

The News-Review

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Time Has Come For Industry To Reveal More About The Contents Of Packages

NEW YORK (UPI)—The time has come for the product packaging industry to tell the housewife the contents of the box she's buying.

The president of an industrial design firm charges that manufacturers' efforts to make packages more attractive have gone to the extreme, that as a consequence the manufacturer fails to "get through" to the consumer, and the result on her part is anything "from the indifference to disgust and sometimes downright outrage."

These are the views of Gerald Stahl of Stahl Associates, New York. Stahl, who has been in industrial design for 18 years, expressed them in an interview and in a speech this week at the Advertising Federation of America convention in Atlanta, Ga.

Indifferent, Angry, Etc.

Three to five years ago, the consumers' reaction to new products was one of general interest, Stahl said. Now, she's often indifferent, often angry, confused and immune to the producer's appeal to her. As a result, he said, the manufacturer is not getting across to her confidence in his name.

"Both product and company identification get obscured by overly dramatic advertising, superlative sell copy, and over-glamorized packaging," Stahl said.

"In effect, they all say the

same thing. Today, everybody's selling the outdoors. This advertising doesn't even relate to the consumer. She's not dangling her feet in a cool mountain stream," said Stahl, in reference to some of today's ads.

No Loyalties

"Because so few products and companies stand out today, brand loyalties barely exist," said Stahl. "And no wonder. We keep introducing new stuff all the time, quickly duplicated by other companies, to the point where nobody can remember who's who and what's what."

"Too many products are kindred," said the industrial designer. "As much as 10 per cent of the space of a supermarket will be given over to soaps and synthetic detergents. Now, I'm a pro, and honestly I can't tell you what difference there is in the brands."

"The obvious comment of the consumer is, 'I wish they'd just give us a package I can read.'"

Towels and Detergents

He said the package for a detergent may be given over almost altogether to offering a few towels instead of telling what the product does.

The packages marked "three cents off regular price," or five or seven cents off are another of Stahl's complaints.

"All these dissuade the customer," he said. "No, it's not an attempt to deceive, but to make the package more attractive. One does this, so competition forces others into the same technique. I was happy to notice the other day one large manufacturer announced he would not participate in these price-off-regular deals."

Texas Woman Dies From Sting Of Wasp

FORT WORTH, Tex. (UPI)—Mrs. Myrtle McDonald, 38, got her doctor on the telephone and managed to gasp out that she had been stung by a wasp. The line went dead.

The physician and an ambulance attendant rushed to her home and found her dead.

Justice of the Peace Whit Boyd ruled the death was caused by a wasp's sting.

DELICIOUS TOPPING

A delicious and easy topping for ice cream is crushed peanut brittle, peppermint stick candy, or shaved chocolate bars.

Cries Of Black Muslims Sound Like Litany

By H. D. QUIGG

United Press International

Almost like a litany are the cries that pop from the audience at a Black Muslim public mass meeting when the speaker gets going against the devil — "the white man who kidnapped you and brought you here."

The chorus goes "Yeah!" and "That's right!" and "Yes!" and "Tell it to them!" And "You're right!" at every oratorical pause. The audience, the hard core of it, sounds as impassioned as the speaker. But always self-controlled and orderly.

"You're fed up with the whites!" (Right!) "The white man's got those Negro preachers walking around telling you to forgive." (Yeah!) "The white man

tells you don't get emotional, don't be bitter at the man who kidnapped you." (Tell 'em!)

"He's got these Negro leaders saying: Don't struggle, don't holler, don't defend yourself. Am I right or wrong?" (Right!)

Speaks in Harlem

On a steamy summer night, a reporter stood listening to the polished but rasping Malcolm X, the clean-cut and articulate No. 2 man in the movement, speak to some 2,000 or 3,000 Negroes on a Harlem block in New York.

Malcolm X tells his audience: "The honorable Elijah Muhammad says to black men: Clean up, stand up, and look up!"

"Don't let the white man look for you, speak for you, and don't let the white man fight for you." (Right!) "Anybody who opposes freedom is a devil."

He says Elijah Muhammad's mission is: "To turn you away from evil and back in the direction of God."

Of Christianity he may say: "Jesus was born 9,000 miles from here, and you can call on Him as much as you want to and the white man will still put his rope around your neck."

Have Influence

One observer of the Black Muslim movement says: "They have an influence on Negro thinking now. If we had the least bit of a change toward depression, they could be very much of a force. They could be a political force, if they should ever say vote for them." They've got valid protests. And the "white devil"—all the sympathizers have felt this.

Prof. C. Eric Lincoln in his study of the movement says its demand for a separate Negro state commands little or no attention among non-Muslim Negroes: "But the lashing indictment of the white man that supports the demand strikes a responsive, if reluctant, chord in many Negro hearts."

Disavows Violence

Elijah Muhammad, the leader, has his headquarters in Chicago but spends a great deal of time now in his Phoenix, Ariz., home because of an asthmatic condition. In a recent interview with Robert S. Bird of the New York Herald Tribune, he disavowed any aspect of hatred or violence in the movement.

"We are not going to take part in any violence whatsoever. We're not going to do anything other than what we are doing. That is trying to deliver the truth to our people and teach them that they are supposed to be Muslims, and that means they are supposed to be righteous people and that we have shed off all things that pertain to wickedness."

The movement does have, however, a finely trained group of stalwart young men, known as "The Fruit of Islam," or F.O.I., who are skilled and kept in training in hand and other hand-to-hand methods.

Appling Gets Tax Petition

By ZAN STARK

SALEM (UPI)—A petition to refer the 1963 legislature's \$80 million revenue increase measure to the voters was filed this week with the Secretary of State.

The petition was filed by J. Francyl Howard, who listed himself as president of the Citizens Committee for Economy and Equitable Taxation.

Elections Supervisor Jack Thompson of the secretary of State's Office said the petition was in proper order.

The tax increase measure has not yet been signed by Gov. Mark Hatfield.

Thompson said he would hold the petition in his office until the tax increase became law, either with the governor's signature, or on June 26.

Howard said he felt "the people should have a chance to vote on this."

If he secures 23,186 signatures on the referral petition, the tax increase will be voted upon at a special election to be held Oct. 15. The legislature set aside \$300,000 and the October date for a referendum election in case voters objected to the tax hike.

Howard said he had an alternate revenue proposal, but would not outline it today.

Howard also declined to say who else was involved in the Citizens Committee for Economy and Equitable Taxation.

Howard, editor of the weekly Albany Greater Oregon newspaper, told UPI Saturday that a group was preparing to refer the legislature's revenue measure.

At that time he said his newspapers were not spearheading the referral move.

REACH FOR GOOD HEALTH!



Reach For Meadow Brook

At Your Favorite Grocers



TOAST FOR BREAKFAST!



SANDWICHES FOR LUNCH!



FRESH BREAD FOR DINNER!

Williams'

THE REAL BREAD
STAYS FRESH LONGER!

In most homes mealtime is practically all the time, when you count the between-meal and bedtime snacks.

Make sure you have plenty of fresh, good-tasting Williams' Bread on hand, to take care of any situation.

Always get the real bread in the bright gingham wrap—**WILLIAMS' BREAD. It stays fresh longer!**

THIS IS THE ONE!

