

THE BEND BULLETIN

Bend, Deschutes County, Oregon, Thursday, June 23, 1955

Survey Made Of Etiquette For Elevators

NEW YORK — (UP) — A dog may be a man's best friend, but for his own sake and everybody else's, don't take him aboard a business elevator.

So advises a survey (made by the Otis Elevator Co.) on the subject of elevator etiquette. Thousands of elevator passengers were asked, "What can other passengers do to make your ride pleasanter and more prompt?"

The tip on dogs came up more often than you might think. The pattern of thinking was this: man steps on dog's paw, dog bites man, general confusion.

Some other hints passed on by the passengers in the interest of happier elevating:

On rainy days keep your wet raincoat or umbrella away from other people's clothes. Try to shake your umbrella out in the lobby. Very unpopular: water dripping down a pants cuff or onto a woman's open-toed shoes.

It's men first off an elevator provided the men are standing up front when the doors open. No need to make a path for women to come from the rear. The rule to keep in mind is: leave the car in the order in which you're standing.

Don't gesture wildly in an elevator even if it's about a big business deal or the one that got away. Talking loudly also bothers fellow passengers.

Elevator litterbugs drive porters mad and make things messy underfoot. Toss those gum wrappers and cigarette butts into a receptacle.

Don't lug big packages into a passenger elevator. You could hurt others besides making it awkward for everybody. Take the freight elevator.

By all means face front. It's safer, you can watch for your floor better and get faster service.

To keep tempers down, don't elbow your way into a car that's already bulging.

Far too many pass the building directory by and then delay service by asking questions in the lobby or in the car.

Holding up an elevator, with one foot in and one foot out, while talking to someone in the corridor, is a sure way to alienate fellow passengers.

Here's one that's popular with nobody—reading your morning paper or that memo from the boss while riding the elevator. Passengers have to dodge around you and you'll probably go right past your stop.

Smoking on elevators can be a fire hazard, especially if you burn a hole in somebody's clothing. Besides the smoke annoys many people.

And men, there's no need to remove your hat in a business elevator. Keeping it on not only saves space, it also saves the hat.

SEEKING DIVORCES

Three divorce suits have been filed at circuit court since last Friday. They were: Laura Marshall Osborne vs. Henry Homer Osborne; Iona Bobbitt, vs. Roy Bobbitt; and Patricia Ann Malm vs. Ronald C. Malm.

An annual snowfall of 50 to 60 feet is not uncommon in Oregon's Crater Lake National Park.



SQUAW VALLEY WINS OLYMPICS—Here is the complete proposed Olympic layout for Squaw Valley, Cal., picked in Paris by the international committee for the 1960 Olympic Winter Games. Upper left is Olympic Village (1) at Tahoe City on Lake Tahoe; grandstand (2) on bobsled turn; new lift for bobsled (3) and ski jump; (4) ski jump; grandstand (5) for ski jump; parking area (6); Olympic Stadium (7); public cafeteria (8); parking area (9); Squaw Valley Lodge (10); Flying Saucer ski lift (11 and 12) for slalom events; main chair lift (13), and tram to top of Squaw Peak (14) for downhill events.

Composer Promotes Mental Health With Radio Jingle

By DICK KLEINER

NEA Staff Correspondent
NEW YORK (NEA)—Up at the top of most of the hit song charts these days there's a haunting item called "Unchained Melody." It was written by Alex North and Hy Zaret, and Zaret is pretty proud of his lyrics which start, "Oh, my love, my darling." But, at the moment, he's even prouder of another set of lyrics. These go like so:

"Ring! Ring! Oh, ring the bell!
"Ring! Ring — 'til all are well—
"Ring the bell for mental health!"



SINGER (top) AND ZARET: A cantata in one minute.

Zaret more or less tumbled on the field that gives him his greatest joy. His first taste was in the Army, where, with Frank Loesser, he wrote songs on order for the brass—such items as the official songs for the Chaplains' Corps and the Army Nurse Corps.

Then, back in musical mufti, he was asked by a local New York radio station to whip up some one-minute spots "about things like the Bill of Rights." "I'd just got out of the Army," he says, "and I was a little tired of flagwaving."

That isn't on any hit song chart, or disc jockey show, or juke box. But you may have heard it on radio, part of a mental health campaign which is unique in its use of "singing commercials." Zaret and Lou Singer wrote eight such numbers, which are being offered to any radio station by the National Association for Mental Health and the Westinghouse Broadcasting Co.

Besides "Ring the bell for Mental Health," there are "Mental Health Toast," "Facts and Figures," "How's Your Mental Health?" and four others, recorded by singing stars Bill ("Davy Crockett") Hayes, Eddy Arnold, Sally Sweetland, Betty Johnson and The Toppers.

For Zaret and Singer, this type of public service creation is nothing new. Even though Zaret, a short, x-ray-cut ex-lawyer, has written such hits as "Unchained, Ball!" and "I'll Come Back to Me Now," he prefers operating in the field of educational and public service song. In fact, "Unchained" is the only pop song he's written in a year.

"Over the past ten years," he says, "I've devoted perhaps 15 per cent of my time to pop music. The rest—85 per cent — to the other stuff."

Which is unique in music, because this "other stuff" isn't particularly money-making. Zaret says he could make much more money operating solely in the June-Moon end of music. "But I honestly get more creative satisfaction, even at Macy's."

