

Proposal to Divide California Crops Up Again

By JAMES K. WOODWORTH

SACRAMENTO — (CNS) — The idea of dividing California into two separate states has once again cropped up in the State Legislature and this time it was not prompted by some overt act of the Southern California contingent.

Sen. Richard J. Dolwig, R-San Mateo County, has announced plans to offer three measures aimed at dividing the Golden State along the Tehachapi Mountains.

Such an action would put the

heavily urbanized Los Angeles area in one state, with its multiple ghetto and subdivision problems, while the rest, or more agriculturally oriented part of the state, would fend for itself as a separate entity.

Monday Dolwig announced the reactivation of a non-profit corporation which is dedicated to the division of California. The corporation, called the Founders of the States of California, was organized in 1965 when the senator first introduced measures aimed at dividing the state.

It is interesting to note that the purpose of that corporation is to promote the formation of two states within California's present boundaries and "to collect funds to be used for promotional activities."

That latter point becomes increasingly more interesting when it is noted in one of Dolwig's press releases on the subject, that the corporation is also seeking an executive director, who should "be financially able to work temporarily without salary, since there are no corpo-

rate funds at this time."

The organization's last executive director resigned "because of the press of business interests." Since that time the organization has been "inactive."

Dolwig says that "when funds become available, the executive director will be granted a salary commensurate with his ability and experience."

The senator says he is more than ever convinced that the idea is sound and that it has a great deal of public support. One point he does make,

which no one can argue with, is "For all practical purposes right now, we have two states with one governor and one Legislature. The governor and practically every state department has offices in Southern California. There are as many, and possibly more, state offices in Los Angeles right now than there are in Sacramento."

To accomplish the proposed division of the state, many hurdles would have to be passed. The Legislature would have to consent, by a majority vote, to

the division of the state, which appears at this time to be a very unlikely prospect.

Following that, a Constitutional Amendment would have to be passed by a two-thirds vote of the Legislature, and then put to a vote of the people of the state. One, or both, of these also appear to be unlikely.

If the matter got this far, and the voters had approved the constitutional amendment, the Legislature would have a third crack at it and would have to

pass a joint resolution asking Congress to approve the division.

Upon, and if, Congress should approve, a constitutional convention would have to be called to draft new constitutions and to iron out other problems.

Whichever part of the state retained the name "California" would have a big head start on the other state, since California is known the world over, and the new state "Altateritory," would have to start from scratch before becoming recognized by the rest of the world.

Your Right to Know
Is the Key to All Your Liberties

Comment and Opinion

C-2 PRESS-HERALD

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Painless Pennies

The gas tax started in February of 1919 in the state of Oregon — at the rate of one cent per gallon. The trickle of "painless pennies" that began in Oregon has swelled to a nationwide torrent.

U.S. highway users now pay gasoline taxes at the rate of \$17,000 a minute, \$1 million an hour, and \$24.5 million daily. In all, they will pay nearly \$9 billion in motor fuel taxes in 1969. Today, combined state and federal gasoline taxes average 10.8 cents a gallon — the equivalent of a sales levy of nearly 50 per cent on purchases of regular-grade gasoline. Motor fuel generates more tax revenue for government than any other commodity. Gasoline taxes have provided the major share of the revenue for a nationwide highway system that is the envy of the world — despite diversion of billions of dollars to general uses in some states.

No one can deny that the requirements of our complex, mechanized society call for costly governmental services. But, the peril of the taxing power is becoming more evident each year, and the appetites of official spenders at all levels of government have become insatiable. Tax collectors in the U.S. are now taking approximately 30 per cent of the total value of all goods and services produced in the nation.

It's Not the Same

Freedom of speech and freedom of press have been jealously guarded heritages of the U.S. political system. They are the foundation of representative government. Recent action by the Federal Communications Commission to ban cigarette advertising on television and radio raised the free press, free speech question in the minds of many people.

Irrespective of how one feels about cigarette smoking, the FCC action raised a point about "the communications media" that is often overlooked. The right of free speech and a free press do not have the same relationship to television and radio that they do to the nation's newspapers. The very fact that radio and TV stations are subject to federal licensing sets them apart. It also explains why, contrary to what some have thought in the past, neither radio nor TV will take the place of the hometown newspaper. In today's world, they are essential supplementary features of the art of communication. That is why many newspapers own radio and TV stations — while the newspaper keeps right on publishing.

Only the newspaper leaves a permanent record of community life. Only the newspaper is free to express its editor's personal convictions, and only the newspaper — unlicensed and unregulated — fulfills the obligation of a free press in accordance with the historical meaning of the term. A free press is the bastion of a self-governing people. It can be supplanted, but never supplanted.

