

# Elvis 'Symbol of Destruction' to Fans

By EUGENE GILBERT  
(President of Gilbert Youth Search Co.)

What sort of teen-ager really likes Elvis Presley—loves 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 shock 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.

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 Pig

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 why, and the whereof 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 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?

Answers Varied

Individual answers varied, of course, but the aggregate produced a definite pattern, and from this pattern an out-line 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.

Vague About Future

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 rooster. "When the time comes 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, 25 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 fulfill his adolescent yearning to belong. He can stand on his own two feet, but he need not stand apart.

Not So Simple

But in 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.

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 the insecure adolescent can-

not 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.

Mothers Culture

In this mother 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.

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## Briefing Due On National Defense Alert

Plans for participation in operation alert 1958, national civil defense exercise, will be presented to county civil defense organizations by an Oregon state civil defense team this month, Oregon Defense Director Arthur M. Sheets said Wednesday.

First briefing will be conducted Thursday in Astoria for Clatsop, Tillamook and Lincoln county civil defense directors and their staffs. Directors of Benton, Lane, Linn, Marion and Polk counties will be presented operation plans in Salem Friday.

Operation alert 1958 will be held May 6-7 for 12-hour periods each day. The exercise is held annually to examine the capability and readiness of local, state and federal civil defense organizations to meet an all-out attack upon the United States.

Targets for the exercise this year include Portland and Klamath Falls. Principal goals for this year's exercise are continuity of government and familiarization of local civil defense units with the new Oregon civil defense operation plan.

Fire Destroys Land Mark Near Lebanon

LEBANON — Fire Wednesday night destroyed a seven - room house in the Berlin area about 12 miles east of here. It was the home of the Frank Harwood family.

Fire Chief Vern Reeves said the fire started when sparks escaped from a wood stove and ignited carpeting while the Harwoods were away.

It was discovered when neighbors saw flames leaping through the roof. Damage was estimated at \$5,000, Reeves said.

The 1½-story house was a pioneer landmark in the Berlin community. Present owner of the property is Donald Piper, son of the late Noah Piper of an early pioneer family. The house was over 60 years old.

Certificate Needed For Washington Potato Shipments

Any kind of seed potatoes shipped into the state of Washington must have a certificate showing that they are free from bacterial ring rot, Frank McKennon, chief of the state agricultural department's division of plant industry said Wednesday.

This applies to certified seed as well as non-certified stock. McKennon said he has also been advised by officials of Washington that any seed potatoes shipped into that state will be subject to inspection after their arrival.

Potato Prices to Growers Increase

PORTLAND (U) — The U.S. Department of Agriculture Wednesday said a sharp increase in prices to potato growers was recorded Tuesday in Central Oregon.

The department said No. 1 Russets brought \$3.50-\$3.60 for 100 pounds bulk—even after inspection and shipping fees were deducted.

That price represented an increase of \$2.25 over prices Central Oregon growers received in a comparable period of last year.

Weather Balloon Falls at Gervais

GERVAIS—A large weather balloon fell Wednesday night near a cemetery in the Fairfield district west of Gervais. It was picked up by Frank Saffield and Donald D. Rette of Gervais.

The balloon had been sent up from McNary Field at 3:30 p.m. It burst at a height of over 15 miles, weathermen said.

## Everything From Sprouts to Missiles On Display at Silverton Science Fair

By LILLIE L. MADSEN  
Staff Writer, The Statesman

SILVERTON—Almost every area of science thinking, from the sprouting of a seed to guided missiles, will be found in some form or other at the Silverton School Science Fair which was put in place Wednesday afternoon and evening at the Eugene Field Auditorium.

The fair will be judged early Thursday afternoon and opened to the public at 2 p.m. It will remain open through Thursday afternoon and evening, with a science movie program set for 8 p.m. The fair is free.

Astronomy, with all the planets and stars that future generations plan to visit, heads the list of the 300 exhibits.

Models of Moon

Even in the exhibits made and arranged by the second graders there are models of the moon, earth and sun formed in clay. And the high school exhibits center chiefly around various types of rockets and other guided missiles.

However, the high school boys broke away from outer space sufficiently long enough to make a

cutaway of an automobile to demonstrate just how the transmission does perform.

