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Is Dole the Answer?

Almost half of the \$1.26 billion homeowners and other property owners in Los Angeles County will have to pay in county taxes for the fiscal 1967-68 will be for "welfare."

Is this money really going to contribute to human welfare?

Just to pay the salaries and office expenses of the welfare department, \$56 million-plus is to be spent—as much as the entire county sheriff's department budget.

The question is whether supporting this vast army of paper-shufflers is the best possible way to help the needy.

The county dole system will send checks to welfare recipients totaling a fantastic \$383 million. How these monthly allowances from government contribute to a feeling of individual dignity and self-respect among the needy has never been fully clarified.

We believe that many persons presently subsisting on county doles are capable of doing much useful work. They are an untapped reservoir of talent of great potential value to our community. Many would welcome the opportunity once again to perform valuable service, and we can think of no better place than to use their talents than in county service itself.

The county welfare program can become partially self-sustaining and at the same time make a real contribution to human welfare if those receiving payments are given the opportunity to perform worthwhile work in return.

County supervisors would do well to eliminate from county payrolls all persons presently doing work that could be done instead by welfare recipients.

We suggest that a good place to begin is in the Department of Public Social Services. Let the welfare recipients shuffle their own papers and save the taxpayers \$56 million.

Cockroaches and Varnish

Congressman Don Brotzman of Colorado objected recently to some of the federal projects which the taxpayers were being asked to support with tax dollars.

He reported later that his objections brought an outpouring of reports on other projects which have a doubtful value in the scheme of things.

The congressman reported, for example, that he had learned that the taxpayer was being asked to put up \$5,000 for an analysis of violin varnish used prior to 1737.

Another \$20,000 was earmarked for the study of German cockroaches.

A study of the social history of French medicine from 1789 to 1815 was worth a tab of \$11,782.

Work on a dictionary of folklore, magic, and witchcraft brought \$15,000 to UCLA.

The congressman professes to be a little puzzled by it all. We concur.

Honest Advertising

Assurance of quality is one of the major contributions of advertising to the consumer.

The retailer, the service firm, the manufacturer who spends thousands — or millions — of dollars to build a reputation cannot afford to jeopardize his reputation by failure to deliver the quality offered in advertisements.

The local newspaper survives on the trust of people. It cannot afford to jeopardize its survival by printing unreliable news or unreliable advertising.

As in no other medium, the advertiser in the local newspaper can be called to account for misleading advertising. The consumer has the record in hand. By picking up his telephone he can confirm the integrity of any advertising claim.

The local publisher is the neighbor of the consumer. The local retailer is the neighbor of the consumer. In such a situation, advertising is necessarily a medium of information. It is subject to the same checks on accuracy which are applied to news stories.

The local housewife finds it impractical or impossible to censure a national magazine, a broadcast network, or distributor of mail and throw away circulars. Her response to advertising of dubious origin is always a gamble.

A can of beans of unknown brand may cost a few cents less than a well advertised brand. However, if it is half filled with water or inferior beans it is expensive. Most consumers are quick to learn this simple truth about individual products.

Over a longer period of time they learn the same about the performance of an entire store. They know that good local newspaper advertising removes the gamble from retail shopping in the local community.

Morning Report:

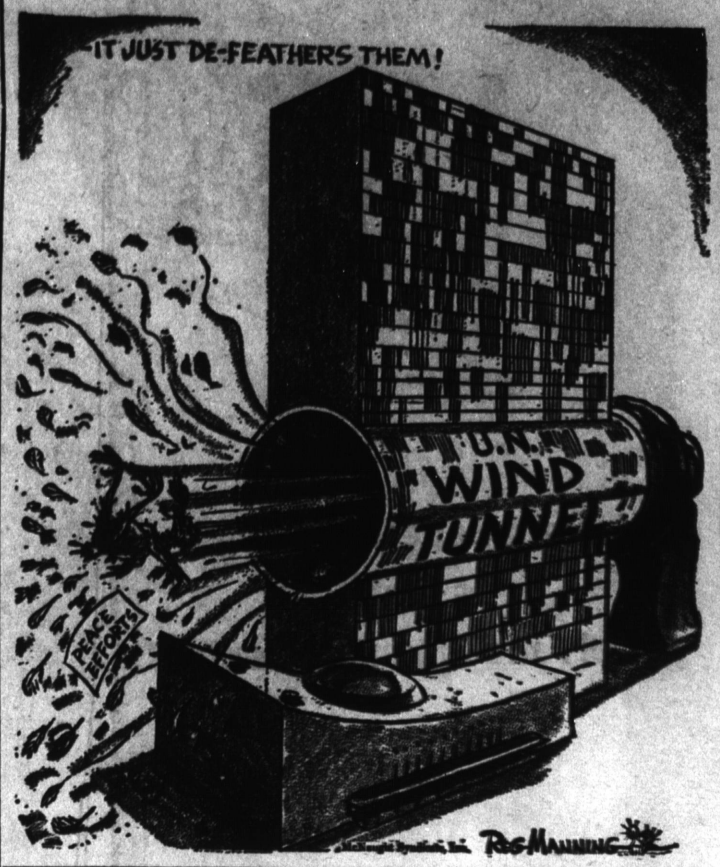
The old stereotype of the ambassador as a suave gentleman in striped trousers who sips tea while cooking up a secret treaty is no more. That was the day of upper class diplomacy.

