

Cal-Expo Problems Multiplying 'By the Hour'

By HENRY MacARTHUR
SACRAMENTS — (CNS) —
Troubles of the California State Fair and Exposition are multiplying by the hour, and generally, it is the consensus that the time-honored exposition is nearing its demise as a part of California government.

This is despite the \$34 million the people have invested in a new exposition site, designed in the beginning to house an all-California show, which estimates indicated would bring

enough people to the Capitol City to pay for the exposition, and possibly make a profit.

Status of Cal-Expo, however, is in worse shape than it ever has been in. There are insufficient funds to complete the new plant, insufficient funds to put on an exposition, or even a fair this fall, and not enough money in sight to prolong the show in the future.

Meanwhile, the legislature is confronted with the problem of paying off the revenue bonds is-

sued by the state to complete the fair.

The situation is in such a shape at the present time that even legislators from Sacramento, who normally would support the show, have recommended that it be skipped in 1969, with the exception of a 14-day horse racing meet, pending steps which might be taken to revive the fair in the future.

And one Sacramento assemblyman, Walter W. Powers, a Democrat, has introduced legis-

lation to fire the present executive committee, and replace it with a smaller board.

In addition, Powers wants to co-ordinate a Sacramento convention center with the fair, to bring it more revenue.

His legislation would eliminate the present board of 19 members. He says this board has "an almost unbroken history of fiasco and lack of progress."

It also would require the new board to contract with a non-

profit corporation for the development of policy and management of Cal-Expo. This was the plan when development was contemplated some time ago, but the present executive board summarily disposed of the corporation and took over management after the 1968 fair.

Powers seeks cooperation with the city and county of Sacramento for location of its convention center on the fair site. The city now intends to build a scaled down center in downtown Sacramento, to revive interest

in the downtown area, which is rapidly deteriorating because of the move of business to the outlying areas of the city.

The Assemblyman says at Cal-Expo, the original conception of the convention center could be constructed at less cost to the Sacramento taxpayers who already have twice turned down the center by defeat of bond issues.

In other words, the legislator is of the opinion that new concepts of operation and financing are in order to save both the fair

and the proposed convention center.

But even if his bill is passed, it is doubtful whether the operation either from the state of city side will ever be made into one which can survive, for the simple reason that there probably will not be enough people to support either the fair or convention center.

However, both state and city probably will waste a few million dollars before they realize fairs are out of style in this modern day and age.

Your Right to Know
Is the Key to All Your Liberties

Comment and Opinion

C-2 PRESS-HERALD MARCH 12, 1969

Support the 'Y'

The Torrance Family YMCA will conclude its current sustaining membership drive tomorrow evening. And if the results of the first three weeks are an indication, tomorrow's "Victory Report Dinner" will be just that.

At the end of the third week, the YMCA reported pledges totaling \$80,093—about 67 per cent of the \$118,000 goal. More than 400 campaigners have been calling on friends, neighbors, and local businessmen to drum up support for the "Y" program.

The YMCA provides year-round activities for literally thousands of area youths ranging from winter indoor programs to extensive summer camping experiences.

The annual sustaining membership drive is the "Y's" only appeal for funds and the only source of financing for the extensive program it maintains.

To go over the top tomorrow evening, campaign workers will need pledges totaling slightly less than \$38,000. They're optimistic about the prospects.

We hope the people of Torrance won't let them down.

No Price Tag

The Los Angeles City School District is asking voters to support a \$289 million bond issue for expansion of facilities on the April 1 primary election ballot.

The usual threats of "what will happen if . . ." are already being placed before the voting public and taxpayers who will pick up the tab for the bonds.

City school officials seem to be taking the position that all of the problems in the system can be conquered with "more dollars."

But we do not believe that the city schools—or anyone for that matter—can pay for peace on the campuses.

Peace only comes from respect—for rules, regulations and the law, which in turn must be enforced. Dollar bills, no matter how many, will not bring an end to the student chaos.

One teacher at a city high school kept a partial diary on daily happenings at his school since the fall term began. It reads like a police report.

Students "high on dope" were almost a daily occurrence in classes, shootings were not uncommon, dice games seemed to be the main free time activity, smoking in the rest rooms was an institution, arson was reported sporadically, the flag was burned and fights, one after another, were common.

Two students died on the campus during the first term. Several were shot and wounded.

With a few exceptions, this diary could have been kept by any teacher at any school.

Without commenting either pro or con on the forthcoming bond proposal, we do not believe that the voting public should be taken in by promises or threats concerning either disruption or peace on the campuses depending on the passage or failure of the bonds.

There are some things you just can't buy with money—or bonds.

