

GILBERT'S "What Young People Think"

Presley Fans Are Special Sort Of Guys

By EUGENE GILBERT
President of the
Gilbert Youth Research Co.

What sort of teen-ager really likes Elvis Presley — idolizes him from the top of his bushy brown hair to the soles of his blue suede shoes?

Is he (or she) a good student? A joiner? A church goer? A hero worshiper? Does he differ in any way from the average Perry Como or Frank Sinatra fan?

In short, is the rabid Elvis fan all shook up emotionally, mentally, socially and academically?

To get the answers to these questions we had to depart somewhat from our usual approach of public opinion research and delve into a scientific area known as motivational research.

Usually, our surveys try to determine how many think what about whom or about what.

This time we went a step further and wanted to know why. Why do some teen-agers worship Elvis and others lean toward the conventional type singer?

100 Guinea Pigs

Our motivational research department, using the knowledge and tools developed by the social scientists and applying them on a larger scale through the survey technique, sought the whys and the wherefores of Elvis worship.

This is how we went about it. We selected about 100 teen-agers at random and questioned them extensively on three areas of their daily lives.

First, we wanted to know about their extra-curricular activities, their hobbies, their interests.

Next, we asked them about their scholastic achievements. Do they rank in the upper, middle or lower third of their class? What are their general attitudes toward their school work?

Third, we asked them about the future. To what do they aspire after high school? What is their aim and mission in life? Do they think they will reach their cherished goal?

Individual answers varied, of course, but the aggregate produced a definite pattern, and from this pattern an outline sketch of the typical Presley fan emerged.

Presley fans, to begin with, are not joiners. Only 33 per cent of



his most enthusiastic admirers professed membership in a club, society or other group operated by their school, church, or community.

Remarkably, "Who's got time for school clubs? I'd rather sit around with my pals."

Presley Fans Trail
Fans of Frank Sinatra, Perry

Como and Pat Boone scored higher — about 50 per cent — when it came to joining.

They also seemed to do better in school, receiving grades at least one and one-half times higher than the Presley followers. The average school grade for an Elvis man (or woman) was C, compared with B or better for the

Sinatra - Como - Boone faction. Of the latter, one out of every three said they strove to obtain the best possible grade. Only one out of every 10 Presley fans could say the same. Two out of 10 said emphatically they didn't care one way or the other where grades were concerned.

Similarly, Presley fans were shockingly unconcerned about the future. A large number had no answer when asked what he or she aspired to become in life. At least 30 per cent had never given it a thought and didn't want to be reminded of it.

"What's the hurry?" demanded an Elvis roofer. "When the time comes I guess I'll know what I want to do."

Sinatra, Como and Boone addicts had a somewhat better score, but not much. Of those who gave a thought to the future, 40 per cent wanted to enter some profession, 35 per cent were bent on a technical trade and 15 per cent were planning to enter the armed forces (since most of the boys will soon reach draft age, this didn't take too much planning).

Adjustments Difficult

After tabulating these answers about club activities, school work and future plans, our researchers next went to work analyzing them in the light of modern sociological findings.

We started with the fact that the teen-ager not only is experiencing physical change during these formative years, but also is undergoing changes in attitude toward social responsibilities and community activities.

More and more demands are being imposed upon him by the adult world, yet he still clings to his dependent, infantile existence of former years. He wants more independence, status and recognition, but he is wary of responsibility. The internal conflict is a strong one.

The organized, conventional clubs provide, for the well-adjusted boy, a necessary outlet where he can express his independence and at the same time belong. He can stand on his own two feet, but he need not stand apart.

But to the not so well-adjusted teen-ager the problem is not quite

so simple. He too has a sense of belonging but cannot seem to satisfy it in acceptable outlets. His infantile needs are too strong. He cannot fit into a world organized by adults and refuses to fit the responsibilities of community life into his basic goals.

Presley a Symbol

He shuns the conventions of the adult world, because he regards that world as a threatening place. It demands that he meet the obligations of school work. It asks him to plan for the future and his own economic security. It invites him to take his place as a responsible citizen in an organized community.

This insecure adolescent cannot do. In retaliation for his own failure, he strikes out at the adult world with just enough force to maintain his dependent existence and to receive the attention he still longs for.

