

Oregon Legislators Sharply Divided on Proposed Tax on Cigarettes

UAL-TWA Collision Worst Accident in History of Aviation

By United Press International
The tragic collision of two giant airliners over New York City Friday set a horrible series of disaster records: It was the worst disaster in aviation history, military or commercial.

It was the first crash involving a U.S. commercial jet carrying passengers. It brought to almost 1,150 the number of persons killed in major air disasters in 1960. And it marked a grim coincidence for the two airlines—United Air Lines and Trans World Airlines. They were involved in the previous worst commercial disaster, the collision of two of their airliners over Grand Canyon June 30, 1956, in which 128 persons were killed.

The previous worst accident in air history happened near Tokyo June 18, 1953, when a U.S. Air Force C124 Globemaster crashed, killing 129 persons, mostly military personnel.

First New York Collision
The previous worst plane accident this year was the explosion and crash of a World Airways plane carrying 86 military passengers and a crew of eight in Guam, Sept. 19. The death toll was 78 persons.

The collision Friday also marked the worst aviation tragedy in the New York metropolitan area where many plane crashes have occurred in one of the heaviest traffic patterns in the world. Although it was the first collision in New York, there have been other major disasters in the city area including

Majority Seen To Favor Partial Cabinet System

Editor's note: The following is the first of four dispatches based on answers to a United Press International poll of Oregon legislators on issues facing the 1961 session.

By DOUGLAS GRIPP
Salem — (UPI) — Members of the next Oregon Legislature are sharply divided over a proposed 3-cent-per-pack cigarette tax.

On another hot issue—government reorganization—majority sentiment in favor of a partial cabinet system is indicated.

Opinions on these and other questions were received from a substantial cross-section of the 1961 membership in answers to a mail poll conducted by United Press International. More than a third of the members and members-elect were heard from. They represented both parties and houses, and all geographical sections of the state.

Some declined to take part, preferring to wait and study specific items of legislation before committing themselves.

The tobacco tax is recommended by the Legislative Interim Committee on Taxation as the major means of replacing money that would be lost through a proposed 10 per cent income tax cut. It was estimated the proposal would raise \$9 million a year.

Only State Exempt
Oregon is now the only state in which cigarettes are tax exempt.

Many legislators indicated a preference for reduction in the state income tax, but not through a tobacco tax.

Two Lawmakers — Rep. Harry C. Elliott, Tillamook Republican, and Rep.-elect Emil Stunz, Nyssa Democrat — said such a tax almost cer-

tainly would be referred to the people.

Stunz favors the tax but Elliott does not.

The tobacco tax has a history of defeat. It has been on the ballot six times since 1928 and was beaten soundly each time — the last in 1956. Five of the cases involved a citizens' petition and the sixth in 1945—a referral by the legislature itself. The tax that year would have helped pay for public schools but it lost by 7,000 votes, closest margin of the six attempts.

In government reorganization legislators were asked whether they favored a full cabinet system, partial system, minor or no reorganization at all.

They answered three to one in favor of a partial cabinet system. This is basically what Gov. Mark Hatfield recommended in 1961-63.

Several members said they opposed any change in making major state offices appointive instead of elective.

Hatfield is asking for authority to appoint the labor commissioner and superintendent of public instruction. They are now elected.

Several legislators dislike the cabinet form. Sen. Ben Musa, (D-The Dalles), said "we are merely a sovereign state within a union, not an independent nation." But he does favor consolidation of duplicating state agencies.

Partial System Suggested
Rep. W. O. Kelsay, (D-Roseburg), a member of Hatfield's

bi-partisan advisory committee on the problem, suggests a partial cabinet system now and a full cabinet system later. Another Democrat, Sen. elect Vernon Cook of Troutdale, favors a "strong governor and a centralized administration."

Five legislators said they favor an immediate move to a full cabinet government.

Only two legislators said they were against any reorganization in the next two years.