Other Opinions

Most of the highest paid jobs in the world are held by people living in the United States. We take far better care of our old people, sick people, poor people, and orphans than almost any other nation . . . We have free education through high school and often through college, free elections, unlimited What's wrong with this? We are the people who scorn it and want to change it—and to what?—*La-quina Beach Calif.) News-Post.*

Shoplifting isn't a game or anything very funny. It's a crime and a very serious crime. When a shoplifter steals for "kicks" he risks a criminal record that may haunt him throughout life. It may bar him from a good job. It may be the start of a life of crime. It may bar his entry into a business or profession. He may find the door closed to a position of trust in city, state, or federal government. His stupid act will bring shame to his parents, to his brothers and sisters, and to his friends. Stealing is foolish. Its costs are high in shattered reputations and loss of personal happiness and respect.—*Fairbairn (Minn.) News.*

What Kind Of American Is That?



SACRAMENTO REPORT

Major Regrouping Urged For California Colleges

By RALPH C. DILLS
Senator, 32nd District

Legislation was introduced last week which would put the three branches of public higher education under a single statewide governing body and reorganize the 117 college and university campuses in seven regional groups.

My colleague who introduced dual measures in the senate to accomplish this said the existing higher education structure is leading us toward inefficient overlapping systems which are too fragmented to avoid costly duplication; yet too remote and unwieldy to respond to changing educational needs.

Actually, the sweeping proposals which were placed in the measures last week are based upon recommendations

made in a recently published staff report to the Joint Committee on Higher Education which culminated a two-year study of campus problems.

University officials will vigorously oppose the proposed program and legislation as a threat to academic independence, among other things. Noting this, the author of the legislation said the proposal has already come under attack by U.C., but he said he did not believe the system would lead to weakening of U.C. academic independence nor the lowering of academic standards.

On the contrary, he pointed out, if something isn't done to make higher education more efficient and responsive to changing needs, academic standards will become the victim of a taxpayers' revolt. And he illustrates his point by the defeat of Proposition 3, the higher education bond issue defeated in last fall's election.

In speaking of overlapping facilities, the author believes the present master plan for higher education allows many inconsistencies, indicating for example that San Jose State, a university in everything but name, should be a full-fledged and recognized university campus and that U.C. Santa Cruz should not become another Berkeley but remain an undergraduate college.

The legislative proposals include a constitutional amendment which would establish a new board of regents of the university which would govern all three present branches of higher education—the University, state colleges, and junior colleges. Politicians who now serve as ex officio members of that board would be removed.

The companion measure proposes responsibilities and functions of the new board of regents for overall planning and coordination and specifically provides for semi-autonomous regional groupings to be administered by a council of presidents. The purpose of these administrative bodies would be to focus the public higher education resources (university, college, and junior college) of each region on serving the particular needs within that region.

My colleague points out his plan does not change the present system of local junior college governing boards and districts. However, the powers and duties of the statewide board of governors of junior colleges would be merged into the new board of regents.

There will undoubtedly be considerable resistance to the plan, but certainly such a far-reaching proposal deserves the closest scrutiny and widest debate possible.

HERB CAEN SAYS:

Throw the Monster Out He Suggest to Parents

The third parent: My latest theory is that TV sets go on working even when they're off. So far as I know, my three-year-old Christopher watches only "Captain Kangaroo" (splendid), "Mister Rogers' Neighborhood" (beautiful) and "The Friendly Giant" (so-so) but already he's pointing his finger, saying "Bang-bang," and making guns out of his do-it-yourself toys. Apparently "the third parent," as psychologists call TV, needs a fourth parent to throw it out of the house.

Pot shots: Further romantic news. Very S.F. Division. Marg Mackey and Bob Roth were driving toward S.F. on the Gate Bridge when they found themselves alongside a car containing a young couple and adorned with a "Just Married" sign. At 45 mph, Roth and the groom exchanged handshakes across a crowded lane, and then the happy bride, reaching out, said: "Here's something for YOU, you nice man" — handing him a joint of pot. As they hit Lombard Street, the groom hollered, "Hey, you know a good cheap motel?" Okay, stick with your old set. And where else would Muni bus driver suddenly stop his vehicle sniff the air, arise and holler at the passengers: "Awright, all you people back

there smoking pot — over by the open windows!" Three people sheepishly shifted positions (and no, sir, I will not identify the line) . . .

People who say "You are being pompous and pretentious" are pretentious and

Report from Our Man in San Francisco

pompous. People who call you "didactic" are. Also to be viewed with suspicion are people who draw a grinning face alongside their signature.

Philosophy from the readers. "It's interesting to note that most statements that start with 'It's interesting to note' are not interesting to note." "The rich get richer and the poor get poorer—and neither group has the slightest idea how the other group does it."

Tennis players are crazy: Here we are at the Tahoe Racquet Club, where Dennis Van der Meer, the pro, is running a clinic. In of his aides, Glenn Grissillo, picks up a racquet and begins hitting a ball on a rubber tether — slowly and steadily, without missing. When he reached about 500, Dennis exclaims: "Fantastic!" Glenn: "That's nothing. I can hit 5,000

balls without missing." Dennis: "If you do, I'll give you my wife's Mustang." So, with the whole crowd keeping count, Glenn hit 5,000 balls in a row, a feat that took three and a half hours and left his right hand bleeding. Dennis thereupon handed over the keys; "I had to or lose face." He came pretty close to losing his wife, too.

