

Editorial Page

Flash Warning Signals

The weekly Oregon Voter points up in its biennial Tax Review edition that Oregon pays well over a third of personal income in direct levies for government. It also warns that this is a situation that must be watched closely because it indicates more services are being offered than the people of the state can afford to pay.

These include police protection, highways and traffic safety, prisons, hospitals, care of the mentally disturbed, the criminally insane, public welfare, higher education facilities, regulations protecting the public against excesses of the trades and professions, fraudulent schemes to attract investors, maintaining a watchful eye on insurance companies and banks, assistance in case of disaster, or war, and numerous other services.

These, points out the Oregon Voter, are not to be confused with local government services given by counties, cities and service districts (like fire, water and sewer, etc.) which provide fire and police protection, sewage systems, parks, streets, local traffic regulations, zoning to protect real estate investors, building restrictions, welfare facilities, elementary and secondary education.

People must realize that much of government service is an administrative responsibility of those elected to operate local and state government. Some, however, are voted by the people who desire specific services but often do not provide the money to carry on these services. The only recourse has been new taxes.

It must be remembered too, that since government has nothing to give the people except what it first gets from the people, we have taxes.

"In Oregon, property taxes are high to the point of hurting; income taxes in Oregon are still among the highest levied by all states.

"This is why there is a growing acceptance for a sales tax which reaches practically all of the people, or for a small net receipts tax on all earned income which would be a tax after the cost of earning the income has been deducted; or a gross income tax on all individuals and business that would be levied before the cost of

producing that income is deducted or a profit taken."

All of the foregoing is considered without reference to federal income tax and excise tax which actually take more than state income and property taxes.

It is interesting to note that personal income earned by Oregon residents in 1963 will total about \$4.6 billion; that the federal government will take about \$644 million out of the state in income taxes; that the state government takes about \$100 million a year in personal income taxes and more than \$21 million in excise taxes and that over \$1 billion is used to make up the dedicated funds for special services. Local government units—counties, cities, schools and service districts will this year receive more than \$240 million in local property taxes.

What it all amounts to is that of Oregon's \$4.6 billion of personal income, according to the Oregon Voter, \$1,723,000,000 goes for taxes or about 37.3 per cent.

The figures show that in 1946 Oregon Income Taxes were \$22,867,942. In 1963 they are \$121,834,826.

Corporation Excise Taxes have risen from \$17,016,962 in 1950 to \$21,896,909 in 1963.

Individual Income Taxes have experienced a boost from \$29,459,533 in 1950 to \$99,937,917 in 1963.

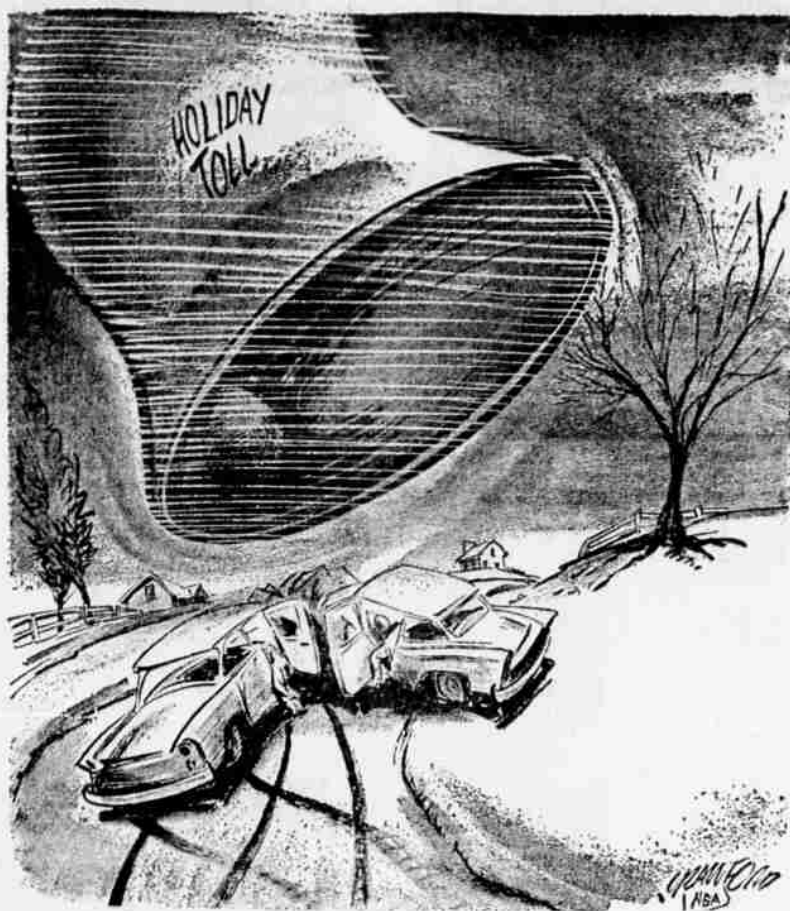
This is somewhat reflected in state aid to public schools. In 1933 schools received \$3,933,109. In 1963 the figure is \$130,125,568. The school population has grown from 265,500 in 1940 to 565,885 in 1962. The cost per pupil certainly has climbed!

