

Teenagers A Little Cool On TV; Newspapers, Radio The Gainers

By EUGENE GILBERT
President of the Gilbert
Youth Research Co.

For America's youth, television's first bloom seems to be fading. One of our recent polls indicates:

1. That young people are watching TV less than formerly.

2. That TV's loss has been the gain of newspapers, radio and magazines.

After questioning over 5,000 teen-agers we learned that 41 per cent of them said they were spending less time watching television than in the previous year.

At the same time 29 per cent had cut down on radio listening, compared with 12 per cent on newspaper reading.

On the other hand, 52 per cent said they were spending more

up to date, most helpful with homework, and that they carried the most believable ads, among other things.

Television scored first on being most entertaining, and came in neck and neck with both radio and newspapers on the basis of being hardest to be without. Magazines were not out in front in any category listed under "most value."

A comment by Larry Gralla of Detroit seemed to strike the mood of a majority of youngsters on newspapers.

"I can't conceive of a complete day," he said, "without reading the news."

Speaking up for television, Lila Miller asserted "I get so much more out of watching the dramas than I do from listening to them on the radio. I like to watch the old movies too."

The gains of radio, as against television, were made apparently because the youngsters found it more convenient when studying, talking with friends or riding in a car.

"When I drive, I like to turn in rock 'n' roll and go," said Walter Bogart of Hartford, Conn.

Dislike Commercials

While 48 per cent said they watched TV for two hours a day or more, 65 per cent judged themselves regular radio listeners. Twenty per cent said they divided time between the two media, and seven per cent tuned in on neither regularly.

Eight out of ten of the youths questioned said they read a newspaper the previous day, and 92 per cent reported they read one every week.

In every one of seven news categories about which we questioned these young people, they asserted overwhelmingly that they depended on newspapers for their information rather than on television or radio. These categories were: sports news, national and international news, local news, teen-age news, school sports news,



time on newspapers than formerly, 48 per cent on radio, and 28 per cent on TV.

Questioning these youngsters about their reaction to all three media, we dug up a lot of other interesting information.

Newspapers "Practical"

The teeners said that newspapers had the most practical value to them, were most dependable, most important in keeping them

Sputnik, Fellow Traveler Objects Of Conflicting Reports Among Scientists

By DON GUY

CAMBRIDGE, Mass. — Russia's rocket-satellite and its fellow traveler, Sputnik, were the objects of conflicting reports as they spun around the earth Tuesday, their orbits still baffled astronomers and confounded the electronic brains of giant computers.

The rocket was sighted at 5:04 EST, sweeping from northwest to southeast above watchers at the Harvard Observatory and its adjacent Smithsonian Astrophysical Laboratory. The laboratory is headquarters for the moonwatch being organized to follow this country's earth-satellites when they are launched.

The scientists said that during the forenoon, substantial reports were lacking that the satellite, itself, had been sighted.

Predicting that the pair of celestial objects would pass 100 miles northeast of New York City at 5:03 EST Wednesday morning, the observers prepared for another early arrival, for the Soviet visitors have been arriving consistently two to three minutes ahead of predictions during the past four days.

A moonwatch team at San Francisco reported that Sputnik or one of its traveling companions was sighted there right on schedule at 5:17 a.m. PST Tuesday, something more than three hours after the sighting here.

Dr. J. Allen Hynek said the satellite seems to be maintaining a height of about 275 miles at 40 degrees north latitude. Its orbit varies between a minimum of 150 and a maximum of about 350 miles from the earth's surface as it circles the globe every 96 minutes.

Dr. Hynek, associate director of

the Smithsonian Astrophysical Observatory, appealed to amateur and professional photographers to forward any good pictures of the rocket or satellite to the observatory to enable astronomers to pinpoint the orbit more accurately.

A watcher in Springfield, Va., reported an "object" passed 15 seconds after the rocket Tuesday morning. Another report from State College, Pa., said the rocket was sighted at 5:04:10 a.m. EST, but that the satellite followed a full 22 minutes later.

This would mean it was trailing the rocket by approximately 7,600 miles. Observatory officials agreed this report needed further investigation.

Russians May Launch Another Satellite Soon

WASHINGTON — A spokesman said here that the State Department would not be surprised if Russia launched another satellite "at any time."

Press officer Jameson Parker declined to elaborate on his comment other than to say in response to questions that his statement was not "hypothetical."

There have been reports from Moscow since the first satellite launching a week ago that the Soviet Union would put another up in the not too distant future. Parker declined to say what he meant by "any time," but did intimate that he was not thinking in terms of some remote possibility or unlikely event.