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Unusual Gifts for Men & Women

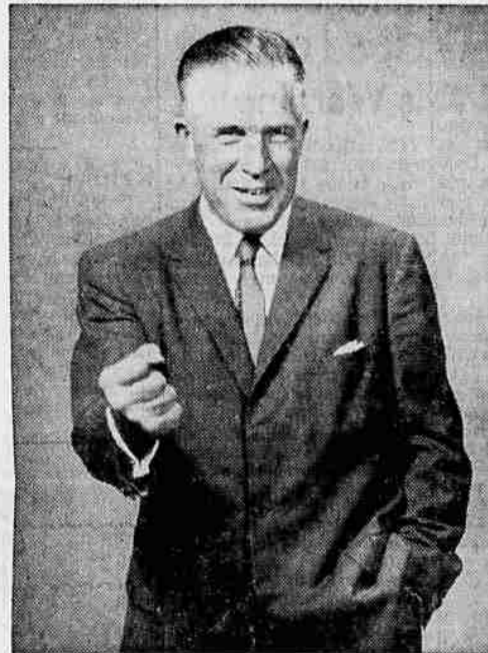
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ANNOUNCING PAYMENTS TO RAMBLER BUYERS AS RAMBLER'S SALES VOLUME INCREASES

Why You Should Join Rambler's New Crusade For Adequate Progress Sharing With Customers



GEORGE ROMNEY
President, American Motors Corporation

"I believe participation by all consumers in economic progress is absolutely necessary in meeting the nation's economic needs."

The Rambler line includes three basic sizes of compact cars—the Rambler American, the Rambler Classic and the Ambassador, the latter two developed after the original American series.

RAMBLER SALES SOAR

In two years, Rambler's per cent of the car market has more than doubled. For each of the last 38 straight months, Rambler sales have established a new record for that month. We want to continue this growth by serving you even better.

THE NEW RAMBLER CRUSADE

Our new Rambler crusade, like our compact crusade, is based on sharing Rambler progress with car buyers.

We believe the new Rambler crusade has timely significance. Our country currently is experiencing a mild slowdown. Rising foreign competition and the weakness of the dollar are causing national concern. Our larger automobile competitors are greatly increasing foreign investment and considering partial manufacture and importation of cars from abroad. There is a general profit squeeze. Unemployment is rising. A degree of uncertainty clouds the business climate.

We believe the greatest single economic cause of these trends is failure to adequately share economic progress with ALL consumers. Relatively too much of the fruit of industrial effort has been going to a few well organized economic groups.

Most people agree a grave problem exists. Some say, fatalistically, "nothing can be done about it." Others, equally forlorn, look to government action. We see a better way: an American way. It is the voluntary way. It usually starts with an individual or a single organization.

CUSTOMERS TO SHARE RAMBLER PROGRESS

We decided there was something we could do. We decided to share future

HOW PAYMENTS TO BUYERS WILL BE DETERMINED IN AMERICAN MOTORS' CUSTOMER PROGRESS SHARING PROGRAM

IF SALES ARE UP over last year	BUYERS RECEIVE U.S. SAVINGS BONDS (Maturity Value)	BOND PAYMENT SALES LEVELS			
		DECEMBER (Dec. sales)	JANUARY (Dec.-Jan. total)	FEBRUARY (Dec.-Jan.-Feb. total)	MARCH (4-month total)
50%	\$125	45,247	97,671	140,139	195,946
40%	\$100	42,231	91,159	130,796	182,883
30%	\$75	39,214	84,648	121,453	169,820
20%	\$50	36,198	78,136	112,111	156,757
10%	\$25	33,181	71,625	102,768	143,694
SALES FOR SAME PERIOD LAST YEAR		30,165	65,114	93,426	130,631

NOTE: In all cases, "BUYERS" means a person who actually takes delivery, not places an order. WHY IT WILL PAY YOU TO BUY NOW. This unique program is cumulative and retro-active. Early buyers can get more, but never less bonds, than buyers in succeeding months. Your Rambler dealer will be happy to give you the complete details of the plan but here is a quick example of how it works and keeps on working for you: If December Rambler deliveries increase 20% over last December, December buyers of new Ramblers or Metropolitans will receive \$50 bonds. As the four-month period progresses, additional bonds will be mailed to the December buyers each time the cumulative sales reach a higher bond payment sales level. Also, if sales increase for the four-month period exceeds 50%, proportionate additional payments will be made to all buyers during any of the four-months.

progress with ALL customers who take delivery of a new Rambler or new Metropolitan between December 1, 1960, and March 31, 1961, from an authorized Rambler dealer (excluding governmental sales). We will give such Rambler and Metropolitan buyers most of the benefit of additional cost reduction resulting from further increases in Rambler sales volume.

