

Voter May Get Stuck For Campaign Costs, Too

By HENRY C. MacARTHUR

SACRAMENTO (CNS)—Many proposals have been made regarding the possibility of turning over the costs of elections to the people in the name of "purity of elections", but a unique one has come from Senator Alfred H. Song, D-Monterey Park.

Senator Song has introduced a measure in the senate which would allow everyone who pays income tax to designate a dollar of the tax for the political party of his choice.

The money raised thereby,

which would amount to more than \$5 million, would be deposited in the state treasury, and doled out to candidates for office under a formula within the bill.

The formula calls for five percent of each party's election fund to go to the candidates for United States Senate; 20 percent divided equally between candidates of state-wide constitutional offices; 25 percent to Congressional candidates, and the remaining 50 percent to the 80 assembly and 20 senate candidates which are voted on every two years.

By collecting the money from the people and dividing it equally, a good part of election expenses would be paid for by the public, and thus eliminate the necessity for candidates going to private sources for election funds, Song said.

"Our political system is under great pressure," the senator declared. "The costs of elections are sky-rocketing. At present, candidates must go to special interests for the funds

they need. My bill would take campaign financing out of the hands of these special interests, and return it to the people, where it belongs.

"All funds raised by this method will be distributed directly to the candidate by the state. No political bosses would be involved.

Further, the bill would provide that no funds would go to candidates in primary elections, or for those running for non-partisan office.

"I want to open up this mysterious business of campaign financing to the general public," he stated. "People should contribute to campaigns, and they should also know where a candidate gets his money. That way, an elected official would truly be a public servant."

He said the measure would strengthen the two-party system, as at present, some officeholders are unopposed at election time because no potential opponent can raise money for a campaign. The bill would end the "free rides" and would insure that every elected official would have his performance brought up for scrutiny.

The proposed law also would strengthen the laws requiring reports of campaign expenditures, as at present, only a candidate's campaign committee must file a report. The Song bill would require a report from any committee engaged in aiding or defeating any candidate.

At present, names of contributors must be shown in campaign reports, but not the amounts contributed. The proposed bill would require disclosure of the name, address,

and amount of money donated exceeding \$200.

Unfortunately, although the bill is dedicated to a high-minded purpose, it would not prevent a candidate from taking the dollars from the state fund for elections, and collecting as much or more than they do at the present time from the "special interests." There would be the advantage of knowing where the money comes from, but even this could be beat by jockeying the organizations which spend the money.

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Comment and Opinion

C-2 PRESS-HERALD

MARCH 26, 1969

Yorty's the Man

The ending and beginning of new decades will probably represent one of the most crucial periods in the history of the city of Los Angeles.

The turmoil of the '60s, coupled with unprecedented growth and expansion, will present problems requiring consistent, experienced and capable leadership for the next four years.

We believe that Mayor Samuel Yorty, seeking his third term in office, is a proven candidate. His experience, leadership in virtually all fields and his candid personality can best lead this city into the "booming '70s."

Yorty's opponents have conducted, what we believe, a negative campaign dwelling on the personality and travel of the incumbent. Few positive programs have been introduced.

Critics are not necessarily proven leaders.

The Yorty years in Los Angeles have shown those signs of leadership. The city has made great strides in the fields of easing unemployment, urban renewal, recreation and parks and development of the central city.

Yorty has his eccentricities. He is sometimes radical and sometimes outspoken. He is always criticized.

We believe that Mayor Yorty has faced the problems and provided the answers in his first eight years in office—and we are confident that he can provide that same leadership for the next four years.

We suggest a vote for the incumbent, Samuel Yorty, in the April 1 primary.

Reluctant Support

A school bond proposal amounting to \$289 million and two requests for tax overrides for the Los Angeles Unified School District and Junior College District will be included on the April 1 primary ballot as Propositions A, B and C.

All three measures come at an inopportune time following in the wake of campus disruptions and violence this month.

The activities on our campuses will tend to cloud the issue that schools are in desperate need for additional facilities. Clear and reasonable thinking on the part of the voter will tend to become mixed with vengeance for those who have disrupted and destroyed.

But we must remember the majority of the students—and those yet to come in the future. A student in 1974 or '75 or '76 should not have to suffer for the acts of those few in 1969.

At the same time, school officials, administrators and board of education members must also realize that the taxpayer is not a "never-ending source" of revenue. School budgets must be trimmed and wasteful spending curbed if facilities are going to continue to meet the needs of the future.

Voters approved a \$189.5 million bond issue in 1966 and already funds are gone. Now \$289 million more is asked in Proposition A.

The taxpayer is also being asked to approve increases of the maximum tax rates from \$2.65 to \$4.20 for the Unified School District (Proposition B) and from 35 cents to 45 cents for the Junior College District (Proposition C).

The taxpayer again is being asked for "service above and beyond" the call.

But in the interest of the majority of students and those future students, we reluctantly support the three school measures and suggest a "yes" vote April 1.

Other Opinions

There is only one thing left that will give you more for your money than it did 10 years ago — the penny scale at the corner drugstore—Eaden (N.C.) News.

