

New waves of terror rock Congo; No. 2 Red seized

Oscars again up for grabs

Publicity men go to work

By JOE HYAMS
New York Herald Tribune
News Service

HOLLYWOOD — A visitor recently asked if it's possible to buy an Oscar nomination. Pointing to a copy of a film trade paper, he said, "I've never seen such politicking, campaigning and selling of personality as is represented in the advertisements in this paper." The man has a point. In theory it's impossible to buy a nomination but it is possible to buy from any publicity firm in Hollywood a nomination campaign — a selling operation that combines straight no-holds barred advertising and publicity — for anywhere from \$5,000 to \$25,000. The cost is minimal when compared with the fact that a picture or personality receiving a nomination is worth at least a half a million dollars more at the box office and an award itself is reportedly worth millions in increased prestige and box office business.

THE CAMPAIGN to woo and win a nomination first step toward an award is now at its peak in Hollywood. Nomination with ballots have been mailed to the 2,333 voting members of the Academy of Motion Pictures Arts and Sciences.

A vigorous advertising campaign — in the opinion of men with years of experience in the business of influencing academy votes — is much more important than anything publicists can do to help a picture or a star win a nomination and later an Oscar. That's why the film trade papers are filled with full page ads during the award season selling not the sex appeal of a film and its stars but "quality."

"It's an old political theory well tested and documented that people like to vote for winners," said a publicist who specializes in Oscar campaigns. "We try to create an image that our person or picture is so far ahead of the others he or it has to win."

THE "WINNING image" is presented in ads with "from all sources imaginable stating so-and-so or such-and-such a person is a sure-fire winner."

The biggest campaign spender this year and probably the biggest spender in film history is John Wayne who produced, starred in and directed "The Alamo." To date Wayne has purchased 57 pages of advertisements in the film trade papers at the cost of about \$35,000 exclusive of salary and expenses for his advertising-publicity staff. Experts estimate the entire Alamo nomination campaign will cost \$75,000. Wayne is reportedly ready to spend double that amount for an award campaign if his picture receives the nomination.

"THE CURRENT campaign for nomination as well as an award for Billy Wilder's "The Apartment" is said by informed sources to be \$28,000. "Elmer Gantry" has a budget of \$6,000 for its nomination campaign for the picture as well as its stars. Do the ads and publicity campaigns really help a picture get a nomination and later an award?

Sam Spiegel, whose pictures have been among the most consistent Oscar winners in Hollywood, has allocated budgets of from \$2,000 to \$3,000 dollars for most of his films, including "African Queen," "On The Waterfront," "Bridge On The River Kwai" and "Suddenly Last Summer."

"I don't believe in this campaigning business," said Spiegel. "If a picture's good it will win. If it isn't good it won't win."

SELDEN CHOSEN
DES MOINES (UPI) — Gov. Norman Erbe Friday nominated Marvin Selden Jr., 39, Des Moines, to be state comptroller.



North Iowa: Mostly cloudy, colder with sleet or snow likely Friday night and Saturday. Lows Friday night 20-27. Highs Saturday 24-32.

Iowa: Mostly cloudy through Saturday. Rain or drizzle extreme south and freezing rain or freezing drizzle and glazing east to west across central portion. Snow south and central and colder south and east Friday night and Saturday. Lows Friday night 15-20 northwest to 35 southeast. Highs Saturday 20s north to low 30s south. Further outlook — Snow and continued quite cold Sunday.

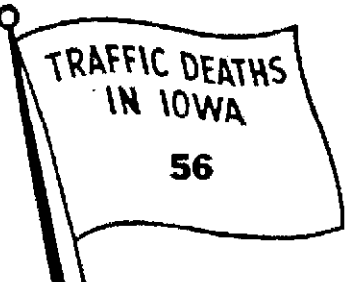
Five-day Iowa — Temperatures will average near normal. Turning colder over the week end with warming trend about Monday or Tuesday. Normal minimums 10 to 20. Normal maximums in the 30s. Precipitation will average .30 to .60 occurring as occasional rain or snow through most of the period.