There's No Escape

Where there is smoke, there is fire — so goes the old expression. It appears particularly applicable to present discussions of federal tax reform. One of the last official acts of the Johnson Administration was to submit proposed changes in the tax laws to make the system more equitable and to extend its reach to incomes that it has been claimed escape their share of the tax load. The Nixon Administration is also concerned with tax reform.

For longer than most of us can remember, there have been proposals of one kind or another to improve and reform the tax laws, but instead of reform, taxes have gotten higher and the rules more complicated year after year.

Perhaps at last, the pressure of taxpayer resentment will force change, but no miracles should be expected — and least of all a substantial lessening of the tax burden. As long as the cost of government continues to rise disproportionately to the productive capacity of the people, taxes will become increasingly burdensome. Reform of the tax laws may mean more equitable treatment of taxpayers. But, reform should not be confused with reduction.

Because of their number, the great body of U.S. citizens of modest means, in the future as in the past, will remain the main target of the tax collector. There is no other way.

April Mine Field



SACRAMENTO REPORT

Alcoholic Could Get His Special Niche This Year

By RALPH C. DILLS
Senator, 32nd District

A frequently expressed concept, that of treating the chronic alcoholic as a sick individual and not as a hardened criminal, may become state law during this session of the Legislature if a recently introduced measure is successful.

The legislation is the result of a study conducted by the assembly criminal procedures committee. It states that each county would be required to establish inebriate reception centers to provide emergency medical care, detoxification services, and diagnosis. In addition, the centers would offer comprehensive treatment and rehabilitation programs, in-

cluding inpatient extended care facilities, supportive residential facilities, and vocational and family counseling services.

The bill's proponents state flatly that every finding of medical science and psychology declares alcoholism to be a disease.

From another, purely practical standpoint, it is argued that in the near future the courts will probably not permit dealing with the common inebriate by criminal law. The courts are simply too crowded even at this time.

The bill's author notes that about one-half of all non-traffic arrests in California are for drunkenness and that approximately one-third of all inmates

in county correctional facilities are there on drunkenness convictions.

My colleague charges that the use of the criminal process to control alcohol abuse has clearly failed. It has failed to deter chronic drunkenness, he says, and it has failed to rehabilitate chronic alcoholics. In addition, he adds, the present system is very costly and places a burden on the police, the courts, and the jails.

The common conception of today's drunk tanks, even in our most modern jail facilities, still presents a dismal picture of the same indigents appearing in the tank time after time with no apparent end in sight.

It is argued by people who are intimately familiar with the problem that this "revolving door" system does not deter alcoholics, but in the long run wastes the time of the police and the money of the taxpayers.

They point to the self-defeating process in which the common drunk is arrested, jailed, released, re-arrested, and released. Many of these alcoholics go through the process literally hundreds of times.

My colleague states that the chronic alcoholic is a sick person who must be treated with a medical approach rather than being subjected to the repeating drunk tank and jail sentences that are now imposed under our criminal laws.

Under the inebriate health program as proposed in the new measure, the police would take the public drunk into protective custody for handling by the inebriate center. In cases where other law violations were involved, the alcoholic would naturally continue to be treated under criminal law procedures, as in the cases of drunken driving or indecent exposure.

The author has even devised a way to equitably pay for the proposed inebriate centers. He will introduce legislation soon to increase the state tax on liquor.

HERB CAEN SAYS:

Can Clean Living Win A Trans-Pacific Race?

You'd have to call it a varied weekend. Sunshine and showers, blossoms in the rain, five intrepid yachtsmen putting out to sea in their cockleshells, Arthur Rubinstein getting a standing ovation at the Opera House (it's nice to see somebody getting a standing ovation who really deserves it), and a lot of discussions about the earthquake that will strike us in April or May or maybe not.

About those yachtsmen, bursting with high spirits and mad courage. They left Saturday from St. Francis Yacht Club, each in a boat under 35 feet in length, sailing alone in radio silence across 6,000 miles of Pacific to Japan. The Frenchmen, Navy Capt. Eric Taberly and Yves Terrien, have plenty of French wine aboard. Very little water. Ditto the Belgian, Rene Hauert. The German, Klaus Hehner, is loaded up on beer. Very little water. The American, Jerry Cartwright of Portland, is carrying plenty of water and absolutely nothing alcoholic. Will clean living win?

The night before, Capt. Taberly concluded his training at Le Trianon on O'Farrell St., where he consumed several bottles of Chamberlain's Cough Syrup. "I never drink water," he stated for the record. "Water is for sailing on, not with."