Our democratic system does indeed seek to safeguard and dignify the individual, but its protections are in no way intended to provide a shield for behavior which transgresses the law and tramples the rights of others—Sterling (Ill.) Gazette.

How About Instant Diplomas for Protesters?



FROM THE MAILBOX

He Doesn't Like City's Traffic Signal System

To the Editor:

Maybe you can tell me how some of our street traffic signals are programmed. I drive over a good bit of the southern half of Los Angeles County and I have never quite met the equal of some of the snarled up traffic light controls you have right here.

Take Hawthorne Boulevard, for one case. I don't care how fast — or how slow — you drive, there is no human way in today's high-powered automobiles to cruise with the signals from Lomita Boulevard to Artesia. Nine cars out of ten, or maybe more, have to stop at EVERY signal. Very seldom can a car go through two consecutive signals, I believe. I never have.

Some of the other signal timing is just as bad. Take Torrance Boulevard and Hickory. The light is always green on Torrance and I have seen cars all tangled up on the service road, on Hickory, in the intersection waiting and waiting for a green light. I have never seen a longer signal — including the three-way and four-way signals all over the county.

You go right up to Maple or Madrona where there is a lot of city employee traffic and the signals certainly work better.

How about the signals at Crenshaw and Sepulveda: shouldn't the left-turn lanes stay green long enough to let more than three or four cars through?

I don't know whether you can help or not, but I dread to come into Torrance knowing I'm going to be stuck at some of those long, long signals or at one of the quick-change monsters that you have to sit through in order to make a turn.

Thank you.

DONALD GORDON

To the Editor:

The following Stephen M. White (Junior High) students want to express their concern for their schools by asking that all registered voters approve

propositions A, B, and C on election day. These students feel education is extremely important. Los Angeles city schools should not be forced to cut services to students and go on double sessions due to lack of funds.

These students respectfully request that voters approve propositions A, B, and C, and help their school system move ahead.

(Signed) Reynaldo Antonio, Edwin Vansprew, Jeff Scharlach, Jack Tucker, Klynn Murray, Dennis Antonio, Mark Ball, Doug Ellison, Manuel Moreno, Robbie Thompson, James Viveros, Ricky Welby, Jonathan Minami, Lawrence Castagnola, David Spanski, Dick Anderson, Pat Hoyny, Gene Cox, Conley Cristofersen, Rob McLean, James Coffman, Javier Lopez, John Winslett, Don Sedmak, Steve Mitchell, Becky Pickiny, Stephanie Warner, Rosie Diaz, Diana Pasi, Gail Nakamura, Tina Castillo, Teri Mescheder, Valerie Takahama, Alyci Muro, Shirley Muramoto, Marilyn Michaelis, Debbie Severson, Pam Matthews, Sheryl Yokoyama, Debbie Jaboor, and Gail Boyd.

To the Editor:

I want to thank my friends and acquaintances, both new and old, and of all ages, for the many pleasant memories I have of the bits of their lives they have shared with me during the 18 years I have been in library work.

And, I want to leave them with this Irish prayer: May the roads rise with you, and the wind be always at your back; and may the Lord hold you in the hollow of his hand.

DOROTHY I. BARKER
(Mrs. Harold W. Barker)



HERB CAEN SAYS:

He Found Signs of Life On Visit to 'Near East'

The Golden Gate Bridge is romantic—due of course to its location, the color, those great campy towers and the fact that it goes from one lovely place to another — but the Bay Bridge, East-bound, is a bureaucratic bore. You get the feeling you're in a tunnel on stilts, an impression that isn't entirely dissipated when you hand your quarter to a faceless guard who doesn't say thanks.

Nevertheless, I was determined to look on the bright side when I made one of my periodic Journeys to the East on Wednesday, and it took only a little doing. It was raining in San Francisco and the sun was shining on The Bright Side of the Bay (one of the many slogans for Oakland, "Where the Action Is"). I drove past the old Shredded Wheat factory on 14th St. and felt a nostalgic twinge, if not a hunger pang; when I was a kid, I thought that was one of the most impressive buildings ever, and it still looks glassy-bright.

Furthermore, Oakland has developed a recognizable skyline. It is still dominated by the Stalin era Tribune Tower, which has been refurbished and is now positively Khruchevian in its exuberance, but it no longer stands alone on a darkling plain.

Well, I made a day of it. I spent three rewarding minutes reading the Tribune. Found an example of neat Oakland wit in the New Era Furniture Co. on Telegraph: a sign reading "Do It Yourself Escalator" on the stairway to the second floor. Looked at the

magnificent new museum, opening in September (it has to be only half as great on the inside as it is on the outside to be a winner). And strolled around Lake Merritt, recalling with a smile how my late

Report from Our Man in San Francisco

Aunt Clemence used to call it "Lake Merde" in her saucy French style.