In this nether world between childhood and manhood, Elvis Presley emerges as a symbol of destruction. Presley is unacceptable to the adult world and, to the unadjusted teen-ager, he seems to mock its cultural taboos. Through an alliance of the spirit with Presley, the teen-ager is able to act out his infantile desires of striving for power through the destruction of adult standards and symbols. He can satisfy his need to belong by uniting with other youngsters of similar aim. The interest and excitement of the adult world about his chosen hero bring the parental concern he found so gratifying in infancy. Thus, he is able to cling to his childhood fantasies and still satisfy the new adolescent need for belonging.

This, then, is the picture that has emerged of the rabid Elvis Presley fan from our motivational research department.

It seems to be borne out in a letter we received recently from an irate teenager after one of our surveys showed a steady decline in Presley's popularity.

"You are out to destroy all the things we teen-agers sincerely like," wrote Barry, from Corona, New York. "You don't care about us at all. But Presley will live forever."

Like Peter Pan, you have to believe in him.

Prospects Said Good For Winter Wheat This Year

By OVID A. MARTIN

WASHINGTON — Prospects for a big crop of winter wheat continue favorable, the Agriculture department says.

In a crop outlook report issued late Monday, the department said wheat in the important producing areas of the Great Plains continues in excellent condition. This is in sharp contrast to several other recent seasons when drought plagued both the crop and the Southern Great Plains.

"Soil moisture, although now excessive in much of the South and East as well as some Pacific sections, is plentifully stored throughout the great farming area which weighs heavily in crop output," the report said.

Water prospects in most Western irrigated sections also looked adequate to plentiful, the department said.

In the Great Plains, many farmers were said to see standstill yield possibilities for their wheat.

The department emphasized, however, that many hazards remain before the harvest is assured.

Milk production in February continued its long upturn. Output was reported at 94,280,000 pounds, or about one-half of one per cent above February last year and 12 per cent above the 10-year February average. The department said

Federal Spending Will Far Exceed Ike's Estimate

WASHINGTON — The Budget Bureau told Congress Monday federal spending for the current fiscal year will run 300 to 500 million dollars higher than President Eisenhower forecast in January.

Robert E. Merriam, assistant director of the Bureau, told the Senate Public Works Committee the federal deficit for the book-keeping year that ends June 30 will be boosted a like amount, if revenues meet expectations.

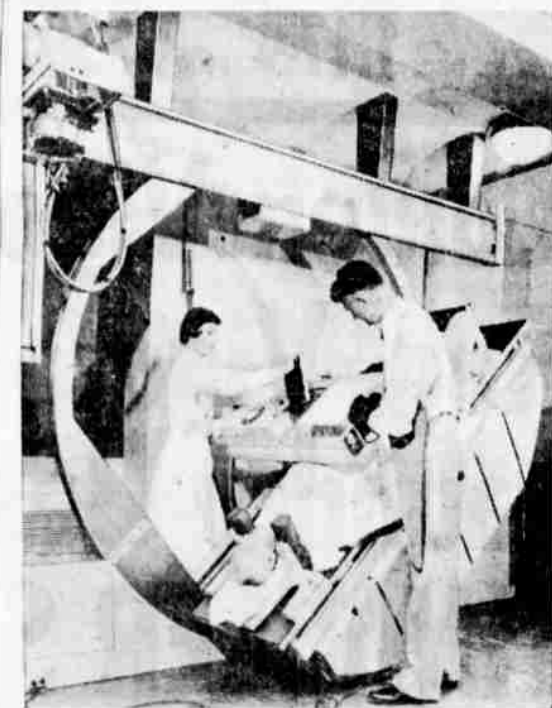
Merriam said he had no new estimates of federal revenues for the year. Eisenhower had forecast a 400 million dollar deficit but Merriam said this would jump to 700,000 millions.

Testifying at hearings on a proposal to speed up the federal public works program, Merriam said the added spending would stem largely from anti-recession moves.

Sen. Lyndon Johnson (D-Tex) was the opening witness in support of the public works resolution and declared, "What we want is action—not credit, not an issue."

production would have been larger had weather conditions—marked by blizzards—been more favorable.

Eggs production at 4,733,000,000 was down 5 per cent from the corresponding month last year. This reduction reflected the fact that farm flocks are smaller.



