

'Screwy Sundaes' Basis of \$100,000 Yearly Enterprise

By BOB McHUGH
BALTIMORE (AP)—A young Baltimore ice cream chef, who started out four years ago with \$214 and a lot of credit, has expanded the "crazy sundae" business into a \$100,000 per year operation.

Robert Duckett, who resembles TV star Steve Allen without the glasses, takes his enormous sundae seriously. Since they were responsible for boosting his dairy bar at suburban Essex, Md., from a take of less than \$3,000 per year in 1950 to \$102,000 last year, why shouldn't he?

Duckett's staff in those few years has grown from 3 to 33 and he opened a second dairy bar last year.

Most Don't Finish It
His masterpiece is "The Thing." It has taken the measure of hundreds of Baltimore teenagers. In fact, only 237—about one in 100—have succeeded in finishing it.

The names of the victors are solemnly inscribed on an honor roll in the dairy bar.

"The Thing," which is served in a half gallon cardboard tub, sells for \$1.25 and consists of a cake buried under 13 scoops of ice cream, whole cherries, crushed pineapple, strawberries and a sickening mass of whipped cream.

Modest Conviction
"The Son of The Thing" goes for only 75 cents and is a modest concoction which requires only part of an evening to consume.

"Somewhat smaller than the old man, but just as gruesome," Duckett describes it.

The sky scraper on the menu is "Tall in the Saddle," which stands a foot and a half high and sells for \$1.50. It is served in a flower vase.

The 30-year-old Duckett credits "screwbait advertising" for his financial success.

The "Flying Saucer Sundae" which he fashioned to "welcome pilots of flying saucers" into his dairy bar started Duckett's zany career in ice cream.

Its success led him to develop a technique made famous in one

of his earlier articles.

"Following the example set by some of the leading journals out West, this paper has employed for the use of this office an ex-prize fighter, who is in excellent training and carries 200 pounds of solid flesh.

"This gentleman is under contract to settle all disputes and to soothe any excitable party who wishes to raise a row with any member of the editorial staff. If a man comes scotching out of the office like a roman candle with his pants kicked up under his hat and both ears chawed off, the law can't touch the paper for it, as the public has been solemnly warned."

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Chicago hotel where practically everything on the menu is in flames.

Duckett evolved "The Torch," a teen-age titillator consisting of three scoops of ice cream and a banana, liberally doused with chocolate.

On top is a sugar cube coated with lemon extract which is ignited before serving.

After that, "The Thing" came naturally.

PHILADELPHIA, Pa. (AP)—A woman defendant in a minor neighborhood squabble stood before magistrate Nathan A. Beifel looking intently at the judge as the plaintiff, a woman neighbor, recited a large number of "indignities," all summed up in the supreme insult—"fatty."

"What have you to say for yourself?" Beifel asked the defendant.

"Your honor," she asked looking at the slimmed-down magistrate who once scaled 256 pounds, "are you on a diet?"

"Yes," answered the judge, surprised.

"How many pounds have you lost?"

"Fifty-five."

"Had any trouble?"

"None."

She turned to the plaintiff.

"See," she said, pointing to Beifel. "I just wanted you to be like him."

Amid gales of laughter from the spectators, Beifel placed the woman under bond to keep the peace.

ANN ARBOR, Mich. (AP)—Emotions, says a University of Michigan doctor, intensify nearly every illness. Sometimes they are the cause of suspected allergies.

Dr. John M. Sheldon, professor of Internal Medicine at the university, says hundreds of things make people sneeze—from pollen to a disinterested husband.

"Most all allergies are intensified by fear, worry and anxiety," he said. "Anybody with a running, irritated nose is a good candidate for allergy tests. He may be just as good a candidate for emotional counseling."

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What with the alcohol and the circular motion, Moore and fellow officer G. R. Hewlet had to carry the man to the squad car. He was jailed on intoxication charges.

Bladder 'Weakness'

If worried by "Bladder Weakness" (Getting Up Nightly (too frequent, burning or itching) or Urination) or Strain, Cystitis, due to common kidney and bladder irritations, try CISTEX for quick, gratifying, comforting help. A billion CISTEX tablets used in past 25 years prove safety and success. Ask druggist for CISTEX under money-back guarantee. See how much better you feel tomorrow.

Arthritis—Rheumatism Vital Facts Explained

FREE DESCRIPTIVE BOOK
As a public service to all readers of this paper, a new 44-page highly illustrated book on Arthritis and Rheumatism will be mailed ABSOLUTELY FREE to all who write for it.

This FREE BOOK fully explains the causes, ill-effects and danger in neglect of these painful and crippling conditions. It also describes a successfully proven drugless method of treatment which has been applied in many thousands of cases.

