

Elect Bob Beverly

In the minds of many, the runoff election Tuesday in the 46th Assembly District comes as an anticlimax. The real contest and therefore the election probably was settled in April in the primary when Manhattan Beach attorney Robert G. Beverly won the Republican nomination.

It is just such approaches to elections, however, that provide fertile growing ground for upsets. Although the Republican registration is almost overwhelming and there is ample evidence that a lot of Democrats crossed over and voted for Republicans in the primary, those who favor Mr. Beverly's election Tuesday should continue efforts in that direction.

The Press-Herald has recommended the election of Mr. Beverly Tuesday and here reaffirms that recommendation. The personal and professional qualifications which have been exhibited by Mr. Beverly during a dozen busy years of public life make him an outstanding choice at the polls.

Beverly has promised to support the Reagan Administration and has, in turn, been given the strong backing of the Administration in his bid for the seat.

He has been a three-term mayor of Manhattan Beach, is president of the Los Angeles Division of the League of California Cities, and vice chairman of the League's committee on Revenue and Taxation.

Mr. Beverly declined an appointment to Governor Reagan's staff to seek election as an Assemblyman after the untimely death of Charles Edward Chapel earlier this year.

Strong support of Mr. Beverly at the polls Tuesday would assure voters of the 46th District of responsive representation in Sacramento and would add strength to Governor Reagan's Administration at a time when it needs assurance.

Voters in the 46th Assembly District are admonished to exercise their right to vote Tuesday, and to give Mr. Beverly a healthy backing.

Don't Bomb the Signs

Military planners today do a lot of talking about the concept of "overkill." Simply stated, overkill means that the major nations of the world each command sufficient firepower to destroy each other several times over.

Torrance planning officials have come up with their own concept of overkill in recent months—this one aimed at the signs which identify and advertise the city's many business firms.

Acting in the name of beautification, an ad hoc committee had come up with a new ordinance governing signs in the city. The proposal is to be considered Wednesday at a special Planning Commission meeting.

Few people, we believe, would argue that the construction and placement of signs should not be regulated. But in their zeal to correct particular abuses, city planners have applied the theory of overkill. The result is not regulation, but control of signs in the city.

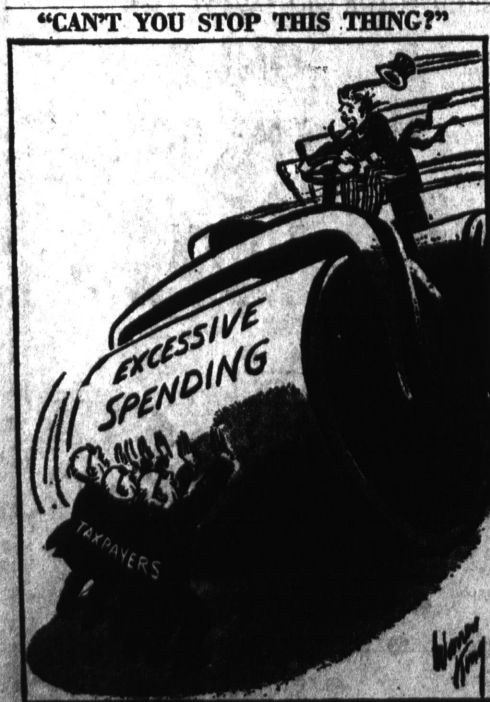
If the ordinance, as now proposed, is adopted, virtually every sign now in existence will have to be removed within three years because of a so-called "non-conforming" signs clause.

Regulations governing the replacement of signs or the construction of new signs are so stiff that in many cases, they will be prohibitive for small businesses. Even major shopping centers will be affected by the stringent controls.

