

# OREGON TODAY

By Don Willner

Every poll of Oregon legislators shows that they consider tax reform to be the number one issue before the session. For years differing plans have been proposed to reduce property taxes by transferring the cost of local schools to some other form of taxation.

Governor McCall is now placing all of his very considerable prestige on the line in support of his own specific proposal. He calls for taking most of the cost of schools away from the local property tax by a plan which includes the following:

1. A state-wide property tax with a one-percent limitation;
2. A three-percent business tax on profits with small business exemption;
3. An increase in state personal income taxes;
4. A limitation on the federal tax deduction;
5. The elimination of the inventory tax;
6. Giving local districts continuing responsibility for capital outlay, transportation and program improvement.

This would allow the state to provide \$900 per student to each of the school districts in the state, plus some additional funding for small isolated schools. Such a program of equalizing school costs may not only be a desirable goal, it may be required by recent court cases in other states which say that students should not be deprived of a good education because they live in a poor district.

There is far too much "slo-

Most people recognize that taxes have to be paid. A reworking of our state tax structure is long overdue, but unless the people believe that this new McCall proposal has basic fairness, it will have no more success than all of the tax programs that have gone before.

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At this meeting, the officers elected at the December meeting assumed their official duties. The officers for 1973 are: President - Mrs. Jess Baker; Vice-president - Mrs. Russell Platz, both of Ontario; Recording Secretary, Mrs. George Saito, Nyssa; Corresponding Secretary, Mrs. Dale Campbell, Treasurer - Mrs. Rudolf Broderson, both of Payette. The Board of Directors are Mrs. Dale Whittle, Payette, 3 years; Mrs. Joann Osburn, Weiser, 2 years; and George Tiger, Ontario, 1 year.

## HANDICAPPED HOLD MEET

Mrs. Sarolta Nagy, classroom consultant, Oregon Division Mental Health, Community Mental Retardation Services, from Salem, was guest speaker at the January meeting of the Treasure Valley Association for Handicapped and Retarded Children, Inc., which met recently in Ontario. She began her talk on "Behavior Management at Home" by defining behavior as action to the world around us and each of us responds differently. Mrs. Nagy completed her presentation with a question and answer session.

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## U of O Invites High School Students For Preview

High school senior and future community college transfer students are invited to the University of Oregon Saturday, February 10, for a full day of previewing the campus. Visitors will learn about academic offerings, and be briefed on such things as campus housing, opportunities for financial aid, the numerous activities of student government, and the many opportunities for special interests.

The morning, starting at 9:30 a.m., will be devoted to Special Interest Meetings. Each session will be 30 minutes long, so that visitors will have the opportunity to attend more than one session. These include music, drama, publications, sports (both varsity and club), and the broad range of activities of the Outdoor Program, etc.

Academic Interest Sessions will be held in the afternoon from 1:15 to 3:30 p.m. Visitors may attend two of these sessions which include all of the academic areas of the Uni-

versity, from anthropology to general arts and letters and speech.

The late afternoon may be spent in touring the campus, visiting the Museum of Art, the University Library, or inspecting the various types of housing available.

Students who plan to attend the U of O Preview should register as soon as possible so that their particular interest may be accommodated.

Parents are invited to accompany students to the University for the day. Special sessions have been planned for them. Parents, as well as students, must register for the U of O Preview.

Registration forms, including forms for parents, have been sent to individual students and in bulk mailing to high schools and community colleges, advises Vernon L. Barkhurst, director of admissions. Delay in the mail service may cause late delivery of the forms, he said.



"An ounce of prevention costs what a pound of cure cost a decade ago."—Lee R. Call, Star Valley (Wyo.) Independent.

"Few people are fast enough to keep up with their good intentions."—Herman Gross, Tri-County (Mo.) News.



PROPOSING TOAST TO FAVORITE DRINK --milk--are new 1973 Oregon Dairy Princess Janice Waibel, right, of Hillsboro; and Malheur County Dairy Princess Terrilyn Chamberlain, of Nyssa. Miss Waibel, a brown-eyed

## FIGURINES OF NORMAN ROCKWELL ILLUSTRATIONS



The charm and spirit of illustrations by famous artist Norman Rockwell have been captured for the first time in delightful porcelain figurines by Gorham. Certain to please collectors, they recreate his illustrations from the Four Seasons series. Shown above is one of the four figurines by Gorham called "Spring-Adventurers Between Adventures."

## First National Bank Deposits Over \$2 Billion

First National Bank of Oregon reported increases in deposits, loans and earnings for the year 1972, according to Ralph J. Voss, chairman.