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Police Seeking Neat, Unskilled Safe-Cracker

GREENVILLE, S. C. (AP)—Greenville police would like to find a neat but relatively unskilled safe-cracker who's drilled away on more than a dozen safes here in the last several months.

The mess the safe-cracker makes always is carefully cleaned up. Only on about three occasions has he succeeded in opening safes.

His latest exploit was another unsuccessful attempt with an added touch of mystery. There was no visible way by which entry could have been gained to the building because the windows had bars and the doors were heavily padlocked on the outside.

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Garden Page Editor Given Special Award

NATIONAL GARDEN BUREAU



Special Award of Merit
This Certificate is Presented To
Lillie L. Madsen—Oregon Statesman

for
Outstanding Gardening Journalism
by the
National Garden Bureau

Date March 1st 1955

Lillie L. Madsen, The Oregon Statesman's farm and garden editor, was recently awarded this certificate of merit from the National Garden Bureau.

Dr. Norman Vincent Peale Ready to Launch Protestant Commercial Network Show

BY GEORGE W. CORNELL
NE WYORK (AP)—As Dr. Norman Vincent Peale sees it, people need to do some negative thinking, too.

"But they'll do plenty of that without anyone telling them to," he added with a grin.

With such down-to-earth insight, Dr. Peale cut through questions raised about his call to the power of "positive thinking."

"A person would be a fool not to face all the facts, all the hard, tough realities," he said. "But to lick them, he needs to believe, really believe, that with God's help he can do it."

Dr. Peale, who has become the modern era's most influential prophet of the real-life power of faith, tackles a new job Monday as the first Protestant minister on a regular commercially-sponsored network broadcast.

It simply will be one more chore added to his already prodigious output of sermons, articles, books, lectures, syndicated columns and other radio-TV shows, all echoing Christ's ancient promise:

"That faith, if strong enough, can move mountains. 'Attitudes,' says one of Dr. Peale's favorite mottoes, "are more important than facts."

Proceeds of the new daily week-day program over the NBC network, will go to the American Foundation of Religion and Psychiatry and the National Council of Churches.

"I've been accused of making a lot of money," Dr. Peale said. "But the amount given away is pretty heavy." (About 50 per cent of his income.)

On other scores, too, Dr. Peale's spreading fame, and his direct, plain-spoken plea for lively courage and God-rooted confidence has drawn occasional barbs from some theologians.

"These fellows that take pot shots at you are really your friends," he mused. "They help you think through what you say. But I've never written for the critics, and won't next time either. I write to help people."

For three hours, this reporter sat and belabored Dr. Peale with objections raised by various church critics to his message. His answers rippled with homely truths—and humility.

A sunny, unpretentious man, with twinkling eyes behind rimless glasses, Dr. Peale preaches each Sunday at his jammed Marble Collegiate Church, and in between, pours out material regularly reaching an estimated audience of 30 million.

"I write incessantly," he said. (On planes, trains and even in taxicabs. He has no ghostwriters, but he keeps a research team hopping.)

Critics' Questions
Here are a few of the questions picked up from critics and put to him:

Do you sometimes apply Christian faith as a means to get material success?

"Christianity is not a material success story, but the way to be successful as a person. It is understanding soul, conquering evil forces around you, and developing a soul to accomplish immortality."

Then, might the best Christian wind up loser in a worldly way?

"That's true, and yet, you can't say Christ was unsuccessful—he accomplished the greatest thing yet. A man may be unpopular, without money, criticized and crucified, but in his personality, he victorious over fear, doubts and sins. He contributes something."

Why are so many examples you cite worldly successes—businessmen, military leaders and athletes?

"Well, if that's a mistake, it's

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Classified Advertising

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280 No. Church St.
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(Min. 2 lines) *Weekdays *Sundays
per line 1 time — 25 25
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per line 3 times — 65 65
per line 4 times — 85 85
per line 5 times — 1.10 1.10
per line 1 month — \$5.00 (incl. Sun.)

*Classified ads will be run in both papers to give advertiser the advantages of the tremendous pulling power of 35,600 combined circulation.

**When an ad is ordered three or six times and a Sunday issue is included (for example, Friday, Saturday, Sunday) the lower Sunday rates apply because only the Statesman publishes Sundays.

Classified ads will start in the morning Oregon Statesman, conclude in the evening Capital Journal—but ads will be accepted for Sunday Statesman only.

The deadline for classified ads is 1:00 p.m. the day before publication. Emergency display and small line ads received after 1:00 p.m. may be placed in the "Too Late To Classify" column for the following morning.

Ads for Monday papers must be in by 5 p.m. Saturday.

The Statesman-Journal Newspapers assume no financial responsibility for errors which may appear in advertisements published in its columns and in cases where this paper is at fault will reprint that part of an advertisement in which the typographical mistake occurs.