Minnesota: Considerable cloudiness, colder. Highs Saturday 10-20.

Globe-Gazette weather data
up to 8 a.m. Friday:
Maximum 47
Minimum 23
Sunrise Saturday: 7:07 a.m.
Sunset Saturday: 5:48 p.m.

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SAME DATE—1960—55

Doctor gets 15 months for income tax evasion

SIoux CITY (AP) — Dr. Russell J. Ferlic, 49, Carroll surgeon, was sentenced to 15 months in prison Friday on two counts of income tax evasion. He had pleaded no defense earlier.

U. S. District Attorney F. E. Van Alstine argued that there was \$215,756 involved in unpaid taxes and penalties for the years 1945-57, but Federal Judge Henry N. Graven did not assess a fine. Dr. Ferlic was given until

Europeans target of Lumumba bloc

FROM OUR WIRE SERVICES

LEOPOLDVILLE, Congo — New and greater waves of terror and violence rolled across the Congo Friday. Lumumbist youths attacked Roman Catholic missions and killed and mutilated a priest in Bukavu, a stronghold of Lumumbist forces in the north.

A United Nations spokesman said bands of youths protesting the death of Patrice Lumumba beat to death a man who had openly criticized his successor, Antoine Gizenga. Gangs of Lumumba youths roamed the African quarters of Leopoldville during the night, attacking supporters of President Joseph Kasavubu and hacking one man in two.

President Kasavubu, who has been cool to United Nations operations in the Congo, did an abrupt about face and pledged his full support to Secretary General Dag Hammarskjold.

To show his power he sent a battalion of well-armed paratroopers swinging past the U. N. headquarters in Leopoldville. They marched in perfect step and wore immaculate jungle green uniforms.

Kasavubu cabled Hammarskjold, "At the moment when your person is being violently attacked by different countries we want to assure you again of our confidence and the wish of the legal government of the Congo to cooperate with you."

HE HINTED he would frown on any U.N. help for Gizenga who has been recognized by the Soviet Union and a dozen Afro-Asian nations as the sole legal

Governor signs bill expanding ISTC courses

DES MOINES (AP)—Gov. Norman Erbe gave his approval Friday to a bill to permit Iowa State Teachers College to grant degrees in liberal arts and similar fields approved by the State Board of Regents.

At present the college is limited to giving degrees in the teaching field. Plans are in readiness to extend the college activities in liberal arts.

The governor has not yet received the bill to change the name of the school to State College of Iowa. He said he would not decide whether to sign it until he has had a chance to look it over. The measure has been passed by both the Senate and House.

Shipping chaos caused by fog

LONDON (AP)—Eight ships, including the 10,687-ton American freighter Ocean Evelyn, were involved in collisions during the night around the fog-shrouded coasts of Europe. A ninth went aground.

Distress reports flashed in to harassed Coast Guard stations to climax 48 nightmare hours of shipping chaos.

The Ocean Evelyn, registered from New York, and the Dutch vessel Amstelhoek collided off England's Kent Coast. Both were groping through the blanket of fog, and neither vessel was badly damaged. Two crewmen aboard the American ship were injured.

Dr. Ferlic, past president of the Carroll County Medical Society, was accused of evading income tax payments of \$41,000 for the years 1954 and 1955. The government contended he reported an income of \$8,175 in 1954 when he actually had \$29,281, and an income of \$13,389 in 1955 when it should have been \$33,171.

The doctor's wife, Marcella, was Mrs. Iowa in 1956. They have six children.



ANTOINE GIZENGA

leader in the Congo. He pointedly referred to his own government as the true and legal government of the Congo.

A niceet Kashamura, considered the No. 2 man of the pro-Communist rebels, was beaten and arrested Thursday at Bukavu. Kashamura was believed to be a potential challenger to Communist-trained Gizenga.

An explanation for his dismissal could be that he had recently softened his dictatorship in Kivu. While he decreed three days of mourning for Lumumba, he asked the population not to give way to angry revenge.

SOME REBEL soldiers and members of the nationalist youth movement caught Father Renat Devos, a Belgian priest, beat him, cut off his ears, and beheaded him.

