supporting a family and going to school as well as being a successful singer . . . He's terrific."

Another straw in the wind, possibly, may be in the teenagers' prophecies on Presley's future. Thirty-nine per cent of the boys and 33 per cent of the girls thought the Elvis craze would run its course within less than a year.

Forty-two per cent of the girls and 31 per cent of the lads gave him from one to two years of peak popularity, 8.5 and 17 per cent, respectively, figured two to



ELVIS PRESLEY

four years m'bre, while the rest thought the side-burned rock 'n' roller wouldn't fade for another four years yet.

"We like him," a Duluth, Minn., girl asserted, "but you can't ex-

pect a fad to go on forever."

Still Rocking

If Presley is losing some favor in trendom, what of the music of which he is the most spectacular exponent? By and large, rock 'n' roll seems to have thumped along on a steady course, though here too we detect a slight decrease in customer interest.

Some 68 per cent of the youngsters remain fully devoted to it. Twenty-four per cent of the boys and 14 per cent of the girls say they like it even more today than last year; but 16 per cent of the girls and 19 per cent of the boys find it has palled on them a little.

Anyhow, 37 per cent of the boys and 33 per cent of the girls feel the music is certainly good for another four years of high popularity. Only 10 per cent of the girls and 6.5 per cent of the boys feel it's apt to fade away in less than two years.

Said a Rhode Island girl: "Why, rock 'n' roll is basic. It shouldn't go in and out of fashion."

But one Wyoming girl felt jaded. "You sure get tired of that steady rhythm," she complained. "I can't see people listening to it much longer. I bet that a year from now rock 'n' roll will be obsolete."

He was the first witness as the committee, headed by Sen. Green (D-Rt) opened the first of a series of hearings intended to guide the Senate in its consideration of the administration's \$4,400,000,000 foreign aid program for the fiscal year starting July 1.

The study, centering on the results and prospects of military and economic aid abroad, is expected to last at least three weeks.

Later hearings will go into topics ranging from the exclusion of American newsmen from Red China to the pay of U.S. Information Agency (USIA) employees around the world.

Engine To Use Solid Fuels For Military

WASHINGTON — A big new rocket engine, using solid instead of hard-to-handle liquid fuel for powering an intermediate range ballistic missile, has been developed and put under test.

This was disclosed today in a routine annual report to stockholders by the General Tire Co., which seemed to contain considerable more information about new weapons than has been announced by the Defense Department. The report said the new rocket motor went into its testing stage last October.

The motor was designed by the company's Aerojet General Corp., and, said the report, is "the largest solid propellant power plant ever used in any ballistic missile." The motor was developed for the Jupiter IRBM, the company reports.

However, Army experts told a newsmen that Jupiter IRBM program does not now include use of a solid instead of liquid fuel. This appeared to indicate the new rocket engine may be intended for use by the Navy in its Polaris IRBM.

The annual report also mentions these hitherto little known developments:

1. A new type of motor for torpedoes, using solid fuel like that for rockets instead of the traditional compressed air or alcohol-powered motors.
2. Development of a mine-searching "mini-sub" for the British admiralty.
3. A power plant for the Bullpup guided missile, a Navy weapon used for attack from planes against ships and other surface targets.
4. Development of a liquid-fueled booster for launching the Air Force's long-range Bomarc missile.

Expert Proposes 10-Year Program Of Foreign Aid

WASHINGTON — A foreign aid expert recommended Wednesday that Congress adopt a 10-year, 10-billion-dollar program of foreign economic development.

Max F. Millikan, director of the Massachusetts Institute of Technology, told a Senate committee studying foreign aid that 80 per cent of the program should be devoted to loans, the remainder in outright grants.

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Circuit Court

COMPLAINTS FILED

Roy Van Arsdale vs. Industrial Accident Commission. Plaintiff seeks to have compensation claim reopened and be granted additional compensation for temporary total disability and compensation equal to 95 per cent loss of use of right leg and 90 per cent loss of use of left leg.

Milo Mates vs. Industrial Accident Commission. Plaintiff asks for jury to hear case and for defendant to be ordered to cancel its orders and reopen his claim and allow benefits provided by law.

Dismissal
Lumber Sales Co. vs. H. T. Benson.

