

Capitol Memo

By Zan Stark



Welfare, Education Matters Pressing

SALEM (UPI)—While legislators are wrestling with the question of whether the present state fiscal crisis should lead to temporary or permanent budget reductions, the blunt fact is that most cuts must be temporary. Unless the state's population can be frozen—and at its present ages—there is no way to avoid bigger state budgets in the future.

Oregonians are going to have to decide what they want to do with welfare and education. And until the people make this decision, the legislature will be groping in the dark.

The voters balked at the \$60 million tax increase. As a result, many state services are being cut.

But the inescapable fact is that a lot of the problems are simply being put off for a year or so.

It is welfare and education that are skyrocketing the cost of government.

A review of appropriations for the past four bienniums illustrates the point. The figures listed are for the budgets adopted by the 1957, 1959, 1961 and 1963 legislatures—and the 1963 totals are the ones established before legislatures—and the 1963 totals are the ones established before the Oct. 15 tax referendum.

The total general fund appropriations:

1947—\$277.3 million.
1959—\$318.7 million.
1961—\$366.2 million.
1963—\$404.2 million.

That's an increase of \$126.9 million in four bienniums.

Now let's look at just three of the agency budget totals:

Public Welfare Commission appropriations:

1957—\$3.1 million.
1959—\$38 million.
1961—\$41.5 million.
1963—\$41.9 million; an increase of \$8.8 million since 1957.

Basic School support appropriations:

1957—\$96.1 million.
1959—\$107.6 million.
1961—\$127.2 million.
1963—\$141 million; up \$44.9 million since 1957.

Board of Higher Education appropriations:

1957—\$39.9 million.
1959—\$47.9 million.
1961—\$54 million.
1963—\$80 million; up \$40.1 million since 1957.

Add these three increases and you come within \$33.1 million of the total budget increases over the past seven years.

Now throw in support for community colleges—which did not even exist back in 1957—then add \$10 million for capital construction, mostly for education, and you find the cost of the rest of state government went up only about \$20 million.

Cost of living pay increases for state employees account for much of that increase.

So Oregon voters are going to have to face up to the real problem.

That is, what do they want to do about welfare and education?

Collectors Trade Auto License Plates

BYFIELD, Mass. (UPI)—The swapping of auto license plates is a popular fad hereabouts.

Members of the Auto License Plate Collectors Association collect the plates that are discarded at the end of the registration year. At a recent meeting, club members came from as far away as Maryland to show some of their prize plates and to make swaps to fill gaps in their collections of the old, the new and the unusual.

Religion in America

Jackie Robinson Unanimously Elected by United Church Men

By ROBERT M. ANDREWS
United Press International
Jackie Robinson, the first Negro to play major league baseball, has just been named president of United Church Men, a central department of the National Council of Churches.

Now a vice president of a New York restaurant chain, Robinson will head the work of a nationwide organization that coordinates the men's activities of 10 million Protestant and Orthodox laymen.
Robinson was elected unani-

mously by the organization's board of managers at Indianapolis, Ind. He will serve for three years, starting Jan. 1, in the unpaid position.
Robinson is a member of the United Church of Christ, which gave him its 1963 churchmanship award. The denomination's general synod cited his "Christian commitment of time, energy and skill in the struggle for social justice."

So far this year, the church's Board of American Missions has voted \$9 million in such loans for 450 mission congregations.
The Rev. Dr. Donald L. Houser, the board's executive secretary, reported that new Lutheran missions "seem to be growing faster and organizing soon."

He also noted a record number of missions are being closed because of such unexpected changes as withdrawal of community industries.

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Food Merchants Working Hard To Attract Housewives

NEW YORK (UPI)—Ways to seize the attention of that key person, the shopping housewife, who is one of the most important figures in the consumer economy, occupy much of the food merchant's time today.

Top representatives of the multi-billion dollar food business, gathered here for the 55th annual convention of the Grocery Manufacturers of America, freely admit the fierce competition that goes on for her dollar. They recognize that it is not spent idly.

"The young housewife, who having small children cannot do anything but housekeeping and child rearing, often becomes an expert shopper," Dr. George Katona, program director of the Institute for Social Research, University of Michigan, Ann Arbor, recently told a meeting here of the American Association of Advertising Agencies.

Katona also said that there must be constant research on consumers' thinking and feeling and on changes in consumers' tastes. This can be time-consuming, expensive—and profitable.