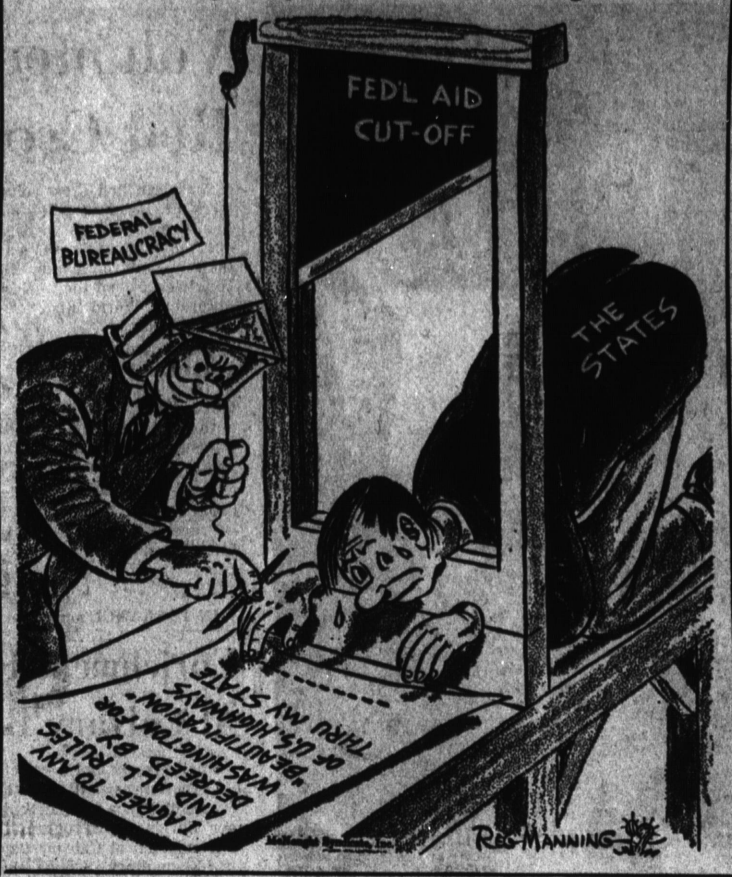
The Press-Herald is not opposed to efforts of many good citizens to beautify the city. What it does oppose, however, is the unyielding position that beautification should be the only consideration. Advertising, after all, is one of the keystones of the free enterprise system.

The proposed controls are the result of official—and unofficial—displeasure at a "jungle of signs" in the area of Torrance and Hawthorne boulevards. As such, they reflect the too common approach of government to solve minor problems through sweeping new controls.

Abuses of this, or any other law, will, we suppose, always be evident. They do not, however, justify the everything-must-go approach reflected in this proposed law.



Hardly Anyone Refuses To Sign



HERB CAEN SAYS:

He Just Can't Tell All Those Cars Apart Today

Tangled Web: Supporters of capital punishment found an odd ally last week. He is for it because it is a deterrent, announced Thomas Purvis, serving a life sentence at San Quentin for his second murder. Jailed after killing his wife, he was released on parole—and then murdered another woman. All this proves to me, if it proves anything, is that the threat of capital punishment is NOT a deterrent.

Paper work: I don't know whose list I'm on, but these questionnaires keep arriving in the mail, filled with loaded questions about one or another product or viewpoint, and I keep chucking them in the wastebasket. Who's got time? But one came in the other day that caught my eye, mainly because it proposed only three questions: "If money were no object, which car or cars would you buy?" "If you were limited to buying only an American car"—ah, I think I smell the gimmick—"which would you buy?" and "Why?" Without giving it too much thought, I scribbled "Rolls-Royce or Bentley convertible (not the latest model), Mercedes-Benz 250 SL, Porsche, Austin Cooper S." The second question was tougher. I have nothing against American cars, but I have trouble telling them apart these days, a shortcoming I somehow tie up with digit dialing, high-rises and TV dinners, but no need to get DEEP. Anyway, after the second question I wrote, "Cougar, Carvair," and as for "Why?" I'm afraid I wrote "Don't know." Maybe I just don't care as much as I did when I was a kid and could (and did) name every car on the road, much to my father's annoyance. "Star! Moon! Chandler, Essex!"

Hold the insecticide: Karl Kortum of the Maritime Museum, another compulsive reader, was rummaging around in the Ordnance Re-

search Bulletin and found this little gem to break the tedium: "To avoid ennui, it is desirable that a spaceman have some other form of animal life with him as a pet. Such a pet should be intelligent, capable of being trained to do entertaining tricks, should be compact and provide nourishing food in emergencies. The cock-

roach meets these specifications better than any other form of animal life." I can't imagine what entertainment a cockroach might be able to provide, but then I've never been stuck on the moon with one. However, I do know one thing. I could never, never eat a pet. This old town: A ranking Pacific Heights socialite smokes marijuana through a hookah filled with Tanqueray gin, "to ease the transition from alcohol to pot-head." If you have the right connections, by the way, you can buy marijuana with tips in "decorator's colors"—gold, orange, yellow, etc. Filters next? . . . The plight of the Alameda County Republicans, who grossed \$58,000 at a ball and netted zero, merely underlines the pitfalls of charity events.

