

Rock 'n' Roll Still Growing, Not Dying

By EUGENE GILBERT

My Mom and Dad, maybe a better get those artillery ear plugs after all. This rock 'n' roll racket is going to be and quite a while. How long? Well, a year ago when many servers were predicting that the rock 'n' roll artists would soon disappear from the land, our poll accurately predicted that rock 'n' roll was from dead or dying. At that time, only 10 per cent of the girls and 6 1/2 per cent of the boys thought it would fail to live into 1958. A maddening only wished it long life and lasting success.

This year, rock 'n' roll gets an even larger vote of youthful confidence. Only 5 per cent in a sampling of about 500 boys and girls elicit an early demise for this musical mahem. The rest — prepare yourself for an acoustical shock — figure it will last at least five years, maybe more.

Instead of dying out, rock 'n' roll making further inroads on the musical field.

The Agony Lengthens
The major record company figure that teenagers now account for 90 per cent of all single (78 or speed record) sales and almost 90 per cent of all long playing (1-3) record albums. The result is that more and more rock 'n' roll artists are signing contracts with major companies long playing — and in some cases multiple-record albums. Instead of three minutes of sustained blues shouting, parents of teenagers will now be expected to 20 minutes or more, and it may have to get in line to use hi-fi set.

Parents who hoped that rock 'n' roll would be carried off to the distant home-ward by the time a small fry is reached junior high or high school are in for disappointment.

Our current survey showed that many of them have younger brothers and sisters, five, six and seven-year-olds, who already have caught the beat and think rock 'n' roll is "the most."

Not Just A Fad
A new generation of foot stamping hand clapping rock 'n' roll acts is in the making, but whether their enthusiasm will survive or be captivated by some trend remains to be seen.

What sort of teen-agers comprise the real rock 'n' roll cheering section? "Definitely the side - burned, black leather jacket, prune picker type," says a 17-year-old Alabama boy. "No," insists a 16-year-old New Jersey girl. "Bright kids, stupid kids, rocks and goodie-goodies all like it. It appeals to very responsible teen-agers as well as the undesirable element."

"Mainly," says a 17-year-old Frankfurt, N.Y., girl, "it attracts those who like to get up and make fools out of themselves."

Adds a 15-year-old Kansas City boy, "the only ones who don't like it are the sentimental slob."

Curiously, none of these youngsters wanted their names used.

Parents Dislike Lyrics
While few parents relish the raucous sounds of rock 'n' roll, most of them object more to the words than the music. There have been continuing complaints that besides the basic savagery of its

two beat rhythm, rock 'n' roll lyrics cater to the baser instincts by suggestions, double entendre and little concealed "blue meanings."

How do teen-agers feel about this? The majority never thinks about it at all. Seventy-three per cent of them claim they never listen to the words or, if they do, have never come across any double meanings.

But 24 per cent of the boys and 30 per cent of the girls — or about three out of every 10 — think that the time has come to clean up rock 'n' roll songs and do away with off color lyrics.

Speaking for the feminine camp, 17-year-old Rhoda Levy of Syracuse, N.Y., says she solves the problem of questionable rock 'n' roll lyrics by "never buying records without first listening to them in the store. I don't want that kind of stuff around our house."

QUESTIONS ASKED
Do you like rock 'n' roll music?



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Sutherlin WSCS Has Bible Study Course

The Women's Society of Christian Service met at the Sutherlin Methodist Church with 16 members present for the noon potluck dinner with business meeting following.

Mrs. Lula Treman had the worship service and Mrs. Helen Curry the program. The time was spent in making plans for the Umpqua sub-district meeting that will be held in Sutherlin March 6 at the church.

The next meeting will be March 13 at 1:30 at the home of Mrs. Thelma Jones for another chapter in the Bible study course, according to correspondent Mrs. Brittain Slack.

Mar. 15 Ends Surplus Potato Conversion

WASHINGTON — March 15 will mark the end of the Agriculture Department's program of diverting surplus potatoes into by-product usage.

The department said Monday the diversion program is no longer needed to stabilize the potato market because the supply situation has improved.

Under the program, which operated in Washington, Oregon, Idaho and other major potato producing states, growers paid 40 cents a hundredweight for potatoes diverted to starch, flour and livestock feed.

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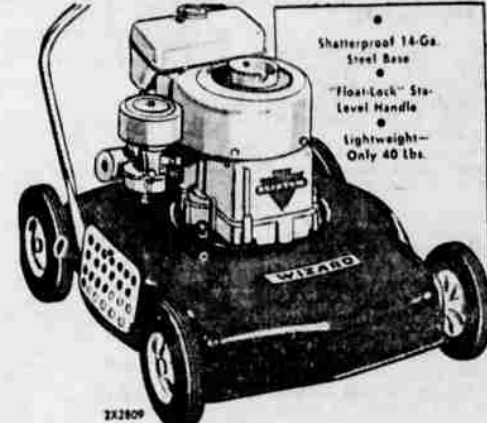
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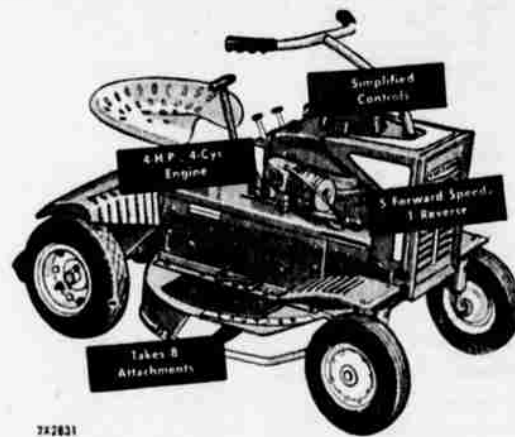
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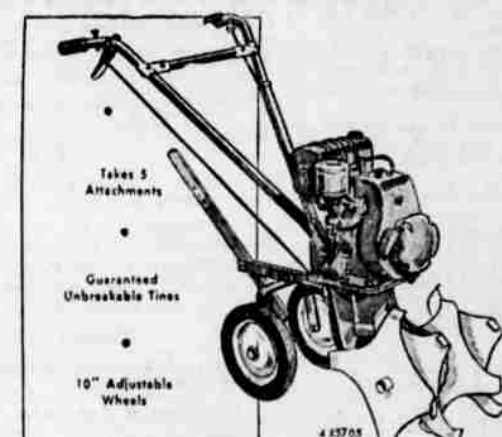
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