

Initiative May Halt Unlimited School Tax Plan

By HENRY C. MacARTHUR
SACRAMENTO — (CNS) — Although a bill by Sen. John Schmitz, R-Tustin, S.B. 35, has been rejected by an Assembly committee, the battle to keep school taxes from increasing is continuing in California, with the prospect of an initiative being presented to the people of the state next year.

Schmitz' measure was designed to prevent a carte blanche on the part of school boards to impose increases in school taxes without approval of the people in the districts.

Under present law, school boards may impose such taxes after July 1, 1971, without a district vote on the subject. The Schmitz measure would remove this power, and continue the requirement of a vote for approval of an override tax.

Although this may seem a simple issue, it actually involves hundreds of millions of dollars to the taxpayers of California.

Alarmed at the possibility of turning over school taxation to the state's educators without any controls by the people, a

Southern California organization applied for an initiative and title to a measure to continue the control by repealing that section of the law which permits after July 1, 1971, the unlimited turning over of school financing to the educators of the state.

Attorney General Tom Lynch has granted the title: "Maximum school district tax rates. Initiative. Repeals provision which would remove limitation on maximum tax rates in school districts after July 1, 1971."

What now remains is for sponsors of the initiative to secure enough signatures to place the question on the 1970 ballot.

Meanwhile Assemblyman William T. Bagley, R-San Rafael, has come up with a proposal which he terms a new approach to controlling increases in the property tax by school districts.

This would limit the amount a school district could spend, which he says would thereby limit automatically the use of

the property tax to finance such expenditures.

The plan, however, would allow voters in school districts to increase the level of spending only by a vote of the electorate.

The idea, he said, is "pupil oriented" rather than tax-rate oriented, and would allow the school districts to maintain an adequate level of education for all students, and at the same time, assure taxpayers that tax rates would be kept under control.

The proposal has been

amended into Bagley's tax reform program. He says it meets the major objections which have been voiced against S.B. 35.

However, Bagley's plan does not meet the primary objections, as it provides for limitations which are to be increased by 4 per cent a year to allow for inflation, a provision which provides neither tax reductions, maintenance of rates on an even level, nor assurance that tax rates will not be increased unnecessarily.

He would provide further

that the rate be set either on the basis of the amount spent in the past year, or on the average amount spent per pupil state-wide, plus 4 per cent for inflation.

Under such a set-up, the tax rate would grow and grow, until in 10 years, 40 per cent would be added to school taxes, whether necessary or not.

Such a plan no doubt would find favor with the state's free-spending educators, but it is doubted if it would be popular with the taxpayer.

Your Right to Know

Is the Key to All Your Liberties

Comment and Opinion

A-4 PRESS-HERALD

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A Dangerous Area

A bill given overwhelming support in the State Senate Wednesday scares the bejaspers out of us.

This newspaper carries little or no cigarette advertising, so Sen. Anthony Beilsen's bill banning cigarette advertising in all forms in California probably would not have an immediate, measurable effect on our pages.

It would materially change television and magazine production, and it would unhorse a lot of cowboy models, pretty girls, and plain joes who make a living out of the advertising production for cigarettes.

While these are serious defects, the worst is the insertion of the state into an area where it does not belong. It should not be the role of the state to proscribe advertising on a product that can be legally sold and used, the proscription based on the debated premise that the use is harmful to the user.

By extension, such a law — once the right to enact one has been firmly established — could be passed prohibiting the advertising of nearly every commercial product on the market, ranging from milk to automobiles.

Advertising designed to attract visitors to Los Angeles could be banned because breathing that city's smoggy air is harmful to health.

Promotion for "Sunny Palm Springs" could be taboo because it has been shown that exposure to the sun can produce cancerous skin.

Food bans could be infinite ranging from eggs with their 1,500 units of cholesterol to butter with its high fat content — each of them reportedly having some harmful result in bodily health.

We think Senator Beilsen and his Senate colleagues are jumping into dangerous areas. We hope the Assembly rejects the proposal.