At the Opera House Sunday afternoon, Arthur Rubinstein had stanzas, a full house and three rows of people seated on-stage behind his Steinway. It's hard not to cry a little when Rubinstein plays. It must be his great age plus his irre-

pressible gaiety. His face radiates humor; you wouldn't be surprised if he stopped in the middle of Chopin to tell a joke. His publicity says he's 80, he says he's 82, his intimates say he's 85 but it doesn't matter.

Report from Our Man
in San Francisco

He's always the youngest member of the group.

Later, at the St. Francis, he nodded at a compliment: "Yes, I played well today. It's because I have this terrible cold. Like Maestro Avis, I tried a little harder." He had once explained in a classic phrase why he didn't play Mozart — "It's too simple for children and too difficult for artists" — but he is now playing Mozart again. "I stopped," he said, "because I had lost my innocence. But now I am so old I have regained my purity — call it retroactive virginity."

Bundled up in a greatcoat, with a thick scarf around his neck, he strode through the St. Francis lobby, spry as a teenager. I remembered the time he was riding in a cab to Fisherman's Wharf, and the cabbie had said, "You look familiar, what's your name?" When he replied "Arthur Rubinstein," I said "Why didn't you let him guess?" "Because," smiled Rubinstein, "when I let people guess they always say I'm Leopold Stokowski." Now passersby were turning to stare at him in the lobby. They knew his face was familiar but they weren't sure. "Isn't that Leopold Stokowski?"

Dark thought: Hallmark's

THE MONEY TREE

Like a Pack of Goodies? Pickle Maker Has a Deal

By MILTON MOSKOWITZ

If you're 100 years old this year, you're eligible for a gift package from the ketchup-and-pickles king of Pittsburgh, the H. J. Heinz Company. Heinz will be 100 years old in 1969 and it's celebrating by giving away a package of goodies to everyone in the country who crosses the century mark.

There's one catch, though. To get your centennial package, you have to be first written up in your local newspaper. If you write directly to Pittsburgh to inform them that you're 100, you'll get the back of the hand. At least, that's what Heinz told us.

Heinz has employed three clipping services to check all the newspapers in the country for items on 100th birthday celebrations. Armed with this clip, it then sends out its gift package.

At first, Heinz estimated that this idea would set them back about 1,000 gift packages. But people are living longer (though what ketchup has to do with that we don't know)—and it seems now that the count will reach 2,000 before the year is out. The clips for the first month, January, unearthed 124 people who were born in 1869.

More than ketchup flows in the corporate veins of Heinz — for only a handful of U.S. corporations have reached the venerable age of 100. Another company, Campbell Soup, will also be 100 years old this year — and that's an interesting coincidence because both Heinz and Campbell owe much to the tomato.

Campbell has locked up 90 per cent of the soup business,

and tomato has long been the top seller in its line.

Gourmets tend to recoil in horror and disgust at the American penchant for dumping ketchup on practically everything but pistachio ice cream. But what offends the

A Look at the
World of Finance

gourmets brings joy to the heart of Heinz.

As it moved into its second century, Heinz proudly announced that Americans bought 724 million bottles of ketchup last year. You figure it out — that means more than three bottles for every man, woman and child in the country. It's an average of 10 bottles per household.

Old companies, like old people, sometimes become afflicted with hardening of the arteries. That happened to Heinz after it passed its 90th birthday. By virtue of having the top name in this field, Heinz always got a couple of pennies more per bottle for its ketchup than competitors did. But the competition became more aggressive and began to score heavily on the slow-moving leader.

By the time Heinz was 95 years old, it found that its share of the ketchup market had slid from 30 to 24 per cent. Hunt was breathing down its neck with a 23 per cent share and Del Monte was also coming up from behind.

Heinz regrouped to meet this threat. Basically, it did two things. It began clobbering the competition with commercials

which you must have seen, showing how its ketchup doesn't run the way an unnamed competitor's does. Secondly, it applied to its business what the soft drink companies did in their business 15 years ago.

The beverage companies made the revolutionary discovery that people who like your product consume a lot of it. So why not give them a lot of it — in a big bottle? Heinz had been selling ketchup in one package, a 14-ounce bottle. First it brought out a 20-ounce bottle. Then, in 1967, it introduced its 26-ounce "ketchup lovers" bottle.

Did it work? You bet it did. Ketchup sales have soared in the past three years — and so has Heinz's share of the business. Today, Heinz is believed to do between 35 and 40 per cent of the annual \$160 million ketchup business.

Americans who reach age 100 this year will share in this red glory — but only if they have a newspaper story to prove it. It goes to show: Even when you're 100 these days, you need a press agent.

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Glenn W. Pfeil
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