A "Blind" Ad—an ad containing a Statesman-Journal Newspapers box number for an address—is for the protection of the advertiser and must therefore be answered by letter. The Statesman-Journal Newspapers are not at liberty to divulge information as to the identity of an advertiser using a "Blind" ad.

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SMALL, heated Apt. Priv. ent. Adults. 1411 Court, Ph. 3-7862.

NICE Jersey cow to freshen May 8th. Phone 2-2949.

40 ACRES choice land for grain crops, cash or share basis, to responsible operator with equipment. Ph. 4-7681.

REAL bargain, FHA insured, \$6,000, 5 yr. old, 2-bdrm. insulated, weather stripped, lrg. closets, fenced back yard, 1/2 acre, 2370 Adams. \$500 for quick sale. 2370 Adams.

FOR SALE, New Hampshire Fryers, 85c. Ph. 4-3103.

CLEAN apt. 1 rm. with kitchen & bath. Close to school, includes utility, close in. 404 S. High, Ph. 2-4046.

9 x 12 hand braided rug. Both \$150.00. 31/2 round rug to match. Both \$150.00. 31/2 round rug to match. Both \$150.00.

Large davenport & club chair, slip covered in quilted material, \$125. All good condition. Ph. 2-7450.

MAN wanted for Sales & Service, permanent salary & commissions. Car furnished. Apply between 1 & 2 Monday & Tuesday, 130 N. Commercial.

SPACIOUS 3 rms. Lots of built-ins & closets. Range refr. 1053 Edgewater. Phone 4-1111.

LIC. practical nurse. Take private or home cases. 24 hr. duty. Ph. 3-2286.

A DRESS SHOP in your home. No investment. Write Bellecraft, 111 RB Eighth Ave., New York.

A DRESS-LINGERIE shop in your home. Sell Fifth Avenue New York fashions from gorgeous style cards. No investment. Good commission. Write Modern Manner, Dept. 7215, Hanover, Penna.

400 Agriculture
402 Livestock For Sale

8 WIENER pigs, 1 feeder pig, 1 Berkshire, gilt, 2180 Cherry Ave.

4-YR. white faced cow, fresh June 1st. Call after 3 p.m. 2-2958.

CUSTOM Professional Horse-shoer, N. W. Wier, Ph. 2-0291 or 4-8335.

C. W. FEEDER PIGS, Phone 4-7845.

GUERNEY COW for sale. Phone 2-0209.

WEANER PIGS, \$14. J. W. Wright, Rt. 2, Box 462, Salem. On Hayesville Dr. Ph. 4-2684 after 4:30 p.m.

HEAVY SPRINGER purebred Jersey heifers. Ph. 4-1111.

PROFESSIONAL HORSESHOER, PHONE 4-3228.

LOCKER BEEF, Eastern Oregon 1/2 or whole, 22c. Custom killing. Trailer loaned free. Salem Meat Co. 1125 S. 25th, Ph. 4-4558.

403 Livestock Wanted

LIVESTOCK BUYER
Emery Alderman, 4-6438 4-7218

GOOD pack and riding mule, 12 or 13 hands. Phone 4-4532.

LIVESTOCK buyer A. F. Sommer 1265 Harmony Dr. Ph. 4-9067.

CATTLE, horses, at your farm E. C. McCandlish, Rt. 2, Box 297 4-1061.

CATTLE BUYERS E. I. and H. Sneathen, 4297 State 2-1345 or 4-4380.

404 Poultry and Rabbits

CUSTOM DRESSING
of poultry We buy rabbits. Write: Ph. 4-2913—2883 State St.

BABY chicks 15c, Straight-run, New Hampshire & White Rocks pullets, 17c. Valley Farm Store.

408 Pets

REGISTERED Labrador pups. Rt. 2, Box 907A, Ph. 2-6190.

MALE Dachshund, \$50. Ph. 4-7217, 3835 N. Lancaster Dr.

DACHSHUND PUPPIES, long haired! Clean, safe, and playful companions. Standard prices. Ph. 4-7304.

DOG'S Boarded Corkhaven Kennel, Lucile Lund, Rt. 3, Silverton, 3-4787.

7 MONTH male Chihuahua, 1255 3rd Street. Phone 3-3265.

PARAKEETS \$3.00 & UP
Reducing stock, normals, rarer, babies, breeders. So. Salem Avian, Ph. 2-2097.

REG. Pomeranian puppies, 8 weeks old, \$10. Evergreen, Mill City, Ph. 3-7283, 3-3052.

BLACK Labrador, female, 2 years old. Reg. Excel. blood lines. Reas. Ph. 3-6413 eyes.

REGISTERED Thoroughbred Chipmunk peline male, 4 mos. old, 3-7283, 3-3052.