A Letter To My Son

By Tom Rische

High School Teacher and Youth Worker

Dear Bruce,

It's easy to be an extremist.

For that, all you have to do is blame all the world's troubles on somebody else, muttering all the time, "If it weren't for the (CHOOSE ONE: Old, Young, Hippies, Establishment, Blacks, Whites, Communists, Fascists), everything would be all right. We must defeat them, so that we'll eliminate our problems."

An extremist tends to focus on one idea—to simplify issues into simple black and white. The guy who sits in the middle trying to see both sides frequently gets socked by extremists of both right and left.

If life were so simple that getting rid of only one "snake" would restore the Garden of Eden, man would have done that long ago.

Unfortunately, most problems are neither black nor white, but gray.

1. Who makes population? All of us, but who's more to blame—the people for failing to demand answers, politicians more concerned with popularity or the plants who fail to modernize?

2. Why are there racial problems? Are whites to give up earnings or chances because of what their forefathers did to Negroes? On the other hand, why should Negroes suffer because of what was done to their ancestors?

3. Why are there wars? Israelis and Arabs both are arguing over the same pieces of land, and historically, neither side is all right or all wrong. The Vietnam conflict dates back to decisions made years ago—neither all black nor white.

4. Why are college students unhappy? They feel their educations are often irrelevant and that they are treated unfairly. On the other hand, because of laws and "traditions" schools find it hard to change.

Nobody has a monopoly on truth, except maybe YOUR DAD.

Something New In Baseball



NATIONAL AFFAIRS

Modernizing Post Office Lagging, May Take Years

Recent requests by the President for increases in postal rates logically raise the question of whether any serious efforts are being made to revamp the operating methods of the Post Office Department, which former Postmaster General O'Brien referred to as a "race with catastrophe."

It seems that nearly everyone agrees that the U.S. postal service is functioning in a state of near crisis and each day slips farther behind the rest of the economy in service, in efficiency and in meeting its responsibilities as an employer. As the President's Commission of Postal Reorganization, commonly called the Kappel Commission, concluded: "... from a distance, the mail service is not bad, but the more you use and depend on it, the less satisfactory it seems."

Months have passed since the Kappel Commission issued its report recommending that the Post Office Department be converted to an autonomous, government-owned corporation. Like most such reports, the Kappel Report dropped into virtual oblivion, as far as the public was concerned. There appeared to be uniform official agreement on its conclusion that a complete breakdown in service was threatened if fundamental changes were not made the postal system. But, many have noted that the obstacles to postal modernization presented by the nature of politics itself remain formidable. Change may require years even though President Nixon has made it clear that "comprehensive reorganization of the Post Office Department" is a major goal of his Administration.

The U.S. Chamber of Commerce newsletter, "Here's The Issue," reviews current congressional proposals together with a few of the many considerations, political and otherwise, that are involved in any move to modernize postal operations. Foremost among the questions to be decided is that of the status of postal operations. Foremost among the

questions to be decided is that of the status of the postal service. Is it a business operation, or is it a function of government to be supported by the taxpayers like the Army or Navy?

A spokesman for the United Federation of Postal Clerks believes the latter. He says, "... As a public service agency, is the Post Office in any rational sense to be viewed as any more debt ridden than the Pentagon or NASA or the President's Committee on Employment of the Handicapped?" The Kappel Commission, on the other hand, believes, "Mail today is used primarily for commercial purposes ... The Commission concludes, therefore, that today the Post Office is a business. Like all economic functions it should be supported by revenues from its users. The market should decide what resources are to be allocated to the postal service."

Two bills have been introduced in the U.S. House of Representatives having to do with postal reorganization. One of these, the Udall Bill, follows closely the recommendations of the Kappel Commission. It proposes a Postal Corporation owned entirely by the federal government. It would operate the postal service of the United States on a self-supporting, business-like basis. Under this

bill, the Corporation's Board of Directors, after hearings by expert rate commissioners, would establish postal rates, subject to congressional veto within 60 days.

