

Charity Is One Of Greatest Big Businesses In The U. S.

By CYNTHIA LOWRY
 NEW YORK (AP)—The United States last year contributed some \$1,000,000,000 to maintain one of the largest of big businesses: philanthropy.
 This money was spread among more than 300,000 institutions, organizations, agencies and committees. Interests ranged alphabetically from alcoholics to zoos to religion; most of it went to educational, health and welfare causes.
 With Americans doubling the size of their contributions in the past decade, it would be hard to say that the charity field has never been more prosperous. The truth is, however, the field is beset by problems of financing. It is torn by competition for dollars.
DEPT. OF RESPONSIBILITY
 At the heart of the problem is a depression-caused shift of responsibility. When the numbers suddenly became too big for handling by the private charity organizations, the government took over.
 It supported charity organizations were permanently discredited. Extending a helping hand to the "poor." Charity, in the form of turkey baskets and cash, just about disappeared.
 Welfare agencies are a part of the larger philanthropy—these research, guidance, counseling, rehabilitation, recreation. In recent years, there have been big national organizations interested in research programs on diseases of various kinds. Most of the big ones, the ones with strongest appeals, prefer to run their own independent campaigns. It is between the big national and the ad hoc "federated" giving organizations that the biggest battle has been waged.
SO MANY COLLECTIONS
 With so many private agencies vying for money, the idea of federated giving — of Community Chests and United Appeals — is a simple and attractive, particu-

larly to those weary of constant "collecting" calls by neighbors. Critics, however, insist that federated giving results in less giving; that a contributor with a chance to do all his giving at once is likely to be less generous than he would be if he gave in dribs and drabs.
 Most of the independents resist joining federated campaigns on the ground that such local campaigns are more concerned with local matters and that—anyway—they think they can raise more money on their own. (They may be right. In 1956 the top 10 national health agencies collected around \$150,000,000; some 1,900 federated campaigns, raising funds for about 25,000 agencies, raised about \$350,000,000.)
 Philanthropy has enlisted the help of some of the best minds in advertising, public relations and — now — "motivational research" to develop new approaches and fresh angles and to find more responsive areas.
MOTIVES IN GIVING
 Professional funds-raisers know quite a lot about motives in giving. In a recent issue of the bulletin of the American Association of Fund - Raising Counsel appeared a chart of the "who, why and how of giving."
 For a professional study, the "why" column lists generosity, pity, sympathy, gratitude for good fortune. It also lists habit, desire to conform, submission to social or business pressures, fear, self-protection, self-aggrandizement and tax advantages.
 Some psychologists maintain that all giving is really motivated by selfishness.
 No one overlooks the tax-deductible aspect of giving. But in spite of the fact that philanthropic giving is less expensive for the rich than for the poor, repeated surveys have shown that high income and low income groups give in more generous amounts in the middle. As a matter of fact, the \$1,000 to \$20,000 income group turn up repeatedly as the ones who give the smallest percentage in relation to income.

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Sees U. S. With Softer View On Summit Talks Question

By GEORGE KITCHEN
 Canadian Press Staff Writer
 The United States appears to have softened its approach to the question of a summit conference. The negative reaction to Soviet overtures has been dispelled. Instead of "no, but," the American response now is in terms of "yes, certainly, provided . . ."
 The change essentially is in emphasis rather than in fundamentals. There is no change in the basic U.S. position that the Soviet leaders must provide evidence, at the foreign ministers' level, that a summit conference would prove fruitful.
 But the U.S. does seem now to be trying to convince the free world, and perhaps the Russians as well, that its position is not as rigid as it may have appeared in the past.
EXTRA MILE
 Diplomats and other observers in Washington detect such a shift in recent foreign policy pronouncements by both President Eisenhower and State Secretary Dulles. Both emphasized a positive approach to the summit question.
 Eisenhower did so in answering the recent Bulgarian letter, which expressed a willingness

to meet the Russians, provided such a conference was adequately prepared, and advanced a seven-point program on which the president was prepared to negotiate.
 Diplomats also found a conciliatory tone in Eisenhower's state-of-the-union message to Congress where he said Americans would "always go the extra mile with anyone on earth if it will bring us nearer a genuine peace."
 Dulles, in a recent address before the National Press Club in Washington, went to great lengths to accentuate the positive side of the U.S. approach to a summit meeting. Exhibiting a flexibility and mellowness that surprised many in his audience, Dulles strongly emphasized the U.S. desire for fruitful high-level talks.
 Some observers attribute the modified American reaction to heavy pressure exerted on the Eisenhower administration, both at home and from the NATO allies abroad, to soften its response to Russian suggestions for fact-to-face East-West discussions.
 For one, Canada's External Affairs Minister Sidney Smith several times has criticized the U.S. state department for its quick, negative reaction each time Moscow proposes a summit get-together.

Accuracy Of Russian I. C. B. M. Claimed Within Six Miles

LONDON (Reuters) — Testing of Russia's intercontinental ballistic missile shows it is capable of coming within six miles of its designated target, a Soviet scientist said Wednesday.
 Such accuracy, he said, is achieved by a radio-guided launching system which aims the weapon at its target thousands of miles away.
 Details of the ICBM testing were reported by Maj.-Gen. G. I. Pokrovsky. His article in a youth publication was summarized by the official Soviet news agency Tass.
 He said a radio-beam "gun barrel" hundreds of miles high guides the rocket into its exact horizontal course across continents.
 At the slightest deviation from the prescribed launching course, the missile is hit by radio waves which act on automatic steering instruments. This directs the rocket back to its course.
 Although the general did not make the point clear, the Soviet radio-guided launching technique operates only over the initial few hundred miles of upward travel and therefore would be inside Soviet territory beyond the range of jamming attempts.
 The Tass summary of Pokrovsky's article said:
 "The missile, which may consist of three or more stages, is launched in a vertical position on the launching ramp.
 The final stage rises to a

height of more than 1,000 kilometres (631 miles) and arrives with considerable precision in the planned area.
 "To ensure that the final stage arrives at the planned area with a deviation of approximately not more than 10 kilometres (about six miles) from the designated point, it must be launched along a precisely-aimed tunnel hundreds of kilometres long.
 "Such a tunnel is created with the aid of three or four radio stations which direct waves in the wake of the missile.

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