We expect thereby to increase the number of loyal Rambler owners. Experience proves they are our best customers. They also are repeat customers. The amount to be shared among Rambler buyers will be determined as follows: if our sales from December 1, 1960, to March 31, 1961, exceed the corresponding period last year by 10%, we will return to Rambler buyers U.S. government savings bonds (Series E) with a maturity value of at least \$3,679,850; if by 20%, \$8,012,850; if by 30%, \$12,999,000; if by 40%, \$18,638,300; if by 50%,

\$24,930,750. See chart for details. Should you joining our crusade push our sales ratio even higher than 50%, we will make proportionately higher refunds.

BOTH CUSTOMERS AND AMERICAN MOTORS GAIN

You have everything to gain and nothing to lose by joining this crusade. The same is true for us.

You can't lose because our Rambler cars are better than the big cars and the best of the compacts. Ramblers are more trouble-free, more useful and lower priced.

You make your regular deal in the regular way for a new Rambler. You then are in a position to share proportionately in the economics and profit of higher Rambler volume realized in December, 1960, and the first three months of 1961.

We gain by acquiring additional Rambler owners, which will make our growing Rambler market even larger in the future. Again, that's because Rambler owners are our best salesmen and repeat buyers.

Ask your neighbor all about his Rambler, then join the Rambler crusade. Join us in focusing the nation's attention on the essentiality of equitably sharing economic progress with ALL consumers if the WHOLE NATION is to prosper.

George Romney

P.S. Some may say one company can't do much about national problems as big and complex as those cited above. Well, that's what the skeptics and cynics said about our first Rambler crusade. Let's remember, every great thing is born small. If this new Rambler crusade is right, it can succeed and spread, just as the compact car concept already has.

Mr. Romney's recent New York Press Conference on "Customer Sharing and the Nation's Economy" attracted nationwide notice. For complete text of his statements, write American Motors, Box 29, Detroit 32, Michigan.

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Summit Conference Believed Far Away

Paris — (UPI) — The Western foreign ministers foresee no summit conference with Soviet Premier Nikita Khrushchev for a long time, authoritative diplomatic sources said Monday.

Instead, they favor a foreign ministers conference with the Soviets, if there must be a conference, sometime next spring to explore what Russia is up to.

Khrushchev is expected to resume pressure for East-West negotiations early in the new year, shortly after the inauguration of President-elect John F. Kennedy.

Berlin appears to be the next issue on which Moscow will want urgent talks with the West.

Bill To Propose Training Academy

Albany — (UPI) — The Oregon State Sheriff's association said Monday that Sen. Carl Francis (R-Dayton) will introduce a bill in the 1961 legislature calling for establishment of a statewide law enforcement training academy.

Linn County Sheriff George Miller, president of the association, said training courses at the academy would be available to all law agencies of the state and added that new construction would not be necessary if existing facilities "such as Camp Withycombe" were used.

Francis had completed a two-year study of the problems of adequate local police personnel.

Miller said the proposed academy would develop a "coordinated training and educational program which would provide universal training methods for law enforcement officers of this state."

He said it would be an important factor in crime control.

Support Sought For Hammarskjold

United Nations, N.Y. — (UPI) — The United States and Britain fought to win new General Assembly support for Secretary General Dag Hammarskjold Monday and to beat back a Russian attempt to wreck the United Nations operation in the Congo.

Assembly delegates, rushing to start a Christmas recess Tuesday night, faced all three top problems of the 15th session today: The Congo, Algeria and disarmament.

The world parliament itself scheduled three meetings and hoped to finish work on both the Congo and Algerian questions. Its 99-nation main political committee booked morning and afternoon meetings on disarmament.

EMBARRASSED FIREMEN

Port Monmouth, N. J. — (UPI) — Fire raged unnoticed for more than three hours Sunday at the most embarrassing of places — the local firehouse.

A passerby discovered the blaze and turned in an alarm, bringing the town's red-faced volunteer firemen rushing to the scene. The blaze, started by defective wiring in the firehouse kitchen, badly damaged the building. But the three fire engines were saved.