The Charter of the government Postal Corporation would provide powers analogous to those of private corporations. Most important, it would be given direct access to its revenues and have authority to borrow funds in its own name to finance modern facilities.

The big trouble with the Post Office today has been termed "no control management." The second bill that has been submitted in Congress is known as the Dulski Bill. "It would," according to the U.S. Chamber publication, "change drastically the operation of the Post Office, but retain it as an executive agency." One of its features would be strong promotion of union organization.

On the whole matter of postal reorganization, the U.S. Chamber enunciates a number of principles that it feels must be adhered to "... If meaningful modernization is to be achieved." These principles support the establishment of a corporation as recommended by the Kappel Commission. Whether changes in the Post Office Department will be made in time to win the "race with catastrophe" is the big question.

Other Opinions

WATERLOO, WISC., COURIER: "We suspect that a great many parents of a great many college students must be of the opinion that college and university presidents are the most overpaid executives in the country today. Those twenty-or-thirty-thousand dollar a year educators who have been willing to let a shouting minority of students dictate how the college or university should be run can hardly be said to be earning their pay. The cost of sending a youngster to one of those colleges is a heavy burden for many families. If the campus is so disrupted that the youngster cannot be educated, then that student is being robbed."

HERB CAEN SAYS:

Corn-Fed Colorado Steak No Match for California

At the conclusion of our last meeting, we were in Denver, which is a pretty enough town, but nothing to write home about, especially if your home happens to be San Francisco.

After departing WP's Zephyr, we were slaving for some of that highly-touted Colorado corn-fed beef, but San Francisco's steaks and roast beef are infinitely better. To compensate partially, there are the distant snowy peaks of the Rockies peaceful parks and quiet tree-shaded streets.

If there is a pace or a pulse to Denver, it is not readily discernible to the outsider. The two daily papers seem to be fat, complacent and conservative. The whole feeling of the place, in fact, is conservative; perhaps it's all those nervous-making defense industries, concerned with missiles and secret chemicals. The University of Denver campus is leafy and somnolent, the very groves of academe that Dr. Hayakawa so longs for at S.F. State; the only graffiti visible had to do with Greek letter fraternities.

The 727 trijet rose out of Denver and pointed its nose toward Chicago. We soared over neatly sinister silos, each one presumably containing a missile aimed at Moscow, and I don't mean the one in Idaho. O beautiful for spacious skies, and a new crop sits and waits in the rich soil of the Midwest. My neighboring passengers, crew-cut and short-sleeved, drank little and talked less, spending most of their

time poring over official-looking documents that probably had something to do with Defense. I felt like alien corn.

Chicago. The natives are friendly, and I say that without irony. Maybe it's because Chi-

Report from Our Man
in San Francisco

cago is perennially the Second City, with a mayor everybody's embarrassed about. The weather was oppressively hot already, and the top of the newest landmark, the 102-story Hancock Building — known locally as Big John — was almost invisible in the smoggy haze.

I ran through a shower at the Continental Plaza and wandered over to Maxim's de Paris, where a cocktail party seemed to be in progress. When a pleasant-looking man asked me what I'd like to drink, I said "I'm afraid I'm crashing — who's this party for?" "Why, for you, of course," he smiled, getting me a Scotch. He turned out to be the editor of the Daily News, and that's what I mean about Chicago being friendly.

Columnist Sydney J. Harris, a man whose work I admire, emerged from the art nouveau woodwork and dragged me over to Riccardo's for a spot of Italian food, all the while delivering wild raves about San Francisco. Columnist Irv Kupcinet said, "What are you doing here when you could be in that great town of yours?" Roger Ebert, the bright young

movie critic of the Sun-Times, said: "Last time I was in San Francisco, we all got stoned and wound up in the Berkeley hills about 4 a.m. We sat there, staring at the Golden Gate, waiting for the sun to rise over that magical bridge, and you know, it wasn't until it was broad daylight that it dawned on us — that we were facing the wrong way."