Highlight of the report was a year-end total deposit figure in excess of \$2 billion, a historic first for any Oregon banking institution.

Income before securities transactions was \$14,548,811, a quarter million increase over the 1971 record high of \$14,344,524. This amounted to \$2.74 per share compared to \$2.70 last year. Voss said. "Earnings for 1972 were restrained by substantial nonrecurring costs associated with the occupancy of the bank's new headquarters, coupled with the lag in tenants moving into leased space. Other contributing factors were the softened demand for commercial loans, and narrow rate spreads between interest on earning assets and interest paid on deposits and borrowed funds," Voss explained.

Total deposits at year-end were at a historic high of \$2,146,603,233 compared with \$1,915,348,069 on December 31, 1971, an increase of \$231,255,164 or 12 per cent. Demand deposits accelerated in the second quarter and continued

throughout the year. The results were attributed to the continued improvement of the Oregon economy, particularly in the forest products industry.

Total loans at year-end were \$1,290,988,591, up \$150,108,836 or 13 per cent from the \$1,140,879,755 reported on the last day of business last year. Commercial loan demand was modest in the first half of the year but increased somewhat in the second half with the growing confidence in economic conditions. However, commercial loan volume was less than anticipated, partly due to the substantial cash flow experienced by many corporate borrowers.

For the second successive year, real estate proved to be the strongest area of lending. A good housing market coupled with an aggressive attitude enabled First National to retain its position as Oregon's leading private real estate lender, Voss declared.

The Nyssa branch reported deposits of \$12,092,158 and loans of \$5,865,059 as of December 31. Comparable totals for the branch a year ago were \$9,906,363 in deposits and \$6,961,985 in loans.

## Oregon Fourth Graders To Meet Johnny Horizon

Children in all 4,200 fourth grade classrooms in Oregon and Washington will meet Johnny Horizon in March, as he invites them to help clean up America for its 200th birthday.

In cooperation with the State Departments of Public Instruction in Oregon and Washington, the Bureau of Land Management will distribute a Johnny Horizon classroom kit to each fourth grade class.

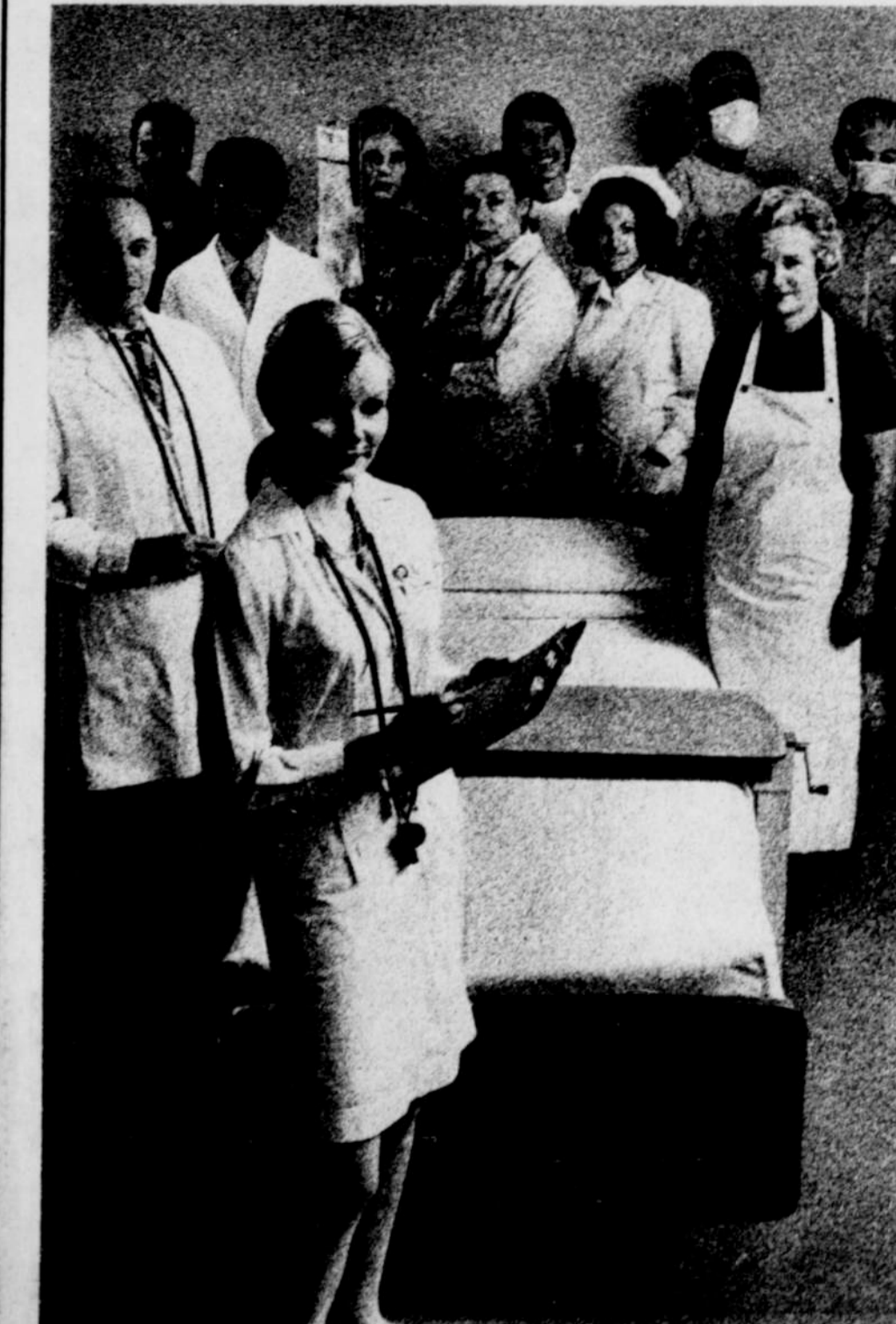
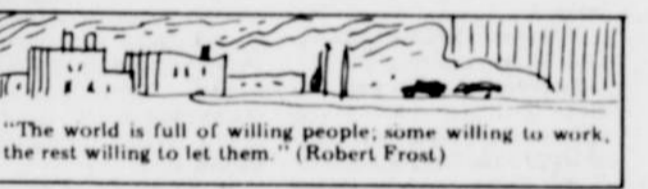
Johnny Horizon is a symbolic outdoorsman who is not only concerned with the environment, but who works to keep it livable.