There's one heartening thing about all of this:

Taxes in Klamath County for this year have shown an 8.5 per cent decrease and the per capita property tax \$104 is one of the lowest in the state. Only Josephine (\$89) and Morrow (\$92) are less. At the same time school levies have decreased \$462,618 from the total of 1961-62.

Statistics and figures can be confusing but they all add up to what the Oregon Voter notes: Taxes are rising steadily and the warning signals are flashing.

Ask Not for Whom the Bell Tolls



EDSON IN WASHINGTON . . .

Vocational Program To Cut Unemployment



By PETER EDSON
Washington Enterprise Assn.
WASHINGTON (NEA) — New vocational education legislation approved by both Senate and House will greatly expand America's job-training efforts to hold down unemployment.

Final approval this late in the congressional session raises some doubts that supplemental appropriations can be passed to start the new programs immediately.

Also, it will take the states some time to plan expansion of their vocational training systems so as to qualify for \$731 million or more in new grants which the federal government will offer on a matching fund basis over the next four years.

The full impact won't be felt before the 1964-65 school year.

The expanded vocational education program is aimed primarily at training many of the 26 million youngsters expected to enter the labor market during the 1960s. It also aims to keep them from becoming school dropouts and joining the ranks of the unskilled unemployed.

There are now an estimated 3,000 to 4,000 vocational schools offering varied courses under state and local public school system supervision. This year they have an enrollment of approximately four million students.

This is about seven per cent of total secondary school enrollment. About half of these vocational students are adult workers updating their training to take better jobs. The other half are full-time secondary school students preparing for their first job.

State and local governments now overmatch by \$4.50 to \$1 federal contributions of \$5.70 million to vocational education programs authorized by existing legislation.

At the end of the fourth year for which the new programs are being authorized, it is expected that the financing and the number of students will more than double. The number of schools may not double, as the trend

is toward larger, consolidated training schools.

Expansion is expected in all of these areas:

—The 15 to 19-year-old students in high schools.

—Courses for students of less than average ability who might become dropouts if not given vocational training.

—High school graduates and dropouts age 19 to 23.

—Unemployed workers not qualified for training under the Manpower Development programs to teach new skills.

—Evening classes for the unemployed to raise skills.

—Vocational colleges in junior and community colleges.

—Technical schools for metropolitan slum areas.

—Industrial education centers tied in with state development plans like those in North and South Carolina.

For the first time, authorization would be given to build and operate vocational centers where students from underdeveloped areas, needing close personal supervision, can be trained in residence, in short, vocational boarding schools.

The legislation will permit transfer of federal funds from one of these programs to another to meet different labor market demands in states with different economies.

There is no apparent shortage of teachers to meet this expansion in vocational education, says Dr. Walter W. Arnold of the U.S. Office of Education.

Active recruiting has been going on in industry. Employers are cooperating in furnishing teachers.

Retired armed service technicians make excellent teachers. Older men leaving production like part-time work as teachers, and the states are training others.

While President Kennedy's 1961 Panel of Consultants on Vocational Education filed a comprehensive report on the subject a year ago, the idea to broaden U.S. programs in this field came from House Republicans this year. Their primary purpose was to close gaps in existing Manpower Training and Development Act programs.

IN WASHINGTON . . .

More Cuts For Military



By RALPH de TOLEDANO

At every turn, there are indications that the present Administration will continue to press for the steady reduction of U.S. military power. The Strategic Air Command has already been marked for the scrap heap, the Navy's Polaris attack carrier strength is being whittled down, and now a substantial number of military installations are being closed down.

None of this has come about with the agreement of the Air Force, the Navy, or the Army. Men trained in the strategy and logistics of modern warfare are being ignored or told to stand in the corner. The Intelligence community is also being given the brush-off by those bright young academics known as the "whiz kids."

For years, U.S. military experts have known that the Soviet Union has some 150 divisions. Though only 60 of them are full strength, there is enough trained manpower and cadre to put the entire Red Army into the field within 30 days. Against this, the U.S. has 16 divisions.

The new team at the Pentagon—new, that is, since 1961—brushes all of this aside. They now claim that whereas the so-called "division slice" of the Soviet army is 14,000 men, the U.S. "division slice" comes to about 30,000 men. They say that Soviet mobilization will take six months.