A telephoned report from U.N. headquarters in Bukavu said other priests and some nuns were beaten and taken prisoner. Other nuns and European social workers took refuge in a convent under the protection of Congolese soldiers who did not join the rioters.

The rioters later entered a convent, molested some of the nuns and tried to loot and set the buildings on fire.



ON WAY TO COURT — Burnice Geiger, 58, Sheldon bank embezzler, is flanked by U. S. Marshal Clement Crahan, (left), and Dorothy O'Neil, sheriff's matron,

as she walks into federal court at Sioux City where she was sentenced to 15 years in prison. Sheriff F. O. Rosenberger is in background.

15-year sentence for Mrs. Geiger

SIoux CITY (AP) — The middle-aged daughter of an Iowa banker received a 15-year prison sentence Friday for embezzling \$2 million from her father's bank.

U. S. District Judge Henry N. Graven sentenced Burnice Geiger, 58, to five years on each of the first three counts

to which she had pleaded guilty last Jan. 30. The sentences are to run consecutively. The judge also sentenced her to five years of each of the other 32 counts of the information, but those sentences are to run concurrently with the first count.

She could become eligible for parole in five years. Mrs. Geiger will be held in the Woodbury County jail until the U. S. Bureau of Prisons decides where she will be sent.

Mrs. Geiger had a slight smile on her face as she entered court for the final chapter in her embezzlement story which started last Jan. 16 when federal bank examiners uncovered the shortages in her accounts of Sheldon National Bank.

The matronly-appearing woman, a cashier and director of the now defunct bank at Sheldon, occasionally dabbed at her eyes during the 20 minutes she was in court for sentencing.

Mrs. Geiger, daughter of W. P. Iverson, 83, long-time president of the bank, under the law faced a maximum sentence of 175 years in prison and a \$175,000 fine. Judge Graven did not levy a fine.

The information specifically accused Mrs. Geiger of embezzling \$122,393.54 during the period of Nov. 5, 1957 and Jan. 13, 1961. Authorities said she admitted taking \$2,126,859.10.

WHEN THE JUDGE asked if she had anything to say in her own behalf, Mrs. Geiger, her head tilted slightly to the left, replied, "No, sir, I have not."

Graven asked again if she had anything to say that might mitigate the punishment, and then said "Do you have any information for the court?"

To both questions, the woman replied, "No, sir."

However, District Atty. F. E. Van Alstine shed some light on these questions in his presentation to the court.

One of the startling disclosures during the brief hearing was when Van Alstine said Mrs. Geiger had discovered a \$75,000 shortage shortly after she went to work in the bank 38 years ago. Van Alstine said she hid that shortage and began speculating and misapplying the bank funds herself.

MRS. GEIGER'S attorney, Warren Dunkle, told the court the \$75,000 was embezzled by one of three predecessors of Mrs. Geiger at the bank. Those three are gone and beyond the reach of the law, he said.

Van Alstine said Mrs. Geiger, although extremely cooperative with various government agencies who checked into the embezzlement, refused to name the three persons.

Van Alstine said she disposed of the money in various ways. One of these ways, he said, was speculation on "the Board of Trade." He said she lost about \$1,000 a month on the Board of Trade for a period of about 30 years. He did not identify the Board of Trade further. The money came from bank funds, the attorney said.

VAN ALSTINE said some money was loaned to Sheldon residents "and other money was given to persons, who for some reason or another simply drew on the bank and their checks were honored by Mrs. Geiger but not credited."

The government attorney said one of the persons involved was Samuel Marvin Harris, 54, a widower, who was given about \$140,000 by Mrs. Geiger. Harris, an interior decorator, died accidentally last Saturday in his San Francisco apartment. Harris once did some interior

News in a nutshell

FROM OUR WIRE SERVICES

No decision on taxes
DES MOINES — The House Tax Revision committee has discussed bills which would nearly double state aid to schools by increasing the state sales and use taxes. Rep. Elmer Vermeer, R-Pella, chairman of the committee, said no vote was taken on the bill which would increase the sales and use taxes from 2 cents on the dollar to 3 cents in order to provide \$72 million a year for state aid to schools.

