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**Potato men to finance advertising drive as Langlie vetoes commission
40 at Yakima meeting pledge to raise \$3,000**

Blocked by Gov. Arthur B. Langlie in their campaign for a state commission, Washington potato growers this week dug down in their pockets to finance an advertising program, something they had hoped a commission would do.

Langlie vetoed the state potato commission act Tuesday, after using his full-time limit in acting upon the measure after its passage by both houses of the legislature.

Forty-odd growers and shippers, members of the United Fresh Fruit and Vegetable Association, were meeting in Yakima on the day of the veto. All of them also were members of the Washington State Potato Growers Association, which had been organized a year ago to promote the commission idea.

That night they jointly pledged \$3,000 as their share of a national advertising fund for the fruit and vegetable association. The money will finance publication of pamphlets listing 127 ways of preparing potatoes for the table, according to Chris Bemis of the Association. The pamphlets will be distributed through local grocery stores and markets throughout the country. Cost of the national advertising campaign will total \$100,000, Bemis told the growers.

Maurice Balcom, Ellensburg potato dealer, is area director of the national association. State director is Carl Rhoades, manager of Associated Grocers in Seattle. Attending the Yakima meeting from Moses Lake were Karl I. Goodrich, George Schuster, Russell Smith, Russell Hansen, Howard Michaelis, William Adams, Otis Moyer and Larry Randall.

Directors of the state potato growers association, of which Goodrich is president, met Monday in Yakima. When news of Langlie's veto came, Goodrich commented:

"It's lamentable that we cannot embark on a program which has been tried and tested in other areas and which has proved to be highly successful. This was an attempt on the part of the farmers to do something for themselves. A large majority of the growers was in favor of the commission, and it's too bad our campaign was unsuccessful.

"It's going to be awfully hard to carry on the state association on the basis it has operated for the past year. Without the commission to look forward to, I for one don't feel I can contribute as much of my time to it as I have up to now, and I know other directors and officers of the association feel the same way. But we must keep the Association going, as we need a united front to deal with our many problems."

Gov. Arthur B. Langlie's statement accompanying his veto of the state potato commission bill:

While I am in complete accord with the objectives of this act, and feel there is much room for the promotion of Washington products in local and out of state markets, I cannot help but be concerned over the growing trend toward setting up a maze of state boards and commissions, each with independent powers and with mandatory assessment control over willing and unwilling participants.

This bill will utilize the legal enforcement machinery of the state and place it in the role of a tax collecting agency for a specific industry. While it is true that in the promotion of any state-wide enterprise, there are those who profit unduly through the efforts of aggressive and forward looking leaders, I do not feel it is the function of state government to legislate against civic delinquency.

Moreover, in this particular instance there is a decided difference of opinion as between districts of the state as to where the benefit of a trade promotion program would be derived and where the burden of payment would fall. Here again, I question the advisability of the state arbitrarily assuming the prerogative of assessing the penalties.

The state does have a definite obligation in the field of research to develop this and other industries, both in the field of markets and in improvement of products. In the area covered by this act, the department of agriculture has definite plans already underway to establish a division of markets and product research, which in those fields will do for this industry all that this bill contemplates.