Decree
South Umpqua State Bank vs. Harrison and Jeanette M. Mungler. Plaintiff to recover \$1,540.83 and mortgage to be foreclosed for that amount.

Order and Judgment
Arthur I. Rich and Arthur W. Lamka vs. James Decker and Kenneth Gary. Appeal filed by Isla Mills dismissed and plaintiffs granted judgment from defendants and from the surety, Isla Mills, for \$291.83.

Default Judgment
Unemployment Compensation Commission vs. Grant Walker and James U. Walker doing business as Grant Walker and Son Logging Co. James U. Walker found in default and plaintiff to recover \$463.56 and interest on \$321.21 from January 21.

Unemployment Compensation Commission vs. Thomas W. Lloyd and Harold W. Schwesinger, doing business as T. W. Lloyd Logging Co. Plaintiff to recover \$1,323.26 and interest on \$1,158.31 from February 28.

Notice of Appeal
E. J. Smith vs. Ray DeKraay. Defendant to appeal to State Supreme Court judgment favoring plaintiff and providing he may recover \$3,739.49 from defendant.

Vital Statistics

Marriage Licenses
ALLEN-WILLIS — James C. Allen and Ellen M. Willis, both Canyonville.

COLE-BRUMMETT — Robert Thomas Cole, Roseburg, and Sandra Lee Brummett, Glad.

GUDGER-CRITTENDEN — Daniel F. Gudger and Ora Lee Crittenden, both Riddle.

Divorce Suits Filed
CRANFORD — Joyce E. vs. Daniel P. Cranford. Married Sept. 3, 1955 at Ukiah, Calif. Plaintiff asks custody and support for child when born.

CLEVENGER — Mildred vs. Joe Clevenger. Married April 9, 1948 at Harrison, Ark. Plaintiff asks custody and support for four children, property settlement.

STAFFORD — Fred vs. Betty Louise Stafford. Married Aug. 18, 1951 at Reno, Nev. Plaintiff asks court to award defendant custody of two children.

STEVENSON — Dorothy L. vs. Robert N. Stevenson. Married May 25, 1949 at Roseburg. Plaintiff seeks custody of two children for 10 months each year.

BEAL — Robert A. vs. Delores Beal. Married in 1956. Plaintiff asks court to award custody of child when born to defendant and offers support.

Committee In Agreement On Forestry Control

SALEM — The House Forestry Committee found general agreement at a public hearing Monday night that the governor should have more control over terms of members of the state Forestry Board.

Witnesses on both sides also agreed that a seven-member board, proposed in a bill, was not large enough to give representation to all groups that should be represented.

Under the bill, the governor would appoint the seven members without regard to representation among various lumber groups. The present nine-man board represents each group.

Rep. W. O. Nelsay (D), Roseburg, sponsor of the bill, said he had nothing to say against the proposed board.

But, he added, under the present system, it would be possible to get a bad board.

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EGGS
Grade AA LARGE Doz. 37c

PILLSBURY FLOUR 25-lb. bag 1.89

BLU HILL MARGARINE Limit 6 2 lb. 29c

LARGE PACKAGE DETERGENT SURF Regular 29c Our Price 19c

BORDEN'S MAYONNAISE Full Quart 49c

PENNANT JAM & JELLY 10-oz. Glass 5 for 99c

Post Grape Nut Flakes Or Post Toasties
Regular 25c OUR PRICE 19c
12-oz. Pkg.

MEATS STEAK SHOP SPECIALS

NEBERGALL Sausage Rolls 1-lb. 29c

NEBERGALL Bacon Squares lb. 19c

NEBERGALL—LARGE Frankfurters lb. 29c

NEBERGALL'S NEBRASKA PORK PORK ROAST lb. 35c

PORK STEAK lb. 39c

BONELESS SIRLOIN STEAK lb. 89c
A man's steak — cut thick for broiling

Schilling PURE GROUND BLACK PEPPER 4-OZ. CAN 29c

OCEAN BEAUTY Fish Sticks 8-oz. pkg. 29c

SEA PACK SHRIMP 10-oz. pkg. Regular 79c 59c

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8" x 8" x 2". Two of these popular size pans make the perfect square layer cake. Ideal for sandy molting too.

SAUCE PAN
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