At one point, Parker conceded that since the Russians had the capability of firing the first satellite it would be presumed that they could fire a second if they wished.

But his reply appeared to reporters to have more significance than that and had been prepared in advance.

Filbert Processing Plant At Dundee Destroyed

DUNDEE — The filbert processing plant of the Dundee Nut Growers' Coop was destroyed by fire early Wednesday. Damage was estimated at more than \$300,000 including 50 tons of newly harvested filberts.

The fire was discovered by the crew of a Southern Pacific freight train which was passing through Dundee at about 4:30 a.m. The engineer sounded a series of short blasts which woke up residents. Several fire departments were called but firemen were unable to save the filbert processing building. A nearby walnut processing plant was saved despite heat of the flames which fire broke out in several sections of the building.

Comptroller Issues Call For Banks' Condition

WASHINGTON — The comptroller of the currency issued a call Wednesday for a statement of the condition of all national banks at the close of business Friday, Oct. 11.

The Federal Reserve Board also called for a condition statement from its member banks as of the same day. There was no call from the Federal Deposit Insurance Corporation, which requires condition statements less frequently.



POLL SHOWS young people say they are spending less time on TV while going in more for newspaper reading.

and entertainment news. Magazines led a single category—entertainment information.

Inquiring about the youngsters'

Riversdale Cubs To Be Assigned Thursday Night

By BEVERLY CHRISTIAN

Riversdale Cub Scout Pack 143 will have a meeting of den mothers, assistant den mothers and committee members Thursday evening at the home of Neil Christian.

At that time scouts will be assigned to their dens. Ray Sims, institutional representative, conducted the meeting this week and showed colored slides of the complete organization of the Cub Scouts. Sims introduced Emil Johnson, committee chairman of Scout troop 133, who received questions on scouting problems from the audience.

Visit Portland

Mrs. H. W. Conn and Mrs. H. B. Kruse were in Portland Monday and Tuesday. Mrs. Conn attended to business and Mrs. Kruse visited her son-in-law and daughter, Mr. and Mrs. Merton Peterson, who attend Cascade College.

Mr. and Mrs. Wallace Cox went to Salem to attend cotillion and Ladybug meetings, Saturday. Cox continued on to Portland on business Monday while his wife returned home.

Mr. and Mrs. Farrel Hamilton and Mrs. Albert Morene and son, Chuck, went to Eugene Saturday to do some shopping and to attend the University of Oregon-San Jose State football game.

Asian Flu Vaccine Is Less Effective Than Predicted

WASHINGTON — Army medical researchers report that preliminary test results indicate the Asian flu vaccine is less effective than predicted.

The early-stage findings were relayed to District of Columbia physicians in scientific assembly this week over a closed-circuit television hookup from Walter Reed Army Institute of Research at the Army Medical Center here. Dr. Maurice R. Hilleman, chief of the institute's department of respiratory diseases, said only one of the series of tests on which he reported showed an effectiveness approaching the predicted 70 per cent. The others ranged down to less than 50 per cent.

Dr. Hilleman stressed that the results were evaluated on the basis of whether antibodies in the blood of patients rose to an arbitrarily chosen level after inoculation. Nobody, the physician said, yet knows the exact level of antibody concentration necessary to resist the virus of Asian flu.

Findings on that basis, Hilleman said, indicated only 46 per cent effectiveness among military recruits in California. Other trials by Public Health Service scientists, he said, rated the vaccine at 50 per cent, and studies at Ft. Dix, N.J., indicated results as good as 65 per cent.

Estates Totalling \$400,000 Left By Executive, Wife

SPOKANE — Mr. and Mrs. Charles H. Davis, the Spokane business executive and his wife who were killed last week in an airplane crash, left estates totalling more than \$400,000.

Preliminary probate papers here have shown that Davis left more than \$250,000 in real estate and personal property valued at more than \$150,000. All the estate except more than \$50,000 was community property, the paper said, and included property in Spokane, Phoenix, Ariz., Hayden Lake and Lewiston, Idaho.

Davis, 55, founder and president of the Modern Machinery Co. with offices here and in Seattle, was piloting the two-engine plane that crashed and burned near Phoenix Tuesday. Davis and his wife, 34, were on a business trip and turned back to Phoenix after the plane developed engine trouble.

likes and dislikes on radio and television, we found them pretty much in agreement on one point. They just don't care for commercials. Fifty-nine per cent said that's what they like least about TV, and 48 per cent had the same to say of radio.

In the case of magazines, 40 per cent said that advertisements were what they like least, and 27 per cent said the same for newspapers.

Nix On Soap Operas

Speaking of TV commercials, William Morley of Dayton, Ohio, said "I know they're necessary, but I don't have to like them."

