

If You Like Happy Endings You'll Love Ballot Measure #1

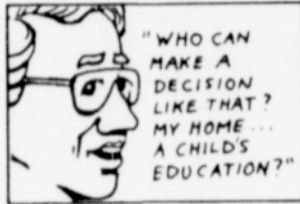


Not so long ago, most Oregonians had good jobs, healthy businesses, affordable homes, and great schools for their children.

They paid for it mostly by taxing (and taxing and taxing...) their homes and paychecks, in a dangerous, unbalanced way.

So, even though Oregon was only the 30th largest state in America, people's property taxes were the 8th highest. Their income taxes were 3rd highest! Ranking them right up there with New York.

But when they thought about lowering their high property taxes, Oregonians ran into a very tough problem.



You see, their property taxes were being used to fund education. That meant they had to choose between protecting their homes and a child's education.

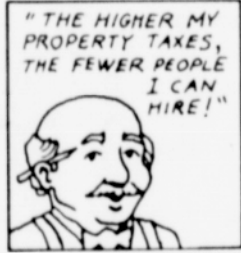
As for the kids... well, nobody thought to ask them how they felt.



Jobs were another problem.

Unbalanced taxes were costing Oregonians jobs by hurting small businesses and large companies alike.

Just like homeowners, small business owners were forced to pay the same high property taxes, whether they made money or not. And sometimes, they had to lay off workers to pay those taxes.



And some companies thinking of moving to Oregon, and bringing thousands of jobs for Oregonians, crossed Oregon off their list.

Because 45 out of 50 states had a more balanced tax plan than Oregon.



The tourists were another problem.

The tourists used Oregon's roads — our highways — our parks — our police protection — our fire departments. All those expensive things were being paid for by Oregon's taxpayers.

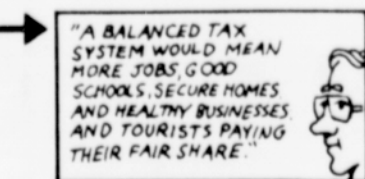
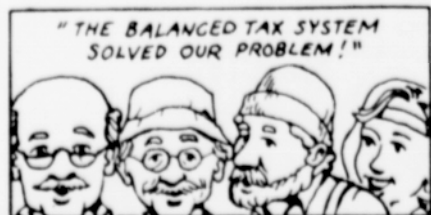
And the tourists never had to pay their fair share.

Frankly, no one was surprised when the people of Oregon began to get a little edgy about all this. As they saw it, they had a right to the good things a balanced tax system would bring.

But there were some folks who were so frightened of any tax measure, that they fought against Balanced Taxes without ever actually understanding Measure #1.

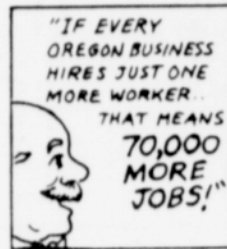
But thinking Oregonians were saying →

They couldn't think of one reason why they shouldn't balance their taxes and solve those problems.



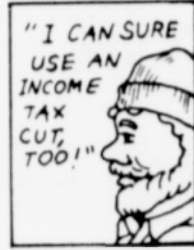
And so they did. And after months of work, **Measure 1 for a Balanced Tax System** was born. And it worked like this:

Under the Balanced Tax System, property taxes were cut by an average of 35%. Homeowners were happy.

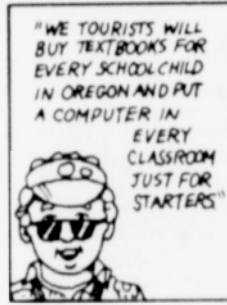


Meanwhile, local Oregon businesses were hiring. And hiring.

And those companies outside Oregon, with all those jobs for Oregonians? They put Oregon back on their list.

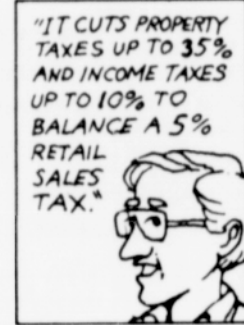


The Balanced Tax System also cut Income Taxes by an average of 10% too...

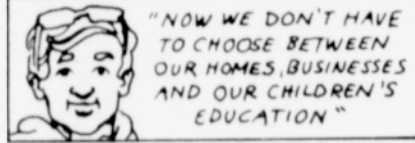


And the tourists? Well, under Measure 1's Balanced Tax System, they were contributing at least \$26 million dollars a year to Oregon's economy.

And all it took to balance Oregon's tax system was a **yes vote for Measure #1**. And 100% of the money netted by the retail sales tax went **directly to education**. By law.



For everybody in Oregon, that meant one thing.



Best of all, Oregon's Balanced Tax System is fair to Oregonians with lower incomes. **Most necessities are exempt from the retail sales tax.**

And if your household earns less than \$17,500, you qualify for a **sales tax refund**. And if you're a renter, you get one too.

Plus, most important of all... the entire **Balanced Tax Plan** was **TAMPER PROOF**. It was actually written into Oregon's constitution so the politicians couldn't play with it.



They could always lower the retail sales tax, but they couldn't raise it above 5% without a vote of all the people.

Did everyone live happily ever after? Nobody can guarantee that.

But if you're an Oregonian who has just about had it with unbalanced taxes, you can make a Balanced Tax System for Oregon a reality on **September 17, 1985**.

By voting "Yes" for Ballot Measure 1, and the Balanced Tax Plan.

It probably won't make your life a fairy tale. But at least the nightmare will be over.

Help us get the message to even more Oregonians.

send: \$20 \$10 \$5 Even \$1 for Measure #1
to People For a Better Oregon • P.O. Box 25690 • Portland, Oregon 97225

Name _____

Address _____

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