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POTLUCK PLANNED

Special to The Bulletin
REDMOND — Members of Epsilon Sigma Alpha sorority plan a potluck picnic for tonight at 6:30 p.m. at Cline Falls park. Mrs. Everett Van Matre was installed president recently, along with other new officers. They are Mrs. Sid Elliott vice - president, Mrs. Jake Smalley recording secretary, Mrs. John Newton corresponding secretary, treasurer Mrs. Gus Meyers and educational director Mrs. Harry Holechek, of Calaver.

He took six weeks for research the project; instead of the four songs requested, he and Singer wrote 12.

They were called "Little Songs on Big Subjects," and more than 200 U.S. radio stations still play them. Their success started Zaret thinking.

"I realized this was something historically important in music," he says. "In one minute, we could present a complete song. It wasn't just a jingle, but a real 'little song' I concluded that in one minute you could do a complete cantata or almost any musical composition."

And so Zaret and Singer set to work and produced little songs about other subjects—for example, one set for and about the UN—and educational songs such as their current Columbia set, "Now We Know." Zaret also wrote a blues opera about VD for the government and more and more tended to concentrate on public service music.

"I think it's the coming thing," he says. "We can teach anything with music. TV and radio haven't scratched the surface yet. Imagine what could have been done with 'Davy Crockett.'"

He sees a happy, educational time coming when schools will make more use of entertainment facilities — TV, movies and, of course, music.

"Kids watch TV at home," he says, "and the school becomes tame by comparison. School will have to compete, and the best way is to teach entertainingly."

He thinks he and Singer have proven that a singing commercial can sell knowledge and ideas as well as beer and tomato sauce.

Marilyn Studies Long-Hair Approach in Acting Field

By ELIZABETH TOOMEY

United Press Staff Correspondent
NEW YORK (UP) — A short-haired Marilyn Monroe is studying the long-hair approach to acting now with a serious group of young Broadway actors and actresses.

They're dedicated to the Stanislavski teachings of realism and naturalness in acting. No phony gestures, stilted mannerisms or shallow posturing.

Miss Monroe, as an observer, is permitted to sit in on the twice-weekly sessions of the actors studio. Regular members, who have included Marlon Brando, Eva Marie Saint and Julie Harris, are picked after stiff auditions which eliminated all but 15 of more than 100 applicants this year.

At a typical studio meeting this week, which this reporter was permitted to attend, Miss Monroe arrived a few minutes late and quietly set up a folding chair for herself at the side of the five rows of seats filled with members and observers.

She wore a white silk pleated skirt, a low-cut black jersey blouse, no stockings and barefoot white pumps. Her hair was cut short and brushed back from her face.

Serious Parts
The first "scene" began on stage. Marilyn, who announced several months ago that she'd like to try a serious play like "The Brothers

Karamazov," slipped off her shoes in the dark and wriggled her bare toes as she watched.

Two young men lay on dirty mattresses on the bare stage. There was no scenery. Faded blue velvet curtains covered the brick wall at the back of the stage except for a soot-filmed window in the center opened for ventilation and showing another brick wall only inches away.

The scenes that members take turns performing are puzzling to the uninitiated. Usually they begin with long silences. The actors avoid "acting out" of the lines. They experiment with unconventional solutions to their own acting problems and the problems of the scene.

After each scene they explain the problems they tried to solve and the methods they used in preparing for the scene. Then the audience gives criticism or praise, and finally Lee Strasberg, the director who is in charge of each of the sessions, sums up the critical appraisals.

Strasberg, Director Elia Kazan and Producer Cheryl Crawford run the studio, which is free for members and observers, and judge final auditions for members. They also jealously guard the professional status of the studio. They normally refuse to allow the attendance of stars like Miss Monroe to be publicized.

Many Observers
"We have 85 people on our list of observers," Strasberg explained. "Most of them are directors or playwrights. But when people have a certain status in movies or the theater and wish to observe, we allow them to come as a courtesy. Shelley Winters attended as an observer."

Marilyn talked intently for a few minutes to Miss Crawford at the end of the two-and-one-half-hour session, then joined a laughing, bantering group from the studio as they walked next door and crowded around a table at an inexpensive Broadway restaurant.

"She is going to study for about a year before she tries a play," Miss Crawford said.

A huge cutout of Miss Monroe, skirt blowing high, was perched atop a dazzling movie marquee advertising "The Seven Year Itch" just across the street from the restaurant where she ate and half a block away from the studio.

Nobody, including Marilyn, seemed to notice.

Welfare Workers Meet in Bend

A regional meeting of the state and county welfare workers was held at the county courthouse Tuesday.

William P. Symthe, director of field services of the state commission of public welfare, was present. Among others who attended the meeting were Charles F. Larson, Jene Beach, Patricia Holm and Eva Stiel of the state welfare commission, and administrative and case workers from Deschutes, Crook, Jefferson, Harney, Lake, Klamath, Hood River, Gilliam and Wasco counties.

The meeting was primarily about budget and administrative matters.

The dollar value of U. S. farm exports was up 15 per cent in the first eight months of the current fiscal year, compared with a year earlier.

THE SOFTER GENERATION

HARTFORD, Conn. — (UP) — Walter G. Davis said on his 100th birthday anniversary that his children don't visit him too often in his third-floor apartment. "I can climb the stairs," explained Davis, "but they can't."

CLEAN POLITICS

SPRINGFIELD, Ill. — (UP) — Supporters of a candidate for city commissioner washed windshields of autos left parked on city streets. They left tags saying that if the motorist wanted clean government as well as a clean windshield, he should vote for their candidate.

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