The Johnny Horizon '76 program of the Department of the Interior offers the concerned citizen a unique challenge with its message, "Let's Clean up America for our 200th Birthday—then Keep it Clean!"

Every person can personally take part in the campaign to prevent litter, minimize pollution, use natural resources wisely, and practice resource recovery. Acting as an individual or as a member of a group, anyone can participate by volunteering to help Johnny Horizon tackle the immense job of cleaning up America.

Supported by an Act of Congress, Johnny Horizon '76 is an expansion of a program launched in 1968 by the Bureau of Land Management. Under the banner, "This Land is Your Land—Keep it Clean!" millions of helping hands volunteered to participate in trash cleanups on the public lands, parks, and recreation areas. Thousands of children were exposed to environmental education in the classroom for the first time, and the public was encouraged to prevent litter.

Johnny Horizon '76 is a nationwide, action-oriented environmental awareness program which gives full recognition to the emerging environmental ethic based on more thoughtful use of natural resources.



## How much does it cost to care for an empty hospital bed?

It costs about \$50,000 per bed to build a hospital in Oregon. But that's just the beginning. Many people and a vast amount of expensive equipment must be available day and night in case someone needs the bed. So maintaining or caring for a bed, whether it's empty or occupied, costs \$29,000 a year.

That's why it's important that there aren't too many beds—or too few beds—in any community. Too many beds raise the cost of health care unnecessarily. Too few beds can be disastrous. To prevent either possibility, voluntary Health Planning Associations in Oregon guide the planning for adequate health facilities, services, and manpower throughout the state.

In addition, they help coordinate emergency services. They look into health problems caused by the environment. They help eliminate duplication of expensive

facilities and equipment. They look to see if hospitals, mental health care services, public health clinics, and treatment centers are adequate. They plan for health care just as people in the community plan for schools—highways—urban development.

These organizations are set up throughout the state. There is one State Comprehensive Health Planning Authority. And there are 14 local Comprehensive Health Planning Associations which are dependent upon local financing in order to obtain matching federal funds.

Although the Comprehensive Health Planning Associations are staffed by professionals, consumers now have a voice in health planning in Oregon. In fact, 51 percent of the members of the boards must be non-professionals. These people, along with professionals, meet to review health care needs in Oregon.

How does Blue Cross of Oregon fit into this?

We feel that Comprehensive Health Planning is the most effective way to assure quality care and contain rising health care costs. So our staff members serve on Comprehensive Health Planning boards and committees. And we help these organizations financially.

We know that this investment will pay off for all the people we serve. After all, we can't honestly say we care for people unless we do everything we can to help them.

If you'd like to learn more about planning for health care in Oregon, just contact your local Comprehensive Health Planning Association or write to Blue Cross of Oregon for information.

Blue Cross of Oregon... we care for people.

