

Cherry reports from capitol hill

Work at the STATE Capitol in Salem in getting along to important legislation. Howard L. Cherry, D-Portland, a freshman in the House of Representatives, serves on two committees, Education and Urban Affairs, where they are now considering measures of great importance to Portland in general, and North Portland in particular, as well as affecting the rest of the state.

An important action of the House Education Committee and of the House itself was passage of HB 1631 and HB 2115. HB 1631 deals with the formula for distribution of funds to the state through the basic school support fund. It freezes the equalization fund at the dollar amount from the last biennium and states that any new to school districts - in proportion to flat grants by numbers of children in school. This not only will help Portland in the immediate future, but will have a long-term effect of a more fair distribution of state funds to local schools. HB 2115 is an appropriation bill proposed by the Committee on Ways and Means in which \$25 million were added to that amount

suggested by the Governor's budget. This figure will allow the same percent of state help statewide as last year, but combined with HB 1631 it will increase the amount of money coming to the Portland School District. The combination of these two bills is of considerable benefit to Portland and should help it support its schools without resorting to as much money for operation from the property taxpayer which would otherwise be necessary.

These two measures have now passed the House and are going to the Senate for action, which probably will take place soon. It is urged that anyone interested in these two bills contact any or all of the State Senators from Multnomah County.

The extreme difficulty in getting adequate insurance coverage in so-called "red line areas" such as the Albina area on homes and businesses is one of Portland's most severe problems. Two bills are now being considered in the Urban Affairs Committee in an attempt to remedy this situation. HB 1290 requires that the same value of

home or business in one part of a municipality must be judged equally with property of similar value in any other part of the municipality, and that an insurance company may not decline to issue insurance policies in any one area if it issues policies to other properties in the municipality.

Rep. Cherry has been appointed as a subcommittee of the Urban Affairs Committee to work out amendments to these two bills to make them more effective. Mr. Robert Atkinson and Mr. Charles Williamson of the Legal Aid Service in Albina are working with Rep. Cherry on the amendments. Included will be coverage for liability, burglary and theft (which have not been under the FAIR plan board of directors by lay individuals, ensuring wide public education as far as explaining the availability of this plan, and getting the plan underway at a very early date.

There have been two hearings on these bills, to date, with good North Portland. It is anticipated that the bills will soon be in satisfactory form to present to the House for passage.

SWARF

SWARF Center treats men and women who are ill with alcoholism. It welcomes problem drinkers from any locale, who sincerely need help, who will cooperate with the program and who can meet the cost of treatment, subject to the following conditions:

1. IT is necessary that the patient be sober, able to participate in group therapy and in reasonably good physical condition.

2. All patients agree to be in residence (confined to the Center although doors are not locked) for at least 21 days, not counting the entry day. Except for emergencies, no "leave" will be granted, in order to gain full value from the intensive "inpatient" program. Visits by family members may occur on Saturday and Sunday afternoons. On Staff advice, spouses or other family members may be invited to the Center for counseling.

3. Arrangements should be made before the patient arrive at the Center. Admittance may occur any day of the week.

4. The \$420 fee is due on entry. For the sake of the patient attitude toward SWARF during the two-year follow-up program it is essential that he not owe money to the Center on completion of the 21 days.

Full financial arrangements should be made prior to the patients coming to the Center. Resources for payment commonly include: full payment by the patient, assistance by his family, union, lodge, church, Red Cross, credit union, employer, bank, etc. The individual making reference is usually in the best position to marshal these resources and to assist in completing these arrangements.

SWARF Center P. O. Box 1749 Vancouver, Wn. 98663. John C. Soltman, Director.

PGE-PSU marketing

The role of the consumer will be the topic of the seventh annual marketing conference co-sponsored by Portland General Electric Company and the Portland State University School of Business Administration.

Keynote speaker at the all-day meeting April 8 at the Portland Hilton will be Elizabeth Hanford, executive director of the President's Committee on Consumer Affairs. "Listening to the Consumer" will be the subject of her address, scheduled for 8:50 a.m. in the Hilton Ballroom.

Conference directors, professor Jack L. Tylor, Jr., PSU, and Fred Weber, Jr., PGE, selected consumerism as the theme for this year's conference because of the increasing importance of the consumer movement and its impact on all business, public and private, during the current decade.

Among the other speakers and their topics:

Seymour Bands, vice president and manager, Media and Program Research, Leo Burnett Company, Chicago, "Consumer Implications for Promotional Programs."

Stephen Upton, vice president-marketing, The Whirlpool Corporation, St. Joseph, Michigan "Consumer Protection-The Whirlpool Response."

Edward L. Bond, Jr., chairman, Young & Rubicam, Inc., New York, the company which recently purchased J. K. Gill Co., "Developing Responsible Promotion and Consumer Information Policies."

Harrison Sheppard, attorney advisor to the San Francisco field office of the Federal Trade Commission, "Perspectives for Business on the New Consumer and some Old Law."

Marko Haggard, ombudsman for the State of Oregon, "Consumer Problems and the State."

Persons wishing to register for the PGE-PSU Marketing Conference may obtain further information by calling the School of Business Administration at 229-3712, or by writing the school P.O. Box 751, Portland, Oregon.

The registration fee of \$25.00 covers the entire conference, which begins at 8:00 a.m. luncheon, coffee and proceedings of the sessions.

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