What the young people liked most about newspapers were local, national and world news, comics and cartoons, and sports.

Church Activities

Episcopal Guild Plans Smaller Guild Groups

St. George's Episcopal Guild president Mrs. Carl Wimberly announced the following co-chairmen of the neighborhood guilds:

Winchester, Mrs. Elton Jackson and Mrs. Oscar Revell; East side, Mrs. H. H. Turner and Mrs. A. D. Parr; West side, Mrs. Glenn A. Gibbons and Mrs. Harry Greenquist; Winston-Dillard, Mrs. Marshall Haughn and Mrs. Floyd L. Warner; Garden Valley, Mrs. Dudley Walton and Mrs. Harry Jacoby; evening, Nettie Ulmer. The neighborhood guild is smaller groups of women working closely together and anyone interested in attending is urged to contact the chairman in her area.

On behalf of the Winchester guild, Mrs. Roy Byrd presented the group with a check for the new fund, and Mrs. Robert O'Neil added to the fund with a personal contribution. United thank offering chairman Mrs. L. K. Cornwell reminded members of the importance of turning in their offerings in November. Reports of progress on various projects for the annual bazaar were made. Mrs. James H. Harris will be chairman.

Mrs. A. M. Knudson reported on the Roseburg Council of Church Women, who are collecting boxes of warm clothing, yardage and blankets. Contributions should be turned in to the parish hall by Nov. 15. Members were reminded of the world community day service Nov. 1 at 1:30 p.m. at the Christian Church.

Mrs. James F. Carman, wife of the Bishop co-adjutor will be a guest of the guild on Nov. 22. Mrs. Ken Bailey, Mrs. Oscar Revell, Mrs. George French and Mrs. Elton Jackson were appointed as a committee to make plans for her visit.

The program for the day was an explanatory talk by Walter Higgins, executive director of the Rogue Valley Manor. The Manor, to be located in Medford, is being planned as a home for retired persons.

Yoncalla WSCS Plans Annual Chicken Dinner

The Women's Society of Christian Service of the Yoncalla Methodist Church will hold its annual chicken supper Nov. 1.

Plans were also made to sell Christmas cards again this year. The society will host the coffee hour following church services in the future. Members will also provide coffee for the Dorcas Circle when they entertain. Mrs. Esther Campbell was appointed to serve on the fancy work at the bazaar.

A skit following the trend of a TV show followed the business meeting with Mrs. Ilean Pontius, master of ceremonies. Members read letters from various homes sponsored by WSCS societies. Reports correspondent Mrs. George Edes.

Glendale Board To Attend County Meet Saturday

Supt. Marlen Yoder of the Glendale School District and all but one of the school board will attend the county school district reorganization convention at Roseburg Friday, it was announced at the Glendale School Board meeting Tuesday night, according to Mrs. Gerald Fox, News-Review correspondent.

Members planning to attend the convention are Mrs. Robert L. Fisher, board chairman; Rodney Swanson, Bernie Halverson and Sid Perry. Albert Vaughn will be unable to attend because he is driving the football team to Henley that night.

Yoder reported on the new schedule under which school custodians are working, and also informed the board that a new wash fountain had been installed in the boys rest room in the basement of the grade school. It was also reported that the old concrete block drinking fountain at the grade school has been torn out and replaced with two new drinking fountains beside the flagpole.

The board also decided to arrange a showing of the film "War and Peace" for high school students and if space is available, eighth grade students will be included. The film will be shown at the Glendale theatre and is tentatively scheduled for Nov. 5. The board meeting was held in the Glendale High School and the next board meeting has been set for Nov. 6.

Nurse Arrested After Finding Baby In Church

ASTORIA — A 24-year-old maternity ward nurse was arrested Tuesday night as the woman who abandoned an hours-old baby at St. Mary's Catholic Church early in the day.

She was booked on a charge of contributing to the dependency of a minor child, then released.

Police Chief H. A. Ellsworth said the child, a girl, was born to her at 1 a.m. and she left it at the church at 10:40 a.m. He quoted her as saying she did not want the baby.

The baby, in good health, was taken to St. Mary's Hospital, where she was named Theresa Jo, by the sister superior.

The mother returned to the same hospital for care.

The police chief said a station wagon seen near the church and traced to the mother was the clue leading to the arrest.

Although the mother was booked at the city jail, no charge has been filed and the office of Dist. Atty. Thomas E. Brownhill said it was not likely one would be filed Wednesday or Thursday, at least.