As night fell—it falls harder and faster in the East — I drove to the outer limit of the Nimitz and turned in at the Oakland Coliseum, scene of the pro tennis matches. The Cow Palace is, after all, just a place for cows, but the Coliseum is something to drool over. Except for its own version of Cardiac Hill winding up to the box office, it's all neat, clean, tidy, spacious and beautifully run. The employees are perpetually smiling and friendly, like those at Disneyland. And the fat hot dogs with sauerkraut are the finest this side of the Staten Island Ferry, and may even be worth the sixbits they cost.

Westbound, the Bay Bridge is much more appealing: those orange lights (don't take them away!) and the new San Francisco skyline, in which the old Shell Building still glows most warmly. But I did leave a piece of my heart, not to mention half of my second hot dog, in Oakland. How can you knock a city that has named its principal square in honor of a dead Socialist? And a self-confessed oyster thief at that.

Communications gap: John L. Murgatroyd, leaving soon for Manila, phoned the Philippine Consulate to ask what documents he'd need. Girl: "A visa, which requires a passport, your tickets, and a photograph." John: "Is a cholera shot necessary?" Girl: "No, a black-and-white photo will do."

Language in action: Big flap in fancy Smithtown, Long Island, over a year-old book by S.F.'s Paul Jacobs, titled "Prelude to Riot?" — a serious study or urban revolt. A girl student at Great Hollow Junior High borrowed the book from the school library, and took it home, where her father, John Murphy, immediately found the one dirty word in it, a 12-letter one. In a rage, he went before the school board to insist the book be withdrawn from the library (it was) and he couched his demand for decency in memorable language. "I want crap like this taken off the shelf," he said. "It doesn't belong in the hands of a 12-year-old girl."

Speaking of which: The literary critic of the Town School paper — that's the excellent private school in San Francisco's Pacific Heights — gives a rave review to Elldridge Cleaver's "Soul on Ice." "A masterpiece," he writes. "The thoughts on sex are both interesting and vulgar. Obscenities do appear in the text. To tell the truth, I do not think that anyone under 12 years of age should read the book." Okay, Mr. Murphy? Now you know the current cut-off age. In San Francisco, at any rate.

THE MONEY TREE

California Leads World In Producing Good Wines

By MILTON MOSKOWITZ

A two-sentence advertisement currently running in national magazines features a bottle of Paul Masson's Emerald Dry white table wine against the backdrop of a French chateau. The copy states: "Only 8 American premium vintners dare sell their wines in Europe. Paul Masson outsells all the others."

An earlier ad said: "You can't fool Europeans about wine."

But E. & J. Gallo Winery, of Modesto, Calif., which makes more wine than any other vintner in the U.S., figures you can. Says Howard E. Williams, Gallo's vice president for market development: "The wines Europe has been producing are undrinkable by United States standards. It's no wonder that Europe's good wines — less than 5 per cent of the production there — elicit such paeans of praise; the others are hardly bearable."

Having demolished 95 per cent of Europe's wines, Williams unburdened himself about the premium U.S. wines. Paul Masson, Christian Brothers and Almaden are frequently credited with the big swing to table wines in the American market. (Table wines, which are drier and less alcoholic than dessert wines — sherry, port, muscatel — have doubled their sales in the past 10 years.) But giant Gallo claims credit for this by equating influence with bigness.

"All of the premium-priced table wine producers in California constitute approximately 10 per cent of the market," Williams notes. "Quite obviously, they can share in the big swing to table wines, but they can't lead it or dominate it. They simply don't have the capacity, neither present nor potential."

For the record, Gallo accounts for more than 20 per cent of all the wine drunk in America. Its share of California table wine output is 36 per cent.

And what are its best sellers? Among what it calls its red table wines, Gallo identifies the winners as Piasano, Vin Rose and Pink Chablis. Vin Rose? Pink Chablis? There are purists who wouldn't accept these as red wines — but Mr. Williams pulls down the box of office charts:

"These wines run very strong volume in every market area. They illustrate by their enormous consumer repeat demand the taste pattern of this country. If some are inclined to declare them 'too sweet,' I call attention to the demand for Beaujolais in France."

In the white table wine category, Gallo leads with its Chablis and a four-year-old blend, Rhine Garten, which Mr. Williams concedes is "on the sweeter fruity side."

Gallo also markets what is probably the top-selling aperitif in America, Thunderbird.

Gallo's chief competitor in the U.S. wine market is another California company, United Vintners, recently acquired by Heublein, Inc. Its product is sold under such brands as Italian Swiss Colony, Inglenook, Lejon, Petri and Gambarelli & Davito.

Table wines, because of their delicate character, are generally bottled right where they're produced — but that's not necessary for some of the bulk wine turned out by these companies. United Vintners, for example, ships wine to Chicago by rail and it also has a 2.5 million-gallon tanker, the S.S. Angelo Petri, which takes the wine from Stockton, Calif., to Newark, N.J., where it's bottled.

The idea of shipping wine by tanker would cause apoplexy in Europe. But Americans drink oceans of it and, as Mr. Williams of Gallo says: "The record to date indicates we must be doing something right."

Which brings up that age-old question, which we won't try to settle here: If you sell more, does that make you better?

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