Quote

Assemblyman Bob Moretti, D-Van Nuys: "As women gain more and more equality in our society it is only right and proper that they be given the ability to contract for work in excess of eight hours per day on the same basis as men."

Richard D. Teague, wildlife management specialist, University of California, Davis: "When the amount of deer that can be supported on any range is reached, then the surplus should be harvested through hunting. If not, they will be harvested in some manner by nature."

Morning Report:

Our foreign aid chickens have come home to roost again and this time they lit on Dick Nixon. Protesters in Pakistan took off their shoes and used them to beat out their anti-American sentiments on his automobile in Lahore.

That's the way of prosperity. Some years ago, the hecklers would have been barefoot and kicking a steel car is not a very satisfactory way to indulge your anger. Hurts the toes too much. Hubert Humphrey also recently felt the affluent protest. He drew fresh eggs in fair number at Florence, Paris, and Brussels while only a short time ago, before the Marshall Plan, Italy, France and Belgium were too hungry for such waste.

It surely proves the effectiveness of our aid program.

Abe Mellinkoff

AFFAIRS OF STATE

Pari-Mutuel Okay Could Bring Jai Alai to State

By HENRY C. MacARTHUR
Capitol News Service

SACRAMENTO—Consideration of a measure, AB 1029, by Assemblyman Jack Quimby, D-Rialto, will be before the committee on governmental efficiency and economy next Wednesday. The measure legalizes pari-mutuel betting on Jai Alai games, which otherwise are known as pelota, or plain HI LI.

For more than 10 years, attempts have been made through the legislature to legalize the game in California. It is not illegal now, nor has it ever been, but has not become a popular sport because pari-mutuel betting is prohibited. In fact, there are no establishments, known as frontons, in the state where Jai Alai is played.

The fact that pari-mutuel betting on the games is prohibited thus deprives the people of California from enjoying the sport, which is one of the oldest in history, deriving from an ancient Spanish Basque game somewhat similar, but much faster and more intricate than modern handball.

The assembly interim committee on governmental efficiency and economy in a report made to the legislature, submitted a fairly

thorough study of the proposal. While no definite recommendations were made, the implication was that adoption of licensing and regulating laws would react to the benefit of the state treasury.

The committee report pointed out that Jai Alai has been successful in Florida since 1943, returning several millions a year to the Florida treasury. It is estimated that the operation of about

five frontons in California, which are planned if the law goes through, would return between \$28 and \$38 million a year to this state.

However, there is a more important question at stake than the return of revenue to the state treasury.

This is the question of how far the legislature wants to go in being the arbiter of public morals.

Obviously, the only objection to Jai Alai is the gambling part of the operation, without which it is not profitable nor inducive to promoters to spend around \$9 million per fronton to start the operation.

At the present time, horse racing has a monopoly on pari-mutuel gambling in California, and has had for bet-

ter than 30 years. This sport has done fairly well by the state treasury, returning a goodly amount for various purposes.

Fundamentally, there appears to be no good reason why the legislature should deprive the people of California of one form of pari-mutuel betting, while at the same time permitting another. The situation smacks of the worst kind of favoritism and monopoly, which is unworthy of a legislature which wants to call itself modern.

Adhering to the old and unworkable practice of attempting to legislate public morals, proven impossible numberless times, has no connection with the atmosphere of modernity. In fact, it continues a hypocrisy lending only the merest pretense to virtue, in that it says on the one hand, the individual can gamble on one sport and not on another.

Undoubtedly, the anti-sin elements opposing betting on Jai Alai would do better with the money they expend in their attempts to regulate the morals of the people, and be less hypocritical themselves if they sought the repeal of betting on horse racing.

ROYCE BRIER

We Count on 'Kill-Ratio' To Win the Vietnam War

How come we sit quietly at home and eagerly eat up the record of death in Vietnam? Or aren't we that eager? Because if we aren't, then our communications system is off base.

Because day after day the newspapers keep printing that so many Viet Cong were killed in combat yesterday, and so many Americans and South Vietnamese.

