



### Mrs. Colby Speaks At Peace Meeting

"The truth about survival is that there is none," Mrs. Ruth Gage Colby declared, addressing the Northwest Peace Conference, recently held at Portland State college.

### Higher Bond Limit For Education Urged

Salem (UPI)—The education subcommittee of Ways and Means decided Wednesday to recommend a bill to let the higher education system increase its bond limit for self-liquidating buildings from \$42 to \$62 million.

### Gingham Gay



Delight a bride, hostess or brighten your kitchen with color-lively linens.

Gingham-gay-look in cross-stitch with lazy-daisy contrast. Put on towels, cloth, curtains. Pattern 7222: six 4 1/2 x 10-inch motifs; directions.

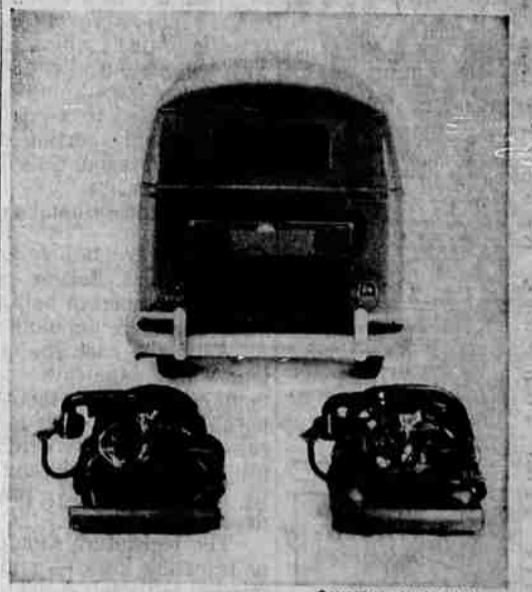
### Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a woman's editor, and two writers. Each article is a summary of an actual case history.

Mrs. A.C. - He reads at the table, so the children want to do the same. Mr. A.C. - I have no other time to get through my paper and magazines.

### Newspaper Stand Theft Being Investigated

The theft of three newspaper stands from in front of the Bamboo Terrace, 27 South Central ave., early yesterday is being investigated by Medford city police.



### Our '63 truck has two (2) engines.

This year you can choose between two engines when you buy a VW Truck. The one on the left is our standard model. The one on the right is our new optional engine.

### REFLECTED IN INDUSTRY

An educated guess has it that the cultural explosion in this country has effected only about 36 million of the United States population of 180 million. This is reflected in the television industry.

### III—The Boom in Culture

### Boredom With Culture by Most People Not News to Radio and Television Industry

Washington (UPI)—When the American cultural explosion occurred, it did not mean that 180 million persons suddenly became fascinated with the arts. There is no accurate measuring rod, but expert opinion is that 80 per cent of our population today is bored with culture and that the explosion has affected only about 36 million of us.

### long accused of producing low-brow programs for the rest of us.

Here Mr. and Mrs. Don Phelan of Farmingdale, N.Y., who use TV to keep their family informed, watch one of the 1960 Nixon-Kennedy debates. (UPI)

### Reports on Attitudes

This argument has been going on for years and the end is not in sight. But Prof. Gary A. Steiner of the University of Chicago has just published a book that sheds much light on what the American people think about television.

### only 12 per cent of the television owners.

Variety, trade paper of the entertainment field, recently published the Nielsen ratings for the 15 most popular television programs in the two weeks ending Feb. 24. The leader is "The Beverly Hillbillies," a series about rural characters who strike it rich, move to California and try to persuade their high-brow neighbors to drop in for a meal of hog jowl and sorghum.

### Next: The cultural artist and his problems.

### Your Money's Worth

By SYLVIA PORTER Copyright, Hall Syndicate, Inc.

### ADVERTISING BLASTS BACK

In its first recommendations since its creation in 1962, the President's Consumer Advisory Council last month urged federal legislation to stiffen controls over packaging, labeling and the disclosure of interest charges on installment loans.

### Chelmsford, England

Queen Elizabeth carried on the centuries-old tradition of distributing royal maundy money to the aged Thursday. The royal alms, given each Monday and Thursday, went to 37 men and 37 women—the number equal to the queen's age on her next birthday.