Where our generals, basing their estimates on solid intelligence, have always said that a Soviet division matches up fairly evenly with a U.S. division, with ours somewhat weaker in fire power, the "whiz kids" argue that any U.S. soldier can lick two Russians. In other words, the ratio of strength in comparing the divisions of the U.S. and the Soviet Union is 1:2.

What is happening, therefore, is that the civilian team is trimming our military might to fit its new theories. The three service secretaries, following the bidding of Mr. McNamara and his whizzers, are committed to the position that a substantially reduced military capability will not endanger America's defensive posture.

It should be noted here that the balance between East and West can be reckoned only by comparing NATO and the Warsaw Pact powers. The NATO alliance has 96 divisions. The Communist bloc has 175 divisions. The Soviets show no sign of demobilizing. But the NATO nations are following our military lead and Secretary McNamara has predicted a "decline" in the U.S. defense budget.

There is no concern among

Pentagon civilians over this method of defense via statistics. The computer to them is mightier than the sword — so they have equalized U.S. and Soviet ground forces by simply eliminating some 115 Red Army divisions from their tally. And they argue that a Communist bloc with only 60 divisions cannot stand up to our conventional forces or ever attack the West.

This is a reassuring thought if it is true that 115 Red Army divisions have suddenly been plowed under by Nikita Khrushchev. It is a nightmare if the "whiz kids" have made a statistical miscalculation. The entire U.S. defense strategy is being reshaped to fit the McNamara thesis — and if he is wrong the United States can find itself fatally feeble when next Comrade Khrushchev goes adventuring.

Beyond this danger—and the damage to military morale which stems from Mr. McNamara's cavalier treatment of the Joint Chiefs — there is an equally serious diplomatic danger. The other members of the NATO alliance have their own Intelligence services. Even though they would like to spend less on arms, they know that the "whiz kids" are woefully wrong.

STRICTLY PERSONAL.

By SYDNEY J. HARRIS



A highly successful advertising man, in his recent autobiography, remarks that the two words attracting the most attention and the biggest pull in any advertisement are "Free!" and "New!"

I see no reason to doubt his statement, which is based on long and profitable experience. What interests me, however, is that these are not necessarily the most potent words for advertising in other countries and different cultures. What we think of as "human nature" is often a matter of longitude and latitude.

When a famous American gun company, for instance, advertises its chewing gum in England, the ads (which I have seen) take an entirely different tack from those in America. They appeal to British decorum, good taste, and the deeply-rooted fear of giving offense. "Refreshing" may be the word to American chews, but "respectable" is the keynote of the British campaign.

Likewise, when an American razor company displayed its product shaving the fuzz off a peach to German consumers, it was greeted with a mixture of laughter, derision and puzzlement. The literal Germans simply never have the slightest desire to shave the fuzz off a peach.

"New" may be the operative word in American advertising, but most European nations still prefer the old, the trustworthy, the reliable, and look upon highly-touted innovations with great dubiety. They want to know whether a product will do its job well for a long time, not whether it was given birth yesterday by some feverish brain surger for fast returns.

Incidentally, the best advertising campaign in America in the last 10 years, for the Volkswagen automobile, shrewdly adapted these European standards to American needs, and

indicated that even in our own country many people are less beguiled by novelty and chrome than by rugged honesty, dependability, and common sense.

I also have some lingering doubts about the piling of words "Free!" in so many ads. My 8-year-old boy will tear out any such coupon and send it away, and I suspect that millions like him do the same—which gives the advertiser a good statistical record, but the purchasing power of 8-year-olds is scarcely overwhelming.

On balance, however, there is no question that "Free!" and "New!" have done their work well in the recent past. As a nation, we are prone to take delight in novelty for its own sake, and we still retain a naive faith in something for nothing. But in the long run, we must ask whether these appeals to greed and curiosity do not defeat themselves.



WASHINGTON REPORT . . .

Ban-The-Bomb Buff Visits President



By FULTON LEWIS JR.
WASHINGTON—A controversial ban-the-bomb buff won a private audience with President Lyndon Johnson the other day, much to the consternation of Pentagon top brass.

He is Seymour Melman, a 45-year-old Columbia professor, brought to the White House by James Farmer, head of the Congress of Racial Equality.

Melman talked defense with Johnson and four top-ranking aides, but White House spokesmen will not reveal details of the conversation.

Melman's record is found in Congressional files. He has been active in the National Committee for a Sane Nuclear Policy. According to the far left National Guardian, Melman journeyed to Oslo, Norway for a ban-the-bomb conference in 1961.

The Columbia professor has publicly called for a 26 billion dollar cut in the annual defense budget. Pentagon generals say this would guarantee Communist victory in the arms race and would put this country at

the mercy of Soviet button-pushers.

