

# Tougher Admission Policies Urged for Colleges

By HENRY J. MACARTHUR

SACRAMENTO — (CNS) — It long has been a contention of state legislators that more and tighter law would not serve to combat violence on the campuses, and recent events seem to have given some proof to this contention.

The recent events at the University of California in Berkeley are spreading to other campuses, and if the trend keeps up, higher education in

California will be no more than a course in disrupting the normal processes of government.

More than a hundred proposals are before the state's solons designed primarily to get the colleges back to normal, and action is pending on most of them. Meanwhile, the police and national guard are starting to enforce laws already on the books, which seem adequate to take care of the situation if rigidly applied.

While the Berkeley disturbance did not take place

directly on the campus, the least that can be said of it is that it was the direct result of student demonstrations and uprisings. Logically, it will spread to the campus as long as government persists with its "slap on the wrist" policy of making students understand that the people of the state are more than tired of paying for an institution, or any higher education in fact, which is continually beset by agitators.

They are also tired of paying the abnormal expenses of call-

ing out the guard at more than \$50,000 a day to quell these deliberate and disruptive activities which hinder the educational process and result in taxpayer money going down the drain without present or future benefit to those who pay the bill.

Both the legislature and the university administration seem to have missed a sure fire method of cutting down and eventually eliminating the activities which, sooner or later, are bound to bring to an end

the effectiveness of college education.

This would be to close all the campuses down for a period of time and begin enrollments all over again by admitting no student unless he signed a pledge to behave, and agreed to leave the campus never to return if he failed to live up to his pledge, on penalty of a jail sentence. This might be rough, but at least it would be cheaper than spending thousands of dollars daily in futile attempts to maintain order.

It seems to be a fact that rioting, rockthrowing, property damaging, and fire setting students have either no appreciation of the educational facilities offered to them through the beneficence of the taxpayers, or are sparked by professional agitators.

Certainly the university was not established to become a seat of dissidence but rather as a cultural center of the state, and the people are justified in using all means at their disposal to keep it that way.

And the state has plenty of means at its disposal, provided it quits mollycoddling the dissidents and insists on their elimination.

Further the theory that education is a right and not a privilege has to be dispensed with. Certainly those who take advantage of higher education as a privilege have the right to pursue their studies for their own betterment and the betterment of the state without being subjected to constant interruptions by resolutionists.

## Your Right to Know

Is the Key to All Your Liberties

## Comment and Opinion

B-4 PRESS HERALD

MAY 28, 1969

### Albert Isen, Mayor

Mayor Albert Isen, who has responded to that title now for more than 14 years, was in the spotlight of accolades here Monday evening as a packed house gathered to toast him