Rambler's rise out of nowhere to a top position has put us in position to undertake a new Rambler crusade. This program, which could provide greater individual and national benefits than any we've yet undertaken, calls for customer progress sharing.

While our concentrated production facilities already make us competitive in costs and prices, extra economies will result from additional volume. That's why our Rambler customer progress sharing program during the four months of December, January, February and March could provide for payments to customers of \$18,698,062 from economies that would result from a 50% gain in Rambler sales over last year.

Before presenting our new Rambler crusade, let me review some highlights of the first one.

In the dark hours when our company was not expected to survive, we forged our basic Rambler concepts. At that time, U.S. cars were too big, too powerful, too expensive, too outdated in their basic engineering. To stimulate car buying, car manufacturers made excessive use of superficial styling changes, or planned obsolescence. These changes were not giving car buyers the most for their money. Therefore, we developed the compact, economical, modernly engineered Rambler models—a challenge to the product thinking of our huge competitors.

CONSUMER BENEFITS FROM LOWER PRICES

Because of low volume, our first Rambler Americans were priced about with Chevrolet and Ford, traditionally "lowest priced."

As our output and economies increased, we shared the resulting economic advantages with Rambler customers. Despite inflation, we kept our prices low. We also concentrated on durability and quality. By continuing to do this, we are today producing Rambler Americans that are superior to Chevrolet and Ford in modern engineering and as sensible units of transportation. Too, Rambler excels in

trouble-free operation, as shown by trade surveys made by others. Furthermore, Rambler Americans now sell for \$416 to \$597 less than corresponding Chevrolet and Ford models. What has this done? It has increased our sales—made us a vigorous new competitive factor. All of our competitors have been compelled by Rambler's success to introduce compact cars. Their compact cars unquestionably are better buys than their big cars. This is because these manufacturers still haven't ap-

Prices for Rambler, Ford, and Chevrolet

Lowest Priced 2-Door Sedan 1951-1961

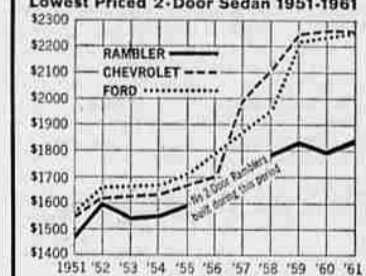


Chart based on manufacturers' suggested factory-delivered prices. Rambler prices for 1951, 1952 and 1953 adjusted, where necessary, to allow for differences in body style and standard equipment to keep comparisons comparable.

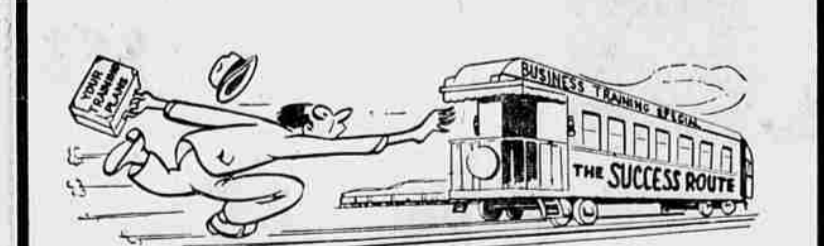
plied to the big cars the advanced engineering that has gone into their compacts and their compacts are more sensible and valuable units of transportation.

Despite these moves to meet Rambler competition, Rambler American models are now priced not only below competitive big cars but below the new economy compacts of the Big Three as well. See comparison below.

Top Quality—Lowest Price of All		
Lowest-Priced 2-Door Sedans	1961 Price	Rambler Saves You
Rambler American	\$1845	
Falcon	1912	\$67
Corvair	1920	75
Lark	1935	90
Valliant	1953	108
Comet	1998	153
Lancer	2007	162

In addition, Ramblers provide customers several exclusive trouble-free engineering advances such as the Rambler acidproof and rustproof Ceramic-Armored muffler and tailpipe.

There's Still Time to "Get Aboard"



We Have a Course and Plan of Study to meet Your Individual Needs

Ours is a school of personal service and we can help you, as we have helped others, to obtain the necessary training for a good position in business. Let us help you to plan a course and study program that will meet your individual needs.

YOU ARE INVITED to visit our school without obligating yourself in any way. Call or write us regarding the course in which you are interested.

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