Today and Tomorrow

CALENDAR OF EVENTS

THURSDAY — OCT. 17

Wilbur - Winchester PTA, Wilbur school gym, 7:30 p.m., meeting over by 9. Refreshments served. All parents urged to turn out for membership drive.

Women of Country Club to sponsor refresher course in Goren point - count system, 11 a.m., clubhouse. Under direction of Mrs. M. C. Bowker. Luncheon at 12:30 noon, bridge play to follow. Course open to persons having taken spring series of lessons or any member of country club.

Azalea - Glendale Home Extension Unit, Azalea Grange Hall, 10:30 a.m. Luncheon served at noon. County demonstration agent attending.

Chapter CU of PEO Sisterhood, 12:30 noon, home of Mrs. B. A. Young, 554 W. Chatham Dr.

Evergreen Grange ladies and friends invited to dessert luncheon, card party and social, 1 p.m., grange hall. Hostess, Ruby Belle Kobernyk.

Blue Star Mothers, chapter six, Glide, 7:30 p.m., home of Mary Jane Beaudry.

Women's General Missionary Society of First Baptist Church, 7:30 p.m.

Library Assn. Sets Meet At Yoncalla

Yoncalla Union High School will host the meeting of the Douglas County Student Library Assn. The gathering will be held Saturday at 11 a.m., reports correspondent Mrs. George Edes.

Top officers of the club are Nellie Dewar of Roseburg, president; Phil Edin of Yoncalla, vice president, and Sandy McDaniels of Canyonville, secretary and treasurer. The purpose of the meeting is to provide more information about care and use of the library to the students.

A member of the county library staff will give a demonstration on book mending. There will also be a presentation on the use of the bulletin board.

Reports on new books will be given by various associations throughout the county.

The students will have a luncheon at noon.

MURDER CHARGED

PORTLAND — Willa Bea Tillman was booked on a first degree murder charge this week after a 44-year-old Portland man died of a gunshot wound.

Police said the dead man was Alvin Glenn, who Sunday was shot in the chest with a pistol in a night club here.

12:30 noon dessert luncheon at church. Regular business meeting and missionary program to follow. All members urged to be present, friends welcome.

Dan Perrine, Chapter 9, DAV, Veterans Memorial Building, Garden Valley Rd., 8 p.m.

Douglas County Mounted Sheriff's Posse and Auxiliary, fairgrounds, fun night.

Army Reserve, 8 to 10, 1614 W. Harvard.

Roseburg Rotary Club, noon, Hotel Umpqua.

Roseburg Lions Club, 6:30 p.m., Hotel Umpqua.

Civil Air Patrol, 7:30 p.m., county courthouse.

Roseburg Council of Camp Fire Girls, 7:30 p.m., conference room of new Rose School building.

Sutherland Rebekah Lodge, 7:30 p.m., IOOF hall.

Nickel Mountain Rock Club, 7:30 p.m., Myrtle Creek Grange hall.

FRIDAY — OCT. 18, 1957

Azalea Grange social meeting will be annual Booster Night, potluck dinner at 7 p.m., followed by program. Grange members urged to bring family and friends.

Annual female sale of Woman's Society of Methodist Church. Orders may be picked up between 10 a.m. and 4 p.m. in social hall of new educational building. Call orders to Mrs. D. H. Lenox, 3-8213 or Mrs. J. B. Bailey, 3-8278.

Roseburg Woman's Club rummage sale, 8 a.m., clubhouse on Mosher street. Clothing, household goods, plants and garden produce on sale. Contributions picked up by calling Mrs. Sig Felt, Mrs. H. N. Jacobson or Miss Alice Leland.

St. Joseph's Parents Club, game party, 8 p.m., school auditorium. Free coffee and doughnuts.

Benson School carnival, 6:30 to 9:30 p.m., school gym.

Elks Club duplicate bridge, 12:30 noon, open to Elks and invited guests.

Loyal Order of Moose game night, Moose Hall, 8 p.m.

Umpqua Hillbillie Square Dance Club, Kellogg Grange hall, 8 p.m. all square dancers invited.

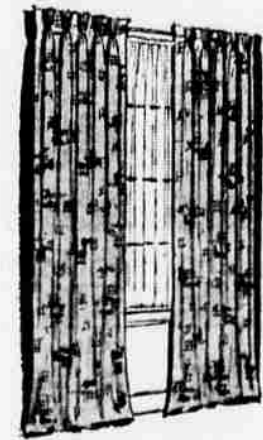
Douglas Court No. 18, Order of Amaranth, Masonic hall, 6:30 p.m. potluck, social club.

WWI Veterans and Auxiliary of Douglas Barracks 176, 8 p.m., Memorial Building, Garden Valley Road.

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