The whole process has been democratized. The ambassador's biggest menace is no longer a sly Tallyrand but a slinging mob, tossing rocks through the embassy windows and clobbering him every time he tries to get on an airplane.

I think it's high time our own State Department change its recruiting system. We need more All American guards and fullbacks in our embassies. And maybe a good sprinkling of Marine sergeants to give the team proper depth and experience in hand-to-hand combat.

Abe Mellinkoff

Built To Test-Fly Doves



HERB CAEN SAYS:

His Line Sure to Throw The Snooty Secretaries

And would you say a hippie is someone who has sold his birthright for a pot of money? . . . Dr. Gerald Feigen, a great admirer of Marshall "The Medium is the Message" McLuhan, defaced the wall of Adman Howard Gossage's office by scrawling this griffito thereon: "The Tedium is the Gossage" . . . Now we have Tom Henderson, music director of KSFR. Tom has figured out a foolproof ploy for bypassing haughty secretaries who ask: "And what is it you wish to speak to Mr. Jones about?" Tom replies: "I'd like to know his intentions regarding my wife!" Does it every time.

Herewith an alarming note from the June newsletter of the Sexual Freedom League, Inc.: "While working to organize sexual freedom groups in other areas, we discovered that a lot of our members who live in San Francisco have been very inactive lately." Perhaps we can get together on this problem and see if we can

work it out to our mutual satisfaction . . . The most succinct editorial of the week was written by the San Francisco Chronicle printed who, on Page One, transformed "United Nations" into "Untied Nations" . . . And for those readers who want to know what's written on the Walling Wall, we can only quote the ancient joke: "Lord, we have been your chosen people for 5,000 years. Please choose somebody else."

In the interest of research, I put on my eight-button double-breasted Brioni jacket, a pair of tight pants and my fruit boots and went out to the drogstore on Haight St., looking more odd than Mod. The pants were so tight I could inhale only a situation not devoutly to be desired in the Drogstore. To the sound of splitting seams, I settled down next to an adenoidal young man. "You new on the scene?"

I asked. Examining my duds, he inquired, "You from the fuzz?" "No man," I replied, "I am a journalist from the overground press, seeking truth." He grunted. "I want to know," I continued, "why you happened to come to San Francisco?" "Because it is where it is," he replied curtly. "This is where it's all happening." "What is?" I asked. "Everything," he shrugged. "You know. The whole scene."

In a panel discussion at a school of higher learning I threw in the question, "But why San Francisco?" Answer: "Because this is where the winds of freedom blow." And "Because there has been an atmosphere of abandon here since the Gold Rush days." And "The hippies are anti-establishment, and so is San Francisco." Actually, San Francisco is very much an establishment city; it makes just as much sense to say that THAT'S why the hippies are flocking here — the "enemy" is so visible.

Mailbox

Editor, Press-Herald

In reference to your editorial dated June 25, I too agree that we should all be very happy that Torrance was able to attract such an outstanding company as the AikResearch Division of the Garrett Corp. to Torrance's growing industrial community.

Over the last 10 years Torrance has been able to attract many other businesses and commercial establishments. I am sure there are many reasons why we are able to attract industry and people to our city and not the least among these would be our reasonable tax rate. I am sure too that one reason many persons move here is because our city has had a reputation of having an outstanding school district. Good schools do attract people.

During the last few years the talk in the "trade" is that Torrance is not what it used to be as far as teachers are concerned. This talk can be heard at any of the local colleges and universities where teachers take their graduate work. Torrance is fast developing a reputation as a good place to start a teaching career.