Among the new tenants at Parkmerced: Bishop Joseph Minnis, who, last October, was removed as leader of Colorado's 45,000 Episcopalians and literally banished from that State by a church court that charged he had "breathed his vow." So far, the lonely Bishop had had only one visitor of note here: Bishop Jim Pike, who has had his own troubles with the Episcopal hierarchy. You saw where Mayor Alioto told Pope Paul that San Francisco could use a Cardinal? Ver-ry int-er-est-ing. It's a little-known fact of Catholic law that a layman can be appointed a Cardinal; how does Cardinal Aliotto strike you? "It should be borne in mind," warns a Catholic spokesman, "that the naming of a layman Cardinal hasn't happened in several centuries, but it IS perfectly legal."

THE MONEY TREE

Madison Avenue Giants; Who Are They, Really?

By MILTON MOSKOWITZ

Who are they: J. Walter Thompson, Hill & Knowlton, Young & Rubicam, Carl Byoir, BBDO?

Their names may not be too familiar to you, but they are responsible for much of the communication which reaches your eyes and ears. These are the nation's leading advertising agencies and public relations companies, the so-called "hidden persuaders."

They are "hidden" in the sense that they are, for the most part, anonymous. Ad agencies don't sign the commercial messages which you read and hear. PR companies are not identified as the sources of information for news stories or as the vehicles for guest stars who appear on panel shows.

To bring you up to date on this "communication establishment," let's look at the latest rankings. Every year the trade publication, *Advertising Age*, totes up the winners and losers in the ad agency business, and here are the "Top Ten" standings for 1968:

J. Walter Thompson, \$400 million; Young & Rubicam, \$357 million; Batten, Barton, Durstine & Osborn, \$302 million; McCann-Erickson, \$259 million; Leo Burnett, \$255 million; Doyle Dane Bernbach, \$234 million; Foote, Cone & Belding, \$209 million; Ted Bates, \$201 million; Grey Advertising, \$171 million; Dancer-Fitzgerald-Sample, \$150 million.

The billings, keep in mind, do not reflect agency income. They represent the amount of advertising placed by these agencies in the United States for their clients during 1968.

In the case of the leader, JWT, Number One in the field for three decades, the massive total of \$400 million was achieved by multi million-dollar campaigns on behalf of

such clients, as Ford, RCA, Kraft Foods, Alberto-Culver, Listerine, Pam Am, Kodak and Phillips 66. Young & Rubicam is the agency turning out those ads for Jell-O, Gaines Bergers, Plymouth, Gulf, Ex-

A Look at the World of Finance

cedrin, Goodyear and Lay's potato chips, among others.

There was no change in the agency rankings last year, except that JWT and Y&R, each with a ten per cent gain, widened the gap between them and the rest of the field. One agency, McCann-Erickson, took it on the chin with a \$20 million billings decline, as it lost such accounts as Nabisco's Oreo Creme cookies, California avocados, Ronson lighters, Aeroshove and J. P. Stevens hosiery.

To find out how big these agencies really are, you should take 15 per cent of their billings total. That will give you the true income. It works that way because the advertising business is still conducted on a commission basis. If you or I wanted to place a full-page ad in *Life*, it would cost \$42,500. It also costs Chevrolet that much but Life grants the Chevy agency, Campbell-Ewald, a 15 per cent commission. You and I can't get that commission, nor can Chevrolet if it places its advertising directly. In a sense then, agency service is "free" to clients.

Despite the big dollar signs, the agency business is not a huge employer of people. J. Walter Thompson, biggest in the land, needed only 2,770 persons to handle its \$400 million of billings last year.

This also remains a New York-dominated business. Of the top 25 agencies in the country, only three are headquartered outside of New York. They are Chicago's Lee Burnett, Detroit's Campbell-Ewald,

and Minneapolis' Campbell-Mithun.

Turning to the public relations fraternity we rely on Jack O'Dwyer's Newsletter for the current standings of the "Top Five" shops. They are:

Hill & Knowlton, \$6.5 million; Carl Byoir, \$5.5 million; Ruder & Finn, \$5.5 million; Harsh-Rotman & Druck, \$4 million; Burson-Marsteller, \$3.5 million.

PR companies don't, of course, work on any commission basis. They are paid annual or monthly fees by their clients. Newsmen know these companies very well for the mountain of press releases which get dumped on their desks every day. Hill & Knowlton performs this task for such clients as the tobacco industry, iron and steel industry, Gillette and Procter & Gamble. Carl Byoir beats the drums for A & P, Woolworth's, Bulova, Honeywell, and Kodak, among others.

While it has been expanding prodigiously, the public relations business also doesn't employ large numbers of people. Hill & Knowlton, the No. one company, has a total payroll of 258.

Small in numbers, these companies — ad agencies and PR firms — make a lot of noise, thanks to the media channels which magnify their efforts. They are the mass communicators of our times, the bridges between business and you.

Press-Herald

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Publisher

Reid L. Bundy
Editor and Co-Publisher

Published Each
Wednesday and Friday
3236 W. Sepulveda Blvd.
Torrance, Calif. 90510