The fair is divided into three divisions, biological, physiological, and physical. The first graders remained in the biological division, showing collections of insects and the sprouting of seeds. There are also numerous rocks in this division for the rockhounds, both in early and later grades.

The third and fourth grade exhibits center around the age of the telegraph, showing working models of this. There is also a model of Edison's first phonograph.

'Viewing Machine'

The upper grades, prior to the Union High School, are devoting some space to a "viewing machine" by which a satellite going around the earth, may be seen. An egg incubator, at work, is also part of this exhibit.

From the down-to-earth students, there are some agricultural exhibits as well as some soil conservation exhibits. Winning exhibits from this fair will be entered in the Marion County Regional Science Fair to be held in Silverton April 24, also at the Eugene Field Auditorium.

The Silverton Chamber of Commerce is providing judges and the

prizes for the outstanding exhibits in Thursday night's events.

Space Limited

Michael O'Callaghan, educational director of the Oregon Museum of Science and Industry, in helping plan the Spring and Region fairs in Polk and Marion County, said that because of the greatly increased interest this year in Science Fairs, exhibit space at the State Exposition at the Coliseum in Corvallis, April 30-31, will be severely limited. O'Callaghan estimated that the interest level this year in science fairs as compared to last year is about 300 per cent greater. For this reason, all exhibits must be channeled through a designated regional science fair and winners of the Regional Fair here in April will be eligible to the Corvallis fair.

Chairman of the Thursday, as well as the Regional Fair in April, is Robert Jacques, Silverton Union High School science teacher.

When John Jay, the first Chief Justice of the United States, was awarded a Master of Arts diploma at King's College (now Columbia University), the date on the document read "May 30, 1787." It should have read "May 19, 1787." Somebody goofed.

Somebody goofed.

Somebody goofed.