H. R. Warren Jr., vice president of marketing for Stokely-Van Camp, Indianapolis-based food concern which does a gross of \$200 million a year, tells one story which illustrates the work that may be connected with the housewife-oriented market research.

His company traditionally had used a white label on its canned products. Seven years ago, in 1956, Warren decided to do some testing with a change of label. The first tests, he said, were "awful" but he persevered, and within a year was embarked upon a campaign to enlist the aid of the housewife in making the choice in color labeling.

For the next six years, the campaign went on; Warren said it will cost a million dollars by the time all the results are in, although he is convinced of its success.

Four consumer panels of 1,000 women, each in a different section of the country and representing different income levels, were tested on their reactions to thousands of new labeling techniques.

A tachistoscope, a standard testing instrument, flashed colors and other eye-catching devices on a screen at timed intervals; it was found that the eye—the housewife's eye—could comprehend the basic elements of a label in a fifth of a second.

The same shoppers were also presented with a product name

and a vignette, or picture, of the food within the can and asked to match it up with their choice of colors from a "color selector."

"We couldn't believe our eyes," said Warren. "The thing surprised even the color 'experts.' Overwhelmingly, women chose green labels for green vegetables, red labels for red ones; for the light colored things, potatoes, pears, etc. Over-all, the choices came out for two reds, two blues, two greens and two golds.

Then the labels were tested, first in Evansville, Ind., in 1961, later in a number of Texas cities. Careful track was kept of how goods moved off the shelves. For the first eight months, the color labels were 10 per cent ahead of the white in sales—but further, Warren said, not only his own firm's brand but others on the shelves "moved" better.

"Some of the sales improvement figures were so big in some areas that we almost hesitated to use them," Warren said.

The church of the future may be seriously weakened if it doesn't give its hard-pressed ministerial students more time to think, a high Methodist official believes.

Dr. John O. Gross, general secretary of the Methodist Church's division of higher education, writes in the current issue of Christian Advocate that many seminarians today not only are students but husbands and pastors at the same time.

The result is that today's seminarian hasn't time for the reflection, wide reading and sound scholarship required to prepare for the ministry, and often falls into the habit of just "getting by."

Dr. Gross suggests that seminarians not require students to fill pulpits, now that half of them are married.

The Lutheran Church in America recently approved \$3,953,000 more in construction loans for mission congregations in 26 states, Puerto Rico and six Canadian provinces.

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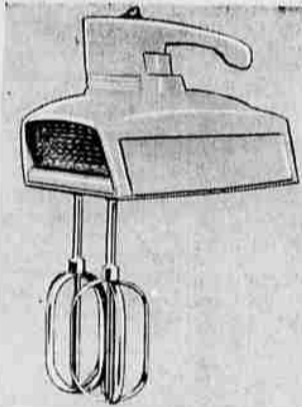
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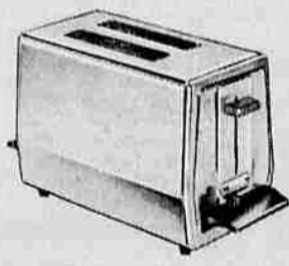
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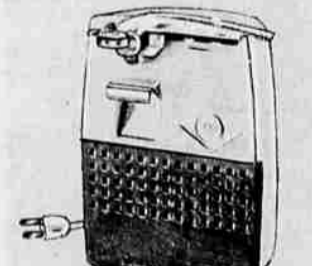
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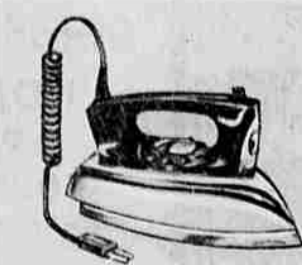
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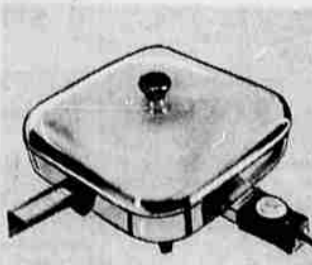
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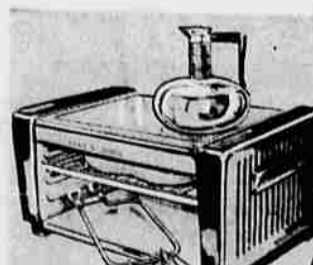
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