So this is the news, and it comes in the wire services or special reports, which in turn come from hand-outs in Saigon or the Pentagon. The services make an estimated mortality roundup of the enemy in each engagement, and a weekly roundup for both sides, the traditional killed, wounded, and missing.

For instance, in one recent

week there were 274 Americans killed, and 203 South Vietnamese and other allies, a total of 477. In this same period the Viet Cong and North Vietnam had 2,774 dead. As you perceive after X years, the enemy will be exterminated, while we will still be there, and that is victory.

It must be presumed the

World Affairs

military statisticians who feed the wire these figures believe they will make you contented, excepting of course the parents, wives, and sweethearts of the 274 of our dead in that week.

But that's the way life goes, does it not—you win a few and you lose a few, as we say?

The statisticians, Pentagon based, also say our wounded are running well over 1,000 a week. This makes a much larger group of Americans who lose, because for weeks how will a mother know if her son is desperately wounded, or just nicked by a grenade fragment, whereupon he will be fit and ready to resume combat in a week or month?

Thus it is by just sitting here quietly we can get the full feel of the war, and it's like a roll of dice, coming up one to six.

Now the statisticians have stumbled on a telling device, and they call it "kill ratio." In the week noted above the kill ratio was 5.69 to 1 in our favor. It was a near record you will be happy to know.

The term sounds like Secretary McNamara, but not to do the Secretary an injustice, it might have been conceived by some Pentagon colonel with a flair for the consoling word.

The figures revealed are quite low, compared with, for instance, Civil War combat. At the Battle of Antietam, Sept. 17, 1862, 12,500 Union soldiers and 11,000 Confederates fell between 5:30 a.m. and 6 p.m. It is not recorded that General Lee ever provided the press with the kill ratio at Antietam, but in most of those battles it was about 1-1 anyway. At Antietam there were 2,100 Union dead, and the official Confederate figure was 1,517, but it was probably 500 short.

So there wasn't much the General could say about it, and he wasn't up on his jargon anyway.

WILLIAM HOGAN

Journalist Takes Close Look at Fidel and Cuba

When will Fidel Castro abandon that guerrilla uniform? "Perhaps never. I feel good in it. . . It's very simple, very comfortable." And the pistol he wears? "A custom, a habit; but a habit based on the idea that at some moment it might be used." Have there been recent attacks on his life? "Attacks no, plots, yes." But if one fanatic struck, as in the assassination of Kennedy? "In the United States conditions are more favorable for the development of unbalanced people than in Cuba. . ."

The American photo-journalist Lee Lockwood has made several working trips to Cuba since 1959. In 1965 he took Fidel's offhand invitation to "come back whenever you like." He did, and stayed 14 weeks. In a detached, enormously revealing book, "Castro's Cuba, Cuba's Fidel," Lockwood conducts us on a tour inside post-revolutionary Cuba. But the substance of his book is a series of transcriptions of an interview (much postponed) which grew into a marathon

seven-day conversation with Fidel at his rest camp on the Isle of Pines.

Lockwood sees Castro as one of the "most fascinating and influential political figures on the world stage today." But we don't like Castro, "so we close our eyes and hold our ears."

Books

Lockwood provided the Cuban leader with this forum precisely, he explains, because while our government and press criticize him so virulently and continually, we hear nothing from the man himself. Lockwood would disclaim this book as propaganda, and a fair-minded reader must agree.

This is journalistic enterprise of the first rank in which Lockwood found that Fidel, with all his analytical brilliance, "is really out of touch with day-to-day realities of American political and social life." He adds that Castro is "just as biased

about America as Americans are about him."

Nevertheless, Lockwood admires the dedication and personal flair of this man who is held in reverence by the cane field workers and peasants with whom he talks at length during his extensive forays into the countryside. The edited tapes of Castro's long (often long-winded) answers to the reporter's questions include everything from reforms in Cuban agriculture and education to the control of prostitution and homosexuality. As a reader proceeds in this extraordinary document he feels, with Lockwood, that whether you agree or disagree you can't help but be fascinated by what he says.

In one of Lockwood's rare editorial touches, he suggests it is time for us to accept the Cuban Revolution as a fait accompli and begin to deal with it "in a way which does us more credit as a democratic people."

The book includes a series of graphic photographs of Cuban people, landscapes, and, of course, Fidel at work and at play.

My Neighbors



"According to the map we're in the center of the beef raising country."