Torrance hires many good teachers but is finding it increasingly difficult to keep them. A look at any school district which has an outstanding reputation will show a district which has an outstanding salary schedule. Torrance is becoming

and average school district because the school board insists on paying below average salaries to its most experienced teachers. Money doesn't teach — but it gets and keeps good teachers. Torrance offers a competitive beginning salary but the school board refuses to believe the fact that we do not keep good people by paying them below average salaries.

The president of the school board, Mr. (Bert) Lynn, has said he will not pay teachers the salary they are asking because those salaries will "bankrupt us."

This is an opinion of Mr. Lynn's that is completely unsubstantiated. The economy of Torrance is very healthy and its prospects for the future are very bright. (One only needs to look around us.)

Torrance is fast becoming an outstanding city. We need to provide the best educational system for the children of this city and many more children to come. We can do that only by buying the best teachers available and paying them a salary which will keep them here.

I know this is what Torrance citizens want and I also know our city is not going to go bankrupt by offering its teachers a truly professional salary.

Sincerely,
DAROLD KUSCH,
Torrance taxpayer and teacher

AFFAIRS OF STATE

Secret State Committee Meetings Should Cease

By EDWIN S. CAPPS

Capital News Service

SACRAMENTO—The California legislature adopted a new law last year which finally set for members of the legislature the same standards on "conflict of interest" as it had set for other members of state government.

Perhaps it is time the lawmakers also took action to put their operations on the same level as other state and local agencies in the matter of "open meetings."

To be sure, the conflict of interest law, which prevents legislators from voting on measures which would benefit them personally and from using their position of influence to represent clients before state agencies (for a fee), was adopted as part of a package which included a raise in the annual legislative salary from \$6,000 to \$16,000.

Unfortunately, there is no such incentive for the lawmakers to require their own committees to hold meetings open to the press and public, as the law requires other state agencies, boards of supervisors, and city councils to do.

This year, the legislature is faced with adopting the largest tax increase in the history of the state. The bill of Governor Ronald Reagan, SB556-Deukmejian, was rewritten almost in its entirety during a closed-door meeting of the senate gov-

ernmental efficiency committee.

The bill had a brief open hearing before the revenue and taxation committee and then, this week, was scheduled for another rewriting in a secret meeting of the committee on finance.

Recently, the senate fish and game committee went

Sacramento

into a closed-door session to consider a bill transferring jurisdiction of certain ocean fish from the legislature to the fish and game commission. In that case, the chairman, Senator Fred W. Marler Jr., R-Redding, said enough public testimony had been heard on the measure and the committee wanted to make its decision without spending more time hearing from witnesses.

In the case of the tax bill hearings, where the bite of some \$1 billion a year from the taxpayers' was bandied about, the senators said they felt they could have a full and free discussion in a closed-door session, and that the language used might be a little rough for the tender ears of the press.

This is an old and traditional argument in favor of secret meetings but holds little merit in this corner. It's true the taxpayer is going to be nicked at about every turn in his life under the new law, when and if it's passed.

But if the bite is to be upon his income, through

the income tax, or by a sales tax, or by higher taxes on corporations, banks and insurance companies, the taxpayer deserves to know why these selections were made. The senator who perhaps favors one type of tax and opposes certain others should have his views on the matter made public for the enlightenment of his constituency.

The myth that a free and open discussion of views is impossible under conditions of open meetings, with the public and the press on hand, has been shown to be just that on many occasions. When meetings which had been proposed to be closed were opened suddenly, there was just as vehement an exchange, except that those of those making the statements had one eye cocked to make certain the press was taking down everything that was said.

The state assembly, under Speaker Jesse M. Unruh, D-Inglewood, has been much more reluctant to hold closed sessions but holds one occasionally.

If the California legislature, which many hope is a model for others across the nation, is to reach its full stature of equality as the third branch of government, the practice of closed door sessions of committees should be halted. The people are entitled to know why their full-time, well-paid representatives vote as they do.

ROYCE BRIER

United Nations Policing Power Still Very Feeble

There is a news story that the United Nations Assembly is facing "mounting demands" that it restore the U. N. peacekeeping force in the Mideast.

In the same story is a scattering of reports that some members think the original idea as a permanent U.N. police force should be revived, ready to intervene in small wars throughout the world. You will recall that in the late 1940s this was a widely accepted formula for U.N. action, but it was a delusion.