Crane falls, 6 killed
ROSWELL, N. M. — A huge construction crane toppled 172 feet to flaming destruction in the bottom of a ballistic missile launching pit in eastern New Mexico Thursday killing six workers.

Ailing economy studied
WASHINGTON—President Kennedy has named a 20-man committee of government, business and labor leaders to seek ways to cure the nation's ailing economy. The committee, including Henry Ford II and Walter Reuther, was set up as the government announced that personal income fell off by \$600 million in January and industrial production slumped for the sixth consecutive month.

Ike denies taking papers
NEW YORK — The New York Daily News said former President Dwight D. Eisenhower has in his personal custody proof sheets of the secret papers of various World War II summit conferences. A copy-right story from Washington added that Eisenhower took the proof with him when he left the White House Jan. 20 "as insurance against any tampering with or suppression of the documents by the Kennedy administration." When asked about the story, Eisenhower denied it.

Castro having troubles
HAVANA — An All-out battle against rebel forces in the Escambray Mountains reportedly is giving Fidel Castro's militiamen heavy casualties and indecisive results.

Border counties' sales tax problems "worse"

DES MOINES (AP)—Increasing aggressiveness of Nebraska and Minnesota merchants in trying to lure business from border county residents has become a point of concern to the Iowa Tax Commission.

Don Cunningham, director of the commission's sales and use tax division, said Friday he has received a number of complaints in recent weeks from Iowa businessmen—mostly those in the northern and western tiers of counties.

"This has been a continuing problem throughout the years," he said, "but it seems that out-of-state merchants are pushing the issue and are

more aggressive than in recent years."

He said the Iowa businessmen are primarily protesting certain tactics used by out-of-state retailers—in seeking this state's trade.

Up and down the Nebraska side of the Missouri River, Cunningham said, merchants are advertising: "Escape the Iowa Sales Tax—Trade With Us."

In some instances, said Cunningham, Nebraska merchants in their advertising have even offered to pay the toll bridge costs for prospective Iowa buyers.

Cunningham said that not only are Iowa merchants losing, but the state also is losing its share of sales tax revenue. Neither Nebraska nor Minnesota has a sales tax.

"It seems that people, hoping to save a nickel somewhere, will spend a dime buying in other states," said Cunningham.

Cunningham said the commission was virtually powerless to collect sales taxes on merchandise purchased in the two neighboring states. "It would be futile to stop and search every car for merchandise purchased in Nebraska and Minnesota. It would be a tremendous administrative

problem," Cunningham said.

However, he added, the practice is costing the State of Iowa hundreds of thousands of dollars in tax revenue annually.

Minnesota merchants have been making substantial sales from Iowans over the years, Cunningham said, and commission field men have been attempting to crack down some in Northern Iowa.

On some major items, such as farm machinery, lumber and construction equipment that have been purchased in Minnesota, the commission has been collecting between \$6,000 and \$7,000 a month in

sales tax revenue, Cunningham said.

"We get our tips from Iowa businessmen who have lost their customers to Minnesota or Nebraska," he said. "If we catch one person he usually is inclined to inform on another. Sometimes it boomerangs to 14 or 15 people."

Under the law, residents of this state must pay the sales tax on all items purchased outside the state. "We try to take action against buyers of major items—when we can find them," Cunningham added. "But what can you do about people buying groceries elsewhere?"

To question several in Iowan's death

DAVENPORT (UPI) — Police said they planned to question several persons in the apparent murder here of Clarence Case, 62, in his tavern. He was found dead Thursday on the floor of his establishment, the Ray and Edith Travel Inn. Scott County Medical Examiner T. J. Crowley said death was due to three skull fractures which could have been caused by any instrument with a sharp edge.

QUEEN GREETED

CALCUTTA, India (UPI) — Jubilant crowds estimated by police to number five million cheered Britain's Queen Elizabeth II Friday when she arrived here on the first visit by a British sovereign in 50 years.