I think we should move ahead with plans to abandon Candlestick Park, if only to cement our worldwide reputation for general nuttiness. All good things come in threes, and this would round out the hand: there's the Embarcadero Freeway that goes nowhere, and the Palace of Fine Arts, which cost almost \$8 million to rebuild and isn't going anywhere either (have you noticed, too, that it looked better as a ruin?). Candlestick cost only \$15 million or so, and it is getting on to 10 years old; that seems a reasonable retirement age for a structure that was obsolescent to begin with. However, we draw the line at actually tearing it down. Maybe the kids at nearby Hunters Point could use the whole joint as a playground. Can you think of a better place in the whole world for kite-flying?

Dick Guggenheim is bogged by those signs on the Powell cables. "Discover Utah on Your Way West!" Via Hong Kong? ... And Bill Devlin, noted bumper strip spotter, noted this one on a car driven by a clergyman: "Don't Repent — The End of the World Has Been Called Off." Ah me. Another swinging priest.

THE MONEY TREE

There's Plenty of Gold In the Franchise Hills

By MILTON MOSKOWITZ

Welcome to "Franchiseland, USA." The gold rush of the last century had nothing on the franchise boom now sweeping the country.

New franchise operations are coming down the pike with such speed and in such variety that it makes you wonder what traditional retailers have been doing all these years to allow room for this phenomenal growth.

International Industries, one of the major franchisers, claims that franchising already accounts for 25 per cent of all retail sales. "This success story," says Al Lapin, Jr., president of International Industries, "is virtually without precedent in our nation's economic history."

Franchising enables an individual who wants to run his own business to hook into a national system. He's provided with know-how and a recognized name. The company issuing the franchise gets a royalty on all sales.

Let's take a quick look at some of the franchise ideas currently being peddled.

How would you like to run a Lord Hardwicke Pub? This is a franchise chain being launched by — yes — the Earl of Hardwicke. These are touted as "America's first high-volume, deluxe fast-food restaurants with an authentic British accent." You need at least \$40,000 to get a piece of the action.

If that doesn't appeal to you,

how about Zuider Zee Fish 'n' Puppies? You only need \$36,000 here to run a drive-in seafood restaurant.

If food is not your bag, how about managing a mobile home park? Rolling International of Dallas is selling

A Look at the
World of Finance

franchises for \$25,000. Or an art gallery? Park-Lane Galleries in Ronkonkoma, N.Y., is offering franchises for \$22,500. "Deal in the works of Dali, Chagall, Renoir, Picasso," it says.

Or maybe you would like to combine food with something else? A New York outfit called Celebrity Systems offers under one roof a franchise for a fast-food restaurant and a record-and-stereo-tape dealership.

Looking for something unusual? There's a new restaurant chain called Astrondine Systems. These restaurants utilize the geodesic dome design of architect R. Buckminster Fuller and feature such menu delights as Moonburgers, Marsburgers and spudnik fries. Or take out a Laugh-In franchise and sell Fickle Finger hamburgers and Sock-it-to-me cola.

You can get yourself a Dizzy Dean restaurant (\$28,500), an Al Hirt sandwich saloon (\$26,000) or a Katzenjammer Haus (\$17,500).

The franchise concept is also

being used to develop economic power in Negro communities. One of the many fried chicken chains now gracing our country is All-Pro, a Pittsburgh-based system whose president is Brady Keys, former pro football star. All-Pro has just granted a franchise in the Bedford-Stuyvesant ghetto of Brooklyn, with Mr. Keys pointing out: "There is need for more imaginative use of monies for the proliferation of black businesses."

Franchising has been called "a child of this age." There are already more than 200 franchising organizations in the food field alone, and there are well over 1,000 companies issuing franchises for all kinds of businesses.

Where will it all end? We don't know — but the stamperede for franchising is currently running very strongly. To you, a franchise unit may mean nothing more than a stop along the highway. To an able operator with a franchise from a top company, it can prove a short-cut to gold.

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