# STAR GAZER

By CLAY E. POLLAN

**★ Your Daily Activity Guide According to the Stars**

To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

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| <b>ARIES</b><br>MAR. 21 -<br>APR. 20 | <b>Taurus</b><br>APR. 21 -<br>MAY 21 | <b>Gemini</b><br>MAY 22 -<br>JUN. 21 | <b>Cancer</b><br>JUN. 22 -<br>JUL. 23 | <b>Leo</b><br>JUL. 24 -<br>AUG. 23 | <b>Virgo</b><br>AUG. 24 -<br>SEP. 23 | <b>Libra</b><br>SEP. 24 -<br>OCT. 23 | <b>Scorpio</b><br>OCT. 24 -<br>NOV. 21 | <b>Sagittarius</b><br>NOV. 22 -<br>DEC. 21 | <b>Capricorn</b><br>DEC. 22 -<br>JAN. 19 | <b>Aquarius</b><br>JAN. 20 -<br>FEB. 18 | <b>Pisces</b><br>FEB. 19 -<br>MAR. 20 |
| 1 Early                              | 2 Don't                              | 3 Don't                              | 4 Don't                               | 5 Reserve                          | 6 Don't                              | 7 Reserve                            | 8 Don't                                | 9 Reserve                                  | 10 Don't                                 | 11 Reserve                              | 12 Don't                              |
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| 49 Early                             | 50 Don't                             | 51 Don't                             | 52 Don't                              | 53 Reserve                         | 54 Don't                             | 55 Reserve                           | 56 Don't                               | 57 Reserve                                 | 58 Don't                                 | 59 Reserve                              | 60 Don't                              |
| 61 Early                             | 62 Don't                             | 63 Don't                             | 64 Don't                              | 65 Reserve                         | 66 Don't                             | 67 Reserve                           | 68 Don't                               | 69 Reserve                                 | 70 Don't                                 | 71 Reserve                              | 72 Don't                              |
| 73 Early                             | 74 Don't                             | 75 Don't                             | 76 Don't                              | 77 Reserve                         | 78 Don't                             | 79 Reserve                           | 80 Don't                               | 81 Reserve                                 | 82 Don't                                 | 83 Reserve                              | 84 Don't                              |
| 85 Early                             | 86 Don't                             | 87 Don't                             | 88 Don't                              | 89 Reserve                         | 90 Don't                             | 91 Reserve                           | 92 Don't                               | 93 Reserve                                 | 94 Don't                                 | 95 Reserve                              | 96 Don't                              |
| 97 Early                             | 98 Don't                             | 99 Don't                             | 100 Don't                             | 101 Reserve                        | 102 Don't                            | 103 Reserve                          | 104 Don't                              | 105 Reserve                                | 106 Don't                                | 107 Reserve                             | 108 Don't                             |
| 109 Early                            | 110 Don't                            | 111 Don't                            | 112 Don't                             | 113 Reserve                        | 114 Don't                            | 115 Reserve                          | 116 Don't                              | 117 Reserve                                | 118 Don't                                | 119 Reserve                             | 120 Don't                             |
| 121 Early                            | 122 Don't                            | 123 Don't                            | 124 Don't                             | 125 Reserve                        | 126 Don't                            | 127 Reserve                          | 128 Don't                              | 129 Reserve                                | 130 Don't                                | 131 Reserve                             | 132 Don't                             |
| 133 Early                            | 134 Don't                            | 135 Don't                            | 136 Don't                             | 137 Reserve                        | 138 Don't                            | 139 Reserve                          | 140 Don't                              | 141 Reserve                                | 142 Don't                                | 143 Reserve                             | 144 Don't                             |
| 145 Early                            | 146 Don't                            | 147 Don't                            | 148 Don't                             | 149 Reserve                        | 150 Don't                            | 151 Reserve                          | 152 Don't                              | 153 Reserve                                | 154 Don't                                | 155 Reserve                             | 156 Don't                             |
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| 169 Early                            | 170 Don't                            | 171 Don't                            | 172 Don't                             | 173 Reserve                        | 174 Don't                            | 175 Reserve                          | 176 Don't                              | 177 Reserve                                | 178 Don't                                | 179 Reserve                             | 180 Don't                             |
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| 253 Early                            | 254 Don't                            | 255 Don't                            | 256 Don't                             | 257 Reserve                        | 258 Don't                            | 259 Reserve                          | 260 Don't                              | 261 Reserve                                | 262 Don't                                | 263 Reserve                             | 264 Don't                             |
| 265 Early                            | 266 Don't                            | 267 Don't                            | 268 Don't                             | 269 Reserve                        | 270 Don't                            | 271 Reserve                          | 272 Don't                              | 273 Reserve                                | 274 Don't                                | 275 Reserve                             | 276 Don't                             |
| 277 Early                            | 278 Don't                            | 279 Don't                            | 280 Don't                             | 281 Reserve                        | 282 Don't                            | 283 Reserve                          | 284 Don't                              | 285 Reserve                                | 286 Don't                                | 287 Reserve                             | 288 Don't                             |
| 289 Early                            | 290 Don't                            | 291 Don't                            | 292 Don't                             | 293 Reserve                        | 294 Don't                            | 295 Reserve                          | 296 Don't                              | 297 Reserve                                | 298 Don't                                | 299 Reserve                             | 300 Don't                             |
| 301 Early                            | 302 Don't                            | 303 Don't                            | 304 Don't                             | 305 Reserve                        | 306 Don't                            | 307 Reserve                          | 308 Don't                              | 309 Reserve                                | 310 Don't                                | 311 Reserve                             | 312 Don't                             |
| 313 Early                            | 314 Don't                            | 315 Don't                            | 316 Don't                             | 317 Reserve                        | 318 Don't                            | 319 Reserve                          | 320 Don't                              | 321 Reserve                                | 322 Don't                                | 323 Reserve                             | 324 Don't                             |
| 325 Early                            | 326 Don't                            | 327 Don't                            | 328 Don't                             | 329 Reserve                        | 330 Don't                            | 331 Reserve                          | 332 Don't                              | 333 Reserve                                | 334 Don't                                | 335 Reserve                             | 336 Don't                             |
| 337 Early                            | 338 Don't                            | 339 Don't                            | 340 Don't                             | 341 Reserve                        | 342 Don't                            | 343 Reserve                          | 344 Don't                              | 345 Reserve                                | 346 Don't                                | 347 Reserve                             | 348 Don't                             |
| 349 Early                            | 350 Don't                            | 351 Don't                            | 352 Don't                             | 353 Reserve                        | 354 Don't                            | 355 Reserve                          | 356 Don't                              | 357 Reserve                                | 358 Don't                                | 359 Reserve                             | 360 Don't                             |

☐ Good
 ☐ Adverse
 ☐ Neutral