Melman has been critical of U.S. diplomatic support for anti-Communist allies throughout the world. In October, 1958, he joined other leftist intellectuals to issue a call for an "entirely new foreign policy."

The National Guardian quoted Melman as saying that U.S. policy toward Nationalist China and Lebanon, both anti-Communist states, must be altered. A committee of Congress has classified the National Guardian as "a virtual official propaganda arm of Soviet Russia."

In April of 1962, Melman signed an appeal for clemency for Julius and Ethel Rosenberg, the North Carolina Communist leader who had been convicted of violating the Smith Act. Scates was subsequently freed by President Kennedy.

A Christmas present for backers of Senator Barry Goldwater:

Mr. Conservative will soon announce his candidacy for the Presidency. Intimates say Goldwater has made up his mind to challenge President Lyndon Johnson for the nation's highest office.

He has not yet decided on the date. Some advisers have urged him to announce Dec. 29; others have advised a January date.

Several factors have reportedly convinced Goldwater to make the race. He feels President Johnson is pushing hard the accommodationist policies of the Kennedy Administration.

He thinks the Johnson "image" will shift soon from moderate Westerner to liberal ideologist. He thinks Johnson will antagonize conservatives and moderates alike when he cracks the legislative whip next year.

Goldwater feels he cannot let down his backers. He feels confident, too, of victory in the New Hampshire primary. He thinks he can go to San Francisco with a substantial number of delegates and profoundly influence the Republican posture.

Even if he does not get the nomination, Goldwater is said to believe he has enough clout to help him out.

WILLIAM S. WHITE . . .

No White House Prisoner



By WILLIAM S. WHITE

WASHINGTON — One of the most difficult decisions he has made is in back of President Johnson's arrangement to meet Ludwig Erhard, the West German chancellor, after Christmas in his ranch home in Texas rather than here in Washington.

In a sentence, the decision, as the President has privately put it, is this: "I cannot and I will not become a prisoner of the White House."

Every time Mr. Johnson has left the total but at times

somewhat cloying security of the great mansion here there has been a flow of anxious messages from all over the country: "Don't let the President take any chances."

"Please, Mr. President, just stay in the White House," and so on.

Shock from the assassination of President Kennedy is still fresh in the nation's memory. Concern about Mr. Johnson's air travel in winter weather is another factor. So, too, is the circumstance that there is now no Vice President, though the President has brought fully into all high national affairs the man who by law is next in line of succession, Speaker of the House John W. McCormack of Massachusetts.

Mr. Johnson understands, sympathizes with and appreciates public concern for his safety, and he will take all proper precautions suggested by the secret service. He feels, however, that no President can expect the country to come to him in all circumstances; that at times he must go out to the country, as at times he must visit with people outside Washington to discharge fully his responsibilities.

President Kennedy took a similar attitude, as did both Presidents Truman and Eisenhower. And with special reference to the Texas visit of Chancellor Erhard there was yet another strong consideration. This was that Mr. Johnson as Vice President had notably entertained—and most usefully negotiated with—Mr. Erhard's predecessor, Chancellor Konrad Adenauer, at the ranch.

The Germans made it clear some time ago that Mr. Erhard would be most appreciative of an opportunity to meet President Johnson at the same place and in the same relaxed and intimate atmosphere — an

atmosphere never quite attainable, given the best effort in the world, in state visits to the White House itself.

Too, there is the fact that Mr. Johnson loves the old wood and limestone ranch house—built in his grandfather's time, and at length restored by the President himself—as he loves no other place.

In the area, cousins, sisters, other relatives, abound. And these and old neighbors—ranchers, wranglers, foremen, local laboring men and businessmen and bankers — the President has always visited at or near Christmas time when he could. Too, there is a special companion, Judge A. W. Moursund, with whom the President likes to get in at least one deer hunt a year.

The LBJ Ranch is what Hyde Park was to Franklin Roosevelt, what Independence, Mo., was to Harry Truman. It is home. And it permits President Johnson a freedom of movement — rides through the mesquite on a bay horse, walks alone through the hills along the Pedernales River—which do a good deal to restore his spirit and to ease, not the work itself, which always continues at the ranch about as here, but the pressure of the work.

Finally and fundamentally and beyond all this, however, Mr. Johnson simply feels that he cannot do all that he must do if he is to restrict himself unduly to the confined locale of the White House itself.

He is deeply aware that a vast country lies out beyond the White House, beyond Washington, beyond the Eastern Seaboard. And he wishes—and fully intends—to keep in touch with it all, never in travel for travel's sake but in communication for the sake of sensing national rhythms and national hopes and

QUESTIONS AND ANSWERS

Q—What is the most southerly U.S. national forest?

A—Ocala National Forest, also known as "Big Scrub," in north-central Florida.