



GRAPHIC ILLUSTRATION of Democratic election sweep is given in pie chart of Democratic and Republican offices before and after. Democrats made overwhelming sweep of Senate and House contests, increased number of state governors by four.

Manufacturers Seeking To Cut Costs With Packaging Study

By ELMER C. WALZER
UPI Financial Editor

New York—Housewives for a long time have been demanding packaged goods, and that, say the experts, is one of the reasons for the rise in the cost of living index. Companies doing that packaging find there is no way to go back to the days before packaging. So they are trying to lighten the cost factor in their packages.

The Better Packaging Advisory council has just conducted a 90-day study on that subject.

The survey found that to meet the demands of the current buyers market, firms are selecting packaging that helps to sell their products, reduce shipping costs, and breakage, and helps bring prices into line so that they can pass savings on to the ultimate customers.

The survey made on a nationwide basis to 800 manufacturers disclosed that today's trend in packaging is toward the increasing use of fibre cans and tubes in place of paper cartons and wooden boxes, metal cans, corrugated packages, glass and other forms of packaging.

The advisory council, a non-profit organization devoted to improving packaging through market and laboratory research, reported that 30 per cent of the manufacturers said that at some time in the last five years they had changed over from other types of packaging to the more economical kind.

Fifty two per cent of the manufacturers said their main aim was to cut costs so that the saving could be passed on to the customer.

Other reasons for switch-

ing were better products, protection, convenience, better appearance, durability, facility of labeling and sealing, better display possibilities, greater consumer acceptance, possibility of mechanical filling and temperproof packaging.

Those manufacturers using fibre cans and tubes reported a sales rise averaging 32 per cent. Ninety per cent of the companies reporting said that their sales gains ranged upward to 100 per cent. The remainder reported gains of 400 to 500 per cent.

The survey disclosed that the increasingly popular fibre packaging greatly reduced

shipping costs. A total of 68.1 per cent of the companies reported that between 1 and 10 per cent savings in shipping costs were effected. A total of 30.6 per cent reported their savings totaled between 11 and 25 per cent, and 1.3 per cent reported savings of 26 per cent to 50 per cent.

The survey covered industry groups such as drug, food, automotive, hardware, chemical, electrical, toy, construction, aviation and housewares.

Savings in freight from the new packaging method are made by the fact that there is less breakage in the new method. The trend toward packaging has been going on for a long time to meet the demands of consumers.

This is the first real attempt to shave costs so that some of the saving could be passed on to the consumers.

The objective of cost cutting for consumers proves again that the consumer is king, say the marketing experts.

Cyprus Civilians Issued Pistols

Nicosia, Cyprus—UPI—The Army issued pistols to more than 100 British civilians Monday for protection against the Greek underground gunmen who have killed 10 unarmed Britons in less than six weeks.

At the same time, the British Air Force announced it has discharged about 3000 Greek civilian employees as a precaution against a repetition of the bombing that killed two airmen and wounded seven on Saturday.

The bomb had been planted in the upholstery of a couch in a crowded Air Force lounge, and it appeared certain that it was an "inside job."

Arms were issued to the civilians after Gov. Sir Hugh Foot had told them that they are "in the front line" and Gen. Kenneth Darling had warned that "no one should kid himself that 'it can't happen to me.'"

They were warned to keep a sharp lookout for young hoodlums loitering in the streets—like those who shot two British bankers in the back last week.

Mountain lions still roam some of the isolated forest areas of New Mexico, posing little threat to people but preying on sheep and cattle. Until recently the Department of Game and Fish retained a professional, full-time lion hunter.

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Morse Incident Seems Destined To Renew Oregon Demo Feuds

By A. ROBERT SMITH
Mail Tribune Correspondent

Washington—The Morse incident seems destined to set off a fresh state of orbiting within Oregon's Democratic congressional delegation when its five members return to their desks in the capital this winter.

A. Robert Smith, dean of the delegation, Sen. Wayne Morse expected—and for the most part received—deference from his less experienced and younger colleagues.

After coming to power, Oregon Democrats showed a passion to make an appearance of unity. They had private breakfast meetings together, after which they would issue a joint communique. They co-sponsored many bills. They issued joint press releases. They acted, whenever possible, in an "all for one and one for all" style apparently on the theory that there is safety in numbers when attacking the GOP.

The unity began to crumble from within, however, long before some of the individuals began letting it show on the surface. Sen. Richard L. Neuberger and Rep. Edith Green got to bickering in private over comparatively petty matters, and their relationship has been chilly ever since.

The unit collapsed completely last summer when Morse and Neuberger got to swapping bitter blows. Neuberger had decided that to be yoked with Morse was to be thought guilty by association in the minds of those who disliked some of Morse's tactics, such as comparing President

Eisenhower to Dave Beck for accepting many gifts. Neuberger didn't like these tactics and eventually decided to say so out loud. Morse cried "disloyalty" and the battle was on.

During this period, Mrs. Green remained intensely loyal to Morse, even though she, too, winced at some of his thrusts. Reps. Al Ullman and Charles O. Porter, both freshmen who had won by narrow margins, were caught in the middle, for they didn't want either senator mad at them with a reelection campaign coming up.

Ullman cautiously more or less affiliated himself with the Morse camp. Porter remained independent, and for a time served as mediator in efforts to get both senators to lay down their arms.

Now, as a result of Morse's personal attack on Mark Hatfield, repudiation of Morse tactics—begun over a year ago by Neuberger—has become a Democratic Party necessity, even for Morse's most loyal partisans.

In the heyday of Sen. Joseph R. McCarthy (R-Wis.), most Republicans were scared to repudiate his tactics for fear

of themselves being bloodied. But when he had "gone too far" in the public mind, the stampede to disown him was on—and thereafter there wasn't a lonelier figure in Washington until he passed from the scene.

This sort of hate for politicians who outrage the public sense of decency seems to be one of the built-in safeguards which helps the American political system to survive the lowest moments on the graph of public affairs.

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