### O&C Delegation To Visit Capital

Portland (UPI)—A four-man delegation from Oregon's 18 O & C counties will go to Washington, D.C., next month to discuss threatened changes in timber revenue allotment.

### Delegates decided not to try to change a decision that cut \$540,000 from the Bureau of Land Management Budget for administering O & C lands.

### Under Surveillance

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Advertisement for GE Portable Plus Stereo. Features include: Drop-down changer, balanced sound system, scuff-proof, washable vinyl, 4-speed automatic changer, automatic shut-off, plays both stereo and monaural, dual stereo amplifier, 2 Dynapower speakers. Price: \$96.88. Location: 115 East Main—Medford and 115 East Main—Ashland. HAPCO. Terms of Course!

### Our gross national product may reach \$1 trillion by 1970.

We must have the consumption to match the production and in order to achieve that we must sell. Increasingly, advertising is the only contact a manufacturer has with a consumer who buys his cigarettes in a machine, his groceries at a supermarket. How can any manufacturer talk to them except through his advertising?

### Porter: Can advertising continue to grow at today's pace?

Porter: It will have to grow faster. We're now pouring two million more people every year into the labor force on top of those currently unemployed. To employ these people, we'll have to stimulate consumption.

### Porter: What's your view of the quality of advertising today?

Porter: I'm as proud of the bulk of it as lawyers are of the bulk of law practice or physicians are of medicines. There are quacks, of course, there always will be, but on the whole advertising is doing a great job.

### Unfortunately, if you were to ask the average person what the advertising man thought of him he probably would say, "He thinks I'm stupid."

Actually, I don't think advertisers are shooting at a 12-year-old level, but there is too much repetition of TV commercials in an effort to justify the original cost. People leave a movie when they say "this is where we came in," but with TV commercials, they have to say it 35 times. I don't know the answer to this. It all comes down to an economic question: you have to spend the money to get a good commercial in the first place, and then to amortize the cost you have to keep using the commercial over and over. My fear is not that people will be mad at advertising or march to Washington but that they'll fall asleep—not like it or look at it. That would be the worst thing that could happen.

### Porter: What's your reaction to the stepped-up drives to protect the consumer?

Porter: What we really need in Washington is a Cabinet level department to protect the manufacturer from the consumer! The consumer is not nearly as defenseless as committees may dream. She may be a sweetheart to her husband and a loving mother to her children, but she's a tough shopper in the marketplace.

### If she buys a certain product it is only because she hasn't yet found one that she likes better.

And she she thinks she is being cheated. No manufacturer in his right mind would even think of cheating her, for her vengeance would be swift and sure.

### Since she averages only 20 minutes in a store and has some 5,000 items to contend with, or 250 a minute, it seems unlikely that the consumer is going to compare cost per ounce even if such information were required to be printed in type bigger than the package.

Porter: You're not concerned about more government regulation? Brower: I don't have any great worry about it and a certain amount of government regulation is necessary. However, I do wish the government would decide whether it wants to put its foot on the accelerator or the brake where business is concerned.

### We undersigned American citizens support President Kennedy's call for a nuclear test-ban agreement as being in the national interest of the United States as well as to the benefit of all humanity.

We deplore the missed opportunities which have prevented an earlier agreement. We recognize that no agreement is risk proof. However, on weighing the risks, continued unlimited testing and an unrestricted arms race are greater risks than a treaty with assurances of the kind being sought by our negotiators.

### An Easter Appeal

- A test-ban treaty would appreciably lessen the dangers of the arms race in that it would slow the development of nuclear weapons.
A test-ban treaty would slow the diffusion of nuclear weapons to countries which do not now possess them.
A test-ban treaty would be a harbinger for greater steps in disarmament because it would give the nuclear nations increased confidence in each other, and experience with inspection measures.
A test-ban treaty would eliminate the danger of new radioactive fallout from atmospheric weapons tests.

### We call upon President Kennedy and his administration to persist in their efforts to negotiate an effective test-ban treaty with the Soviet Union.

Table with columns for NAME and ADDRESS. Lists names of undersigned citizens such as Dr. John C. Bennett, Rev. Harry E. Fosdick, Dr. David R. Inglis, etc.

### Add your name and ask your friends to sign this Appeal. Mail to President John F. Kennedy, The White House, Washington 25, D.C., as soon as possible.

Jackson County Chapter—Oregon United Nations Assn.