ROCK-A-BYE PATIENT—It's out of the nursery and into the hospital for the "rock-a-bye." At least that's true for some stomach ulcer patients who will receive a gentle rocking on this X-ray examination table designed by General Electric. For some examinations of this disorder the patient is rolled and tilted in a variety of positions. This allows the radiologist to see the barium, swallowed by the patient, as it flows from one part of the stomach to the other. Dr. Richard Schatzel, radiologist of Brookline, Mass., writing in Your Radiologist magazine, says, "gentle rocking of the patient will bring the proper amount of coating over the area desired and leave the ulcer filled with barium."

Edward Murrow Candidacy Sought

NEW YORK — A leader of the Liberal Party has opened a drive for radio and television commentator Edward R. Murrow as a candidate for U.S. senator from New York.

Asked Monday if he was interested in running, or would agree to run, the 49-year-old CBS newscaster said:

"The only thing I would like to say is that I have neither the intention nor the appetite to run for elective office."

He refused to say whether he would run or at least consider the nomination if it were offered. The term of Sen. Irving M. Ives, Republican, expires this year.

Murrow's name was advanced formally by Alex Rose, Liberal Party vice chairman. Rose also said "leading Democrats have been thinking of him for some time."

The Liberal Party exists only

Senate Committee OKs Property Sale To Salem

WASHINGTON — Legislation authorizing the Interior department to sell 13 acres of land in Linn County, Ore., to the City of Salem, was approved Tuesday by a Senate Interior subcommittee.

The land, including Stayton Island in the North Santiam River, is to be used for a filtration plant and other Salem water system improvements.

Lumberman's Estate To Pay \$800,000 Tax

PORTLAND — A tax dispute involving the estate of a Seattle lumberman was settled this week when the estate agreed to pay the federal government \$800,000.

The dispute involved the estate of the late Charles Willard Simpson, who had a \$2,350,000 income tax deficiency assessment claimed by the government.

The Internal Revenue service had placed a value of \$10 a share on 85,000 shares of stock in the Simpson Lumber Co.

The estate, however, claimed the stock had a value of \$1 a share. The U.S. Tax Court Judge Bruce F. Webster, Monday, they had agreed on a value of \$423 a share.

CHIEF ACQUITTED CONVICTION — Ex-Police Chief J. D. McCullough of nearby East Side has been acquitted by a circuit court jury of driving while under the influence of liquor. He had appeared in conviction in Cook Bay Municipal Court.

Fish Accorded Water Rights In Reservoir

BOISE, Idaho — Fish, for the first time in the Pacific Northwest, have won water rights in a water reservoir.

Gilbert Stamm, regional supervisor for the U.S. Bureau of Reclamation, said Monday that an allocation of water to maintain fish life in the Little Wood River has been approved by the Bureau.

Stamm said water users of the southern Idaho river have approved a plan to expand the Little Wood River dam near Carey. The expansion will increase capacity of the reservoir from the present 12,100 acre-feet to 20,000. Two thousand acre-feet of the additional water will be allocated to the Idaho Fish and Game Department.

"This is the first agreement of this kind in the Pacific Northwest," Stamm said.

"It involves allocation of storage space in a reservoir for use of fish. We have some other agreements which are similar, but they call for maintenance of a minimum flow in a stream, not for a specific amount of stored water."

Pride Of French To Be Smoothed; Movie Resumes

BRUSSELS, Belgium — The American movie "Paths of Glory," withdrawn here last week after several demonstrations, will resume Friday with a foreword to smooth French pride.

The picture, based on an incident in World War I, tells of the execution of several French soldiers to cover up a French general's blunder in battle.

The preface was inserted after talks between the State Department and the French Foreign Ministry. It says:

"This episode of the 1914-1918 war tells of the madness of certain men caught in its whirlwind. It constitutes an isolated case in total contrast with the historical gallantry of the vast majority of French soldiers, the champions of the ideal of liberty which always has been that of the French people."

Despite generally favorable reviews by Belgian movie critics, the movie was booted by French war veterans and Belgian spectators during its first Brussels showing.

It is now showing in Antwerp for the third week without incident.

C & M Sugar To Build Plant In Portland

PORTLAND — A quarter-million-dollar sugar distribution plant will be built here by the C & M Sugar Co. of Hawaii.