The great powers and small were unable to reach an agreement for a permanent force, and all plans rav-

eled out. Instead, improvised forces were assembled to rush to troubled areas and hold the lid down until things cooled off. Those

World Affairs

U.N. formations were mostly north European militia and others remote from the scene, in the belief they would be less likely to enrage already enraged belligerents.

This volunteer policing had some effect among emerging tribal African nations, and it worked in Korea with one great power participating, but its general ef-

fectiveness was spotty and dubious.

It has been noted that a well-run police department in a large city can, with two modern exceptions, keep the peace. Its procedures are standardized by law, and there is no political or legislative interference at the moment of trouble. The exceptions are massive racial conflict or bitter industrial strife.

But the U.N. police force lacks centralized control and standardized procedures. The Secretary General is in theory its boss (for lack of any other), but he is basically a diplomat, and neither by training nor design an executive officer charged with the use of force.

He may be intimidated as U Thant was by the United Arab Republic, which demanded on the eve of hostilities that the 3,400-man U.N. force on the Gaza frontier be withdrawn.

Thant averred he lacked the power to refuse withdrawal, and it may be true. But this is no exercise of police authority, nor is it any exhibition of the collective power of 122 nations confronted by the revolt of one or two. It is an exercise of police impotence under pressure.

Hence, the United Nations delegates are talking through their hats, unless their nations are prepared to establish a super-national force, and support its functions, however inconvenient.

It is obvious the United Nations could not halt a nuclear exchange between the great powers if they had the suicidal impulse for one. Nor can it halt a messianic war, such as the one in Vietnam, with one great power as the messiah. But brush wars are in a different dimension, and a determined effort to prevent them or, once started, to cool them off, is at least possible.

It will not be done, however, unless the great powers agree it is prudent to do it, and then devise the machinery to do it. Unhappily, this would require a change of thinking among the great powers, and a change of thinking is a fairly rare human-historical phenomenon.

WILLIAM HOGAN

Autobiography of Critic Missing a Laundry List

There is no disputing the fact that Edmund Wilson, critic, novelist, poet, essayist and editor, is among the most distinguished American literary figures of our time, and one of its ablest intellects. Yet I still hear rumblings of confusion, if not outrage, among serious readers over Wilson's fragmented youthful journals which ran as a series in the New Yorker not long ago.

These appeared to be innumerable jottings, recollections, observations, jokes, family anecdotes, bits of poetry, an outrageously childlike diary of a trip to Europe Wilson made during the summer of 1908. Everything was tossed into this large, economy-sized wastebasket except the author's laundry lists as a Princeton undergraduate. Was it the most elaborate literary put-on of the age, or could be distinguished Edmund Wilson be serious?

This now appears as a book, first of a series, Wilson tells us, titled "A Prelude: Landscapes, Characters and Conversations from the Earlier Years of My Life." It suggests ego-centricity of an almost clinical degree. I cannot believe that

anyone beyond Wilson's closest blood relatives could be remotely stirred by 90 per cent of this minutiae: fragments from journals which explain his family

Books

connections, recall school and college friends or describe his relatively undistinguished wartime experiences, 1917-1919.

There are reading lists, descriptions of sunsets, mention of a visit with a cousin named Alice, to the San Francisco exposition of 1915. We discover that his fellow Princetonian, F. Scott Fitzgerald, was the first educated Catholic Wilson had ever known—but very little more than that about Fitzgerald.

Of the possibility of further reminiscences — Wilson's Vanity Fair and New Republic periods; his diverse books and formidable career as a man of letters — he explains: "It is unlikely that very much more than this volumes with perhaps a second, can be published till after my death."

One reads these journals with a kind of dogged perversity, hoping they will erupt into some grand de-

sign. But no, Wilson's pattern is to consider only himself and his own interests; what he read during August, 1918; or this: "I heard a story that one soldier from the South got a letter from his father in which the old man said that he hated to have the boy away so long. 'But the damned Yanks have got to be licked.'"

In a sense, "A Prelude" suggests the influences which helped to shape an extraordinary literary mind, but the most remarkable thing about it is the tedious fashion in which Wilson attempts to do this. Admirers of his many books, from "Axel's Castle" to "The Shock of Recognition" to "Patriotic Gore" might like to hear about his later, productive years. The good-bad old days as described in this document remain a confusing scrapbook of a most unrewarding kind.

The Old Timer
Heels quickly wear out a welcome mat."