

Initiative Measure No. 180

BALLOT TITLE

"AN ACT to legalize the manufacture, transportation, possession, sale, use and serving of yellow oleomargarine."

AN ACT Relating to yellow oleomargarine; removing the prohibitions against the manufacture, transportation, handling, possession, sale, use or serving thereof and repealing section 15.40.020, Revised Code of Washington.

Be it enacted by the People of the State of Washington:

SECTION 1. The purpose of this act is to legalize the manufacture, transportation, handling, possession, sale, use or serving of yellow oleomargarine. The term oleomargarine shall have the same meaning as given in Section 1, Chapter 13, Laws of 1949.

SEC. 2. Section 15.40.020, R.C.W., as derived from section 2 (a), Chapter 13, Laws of 1949 is hereby repealed.

STATE OF WASHINGTON—ss.

Filed in the office of the Secretary of State February 4, 1953.

EARL COE,
Secretary of State.

ARGUMENT FOR INITIATIVE MEASURE NO. 180

"I'M VOTING FOR INITIATIVE NO. 180
to give us **YELLOW MARGARINE** . . .

"Because I'm disgusted with the Washington Law which makes me do needless, time-wasting, and messy work every time I buy a pound of margarine. I buy margarine for my family because it is just as nutritious as butter and it enables me to save important food dollars every month. Purchasers of butter get their spread already colored. Why should I be discriminated against just because I buy margarine? Why should I be treated as a second class citizen? The women of 41 states can now buy their margarine yellow, and we shall have the opportunity to get that same right for ourselves by voting **FOR** Initiative No. 180."



That's exactly the way the overwhelming majority of the women of this State feel about the "horse and buggy law" which prevents us from buying the table spread of our choice in the yellow color which we prefer.

The butter interests, in their effort to continue the discrimination against the margarine consumers of our State, have attempted to mislead the public into thinking that if yellow margarine is legalized, there will be a skyrocketing of prices, there will be a wide spread fraud, and the dairy farmer will be ruined. These arguments were advanced in Oregon and in tens of other states where the ban on yellow margarine has been lifted in recent years, and in not one instance have these dire predictions come true.

PRICE:—If you want to know how much yellow margarine sells for, just inquire from a friend in Oregon. You'll learn that, brand for brand, yellow margarine costs less than white margarine in the "squeeze-bag," and 1¢ more than the "bowl mix" white product. The extra cent is for packaging the yellow product in quarter pound sticks.

FRAUD:—The Federal Law, which will apply throughout the State of Washington, provides for accurate, conspicuous labeling of yellow margarine and its full identification when served in restaurants.

DAIRY FARMERS:—Yellow margarine has not hurt the dairy farmers anywhere—not even in the great dairy states of Michigan and Ohio. In all the 41 yellow margarine states, the dairy farmers are as prosperous as they ever have been. In any event, butter is not significant to the Washington dairy farmer since only about 5¢ out of every dollar of dairy farm income is derived from butter. Furthermore, Washington ranks well down in the list of butter producing states. It is 18th.

WHY DO BUTTER INTERESTS OPPOSE YELLOW MARGARINE?:—Because they want to restrict competition. They figure that if you are forced to buy your margarine white, they will sell you more butter at higher prices.

A VOTE FOR INITIATIVE 180
IS A VOTE

FOR FREE ENTERPRISE — — —

FOR THE RIGHT OF THE HOUSE-
WIFE TO MAKE A FREE
CHOICE BETWEEN YELLOW
BUTTER AND YELLOW MAR-
GARINE.

A. L. RASMUSSEN,
Citizens' Committee to Legalize the
Sale of Colored Oleomargarine,
4031 Pacific Avenue
Tacoma 8, Washington

STATE OF WASHINGTON—ss.

Filed in the office of the Secretary of State July 21, 1952.

EARL COE,
Secretary of State.

ARGUMENT AGAINST INITIATIVE 180



Every housewife knows oleomargarine is not butter. Housewives in Washington State are entitled to get butter when they pay for it. Under 180 they could never be sure. The invitation to the fraudulent substitution of yellow oleo is too profitable for some people to resist.

Don't be fooled by the argument that the federal law will protect you against fraud. Oscar R. Ewing, Federal Security Administrator, reports that enforcement of the law is virtually at a stand-still because of inadequate appropriations. Dr. Paul B. Dunbar, former Federal Commissioner of Foods and Drugs, describes the complexity of enforcing this law. "In all fairness," he said, "we cannot prosecute the grocer if he has been victimized by an individual who has sold him the product as butter . . . it involves a very extensive collateral investigation."

All this adds up to the fact that there is widespread fraud in palming off yellow oleo as butter in the states where yellow oleo is permitted. In 1951 the Federal Food and Drug Administration was able to check oleo law compliance in only 4.8 per cent of the nation's public eating places.

YELLOW OLEO IS FALSE ECONOMY

Yellow oleo is a direct competitor of butter. It is an imitation product dressed up to look like the real thing. Dairy farmers believe that those who want oleo are entitled to have it, but they resent the unfair competition that hurts both consumers and dairy producers.

Furthermore, the so-called economy in the purchase of oleo is false economy. It is bound to backfire in the direction of fewer cows, higher fluid milk prices, and even shortages in beef and veal. The reason for this is that where surplus milk cannot be marketed as butter, farmers will reduce their herds. Reduced herds mean eventual scarcity of milk; higher prices.

This is already happening. Cow numbers, on a national basis, have been falling. The biggest decreases have been in states that are large butter producers.

180 WOULD HURT AN IMPORTANT INDUSTRY

Washington State's dairy industry employs 65,000 residents... Although not among the top butter states, its butter production is extremely important to the dairy farmers. It accounts for a substantial part of every dairy dollar—enough in many instances to mean the difference between profit and loss in a dairy operation.

To undermine the state's dairy industry would mean less employment. If Initiative 180 cuts dairy farmer income, it would mean reduced income for thousands of merchants; less tax money for the building and maintenance of roads, schools and other public services. It will affect everyone.

Oleo dollars leave the state. Washington farmers produce no cottonseed or soybean oil. Yellow oleo would increase the "take" of the oleo industry from the state. It would subject its consumers to fraudulent practices and the likelihood of higher dairy prices. It would hurt the dairy industry just as it has been hurt wherever the yellow imitation is permitted.

IRA L. BAKER,
Enumclaw Dairy Farmer.

STATE OF WASHINGTON—ss.
Filed in the office of the Secretary of State July 31, 1952.

EARL COE,
Secretary of State.