The new plant, scheduled to be in operation in May, will provide liquid and bulk sugar to industrial customers.



SUNDAY ON SEVENTH AVENUE — David Dubinsky, president of the striking International Ladies Garment Workers Union, and his granddaughter, Ryna Appleton, 12, are shown taking a bicycle ride along New York City's Seventh Avenue between 33rd and 34th Streets at the southern end of Manhattan's garment center. An agreement on money issues was reportedly reached March 9 and settlement of the strike in seven eastern states was expected March 10. This is an exclusive New York Daily News picture.



REMINDER — This wall was all that remained standing of St. Francis dam after its collapse March 12, 1928, flooding southern California's Santa Clara Valley and killing 450 persons. It remained for a long time as a monument to the disaster but eventually was destroyed because it was considered a potential hazard. The dam, 188 feet high and 600 feet long, had stored 12 billion gallons of water for the people of Los Angeles, 35 miles southeast.

Plotters Told To Use Embassy Of Americans

CAIRO — A government witness said Saturday five Egyptians accused of plotting to oust President Nasser were instructed to use the U.S. Embassy in Cairo as a refuge if they failed.

The witness, Essam El Din Khalil, read to an Egyptian military court a message which he said was in code. The five are being tried in absentia.

Khalil said he had received the message in English from Hussein Khairy, one of the defendants who is now abroad. He read it to the court.

The witness said King Saud of Saudi Arabia, Crown Prince Abdul Ilah of Iraq, British intelligence agents and the French government were involved in the plot.

He added that the United States' participation was limited to the use of the Embassy as a refuge and the sending of the 6th Fleet to support the coup.

The prosecution charges that the plotters sought to oust Nasser and restore a king as the ruler of Egypt.

Khalil said King Saud paid 250 thousand pounds (\$715,250) to finance the plot.

Army Engineers Invite Bids In Western Oregon

PORTLAND — Bids were invited Tuesday by the Army Engineers for three Western Oregon projects, including one for work at the Cougar Reservoir.

That project, said Col. Jackson Graham, will call for clearing 238 acres of land on the reservoir site on the South Fork of the McKenzie River near the town of Blue River.

Another project involves construction of bank protection works on the McKenzie River two miles north of Springfield, said Jackson, the Portland district engineer.

The engineer said the third project calls for construction of a drift barrier on the South Yamhill River, three miles west of Amity.

'Good News' Label Set Daily In Dallas Paper

DALLAS, Tex. — The Dallas Times Herald this week began marking a page one story each day with the headline, "Good News."

Tuesday's first edition story was on an increase in life insurance companies' business. Later editions switched to a story of increased Texas bank deposits.

Managing Editor Mason Walsh said the stories would cover any good news subject, and sought to counter an often expressed view that much news in newspapers is bad.

Centennial Entry Design Approved

PORTLAND — A structure designed for the Oregon Centennial Grounds entrance was tentatively approved Monday.

The design, called "The Decahedron," calls for 10 laminated wood spires, each more than 100 feet tall, placed about 20 feet apart to form a circle. The design is the work of a commission member, Thomas Vaughn.

Ted Hallock and Don Lorie, both Portland, were added to the staff, Hallock as executive secretary and Lorie as director of promotion. Each will receive \$1,000 a month. The position of state coordinator, also paying \$1,000 a month, still is unfilled.

At the end of May, the salary of Managing Director Floyd Maxwell will be reduced from \$1,875 a month to \$1,240 a month, the commission decided.

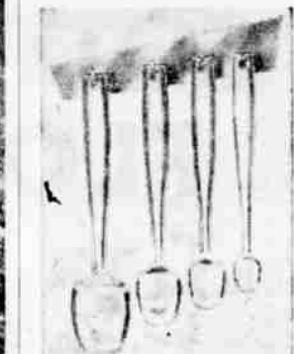
U. S. Supply Of Wheat Takes A Drop; Corn Up

CHICAGO — The Board of Trade reported Tuesday that the visible supply of wheat in the United States decreased 438,000 bushels last week to 282,705,000 bushels.

Corn increased 581,000 bushels to 91,173,000, oats decreased 362,000 to 12,157,000, rye decreased 151,000 to 2,295,000, barley decreased 913,000 to 13,980,000, and soybeans decreased 676,000 to 19,591,000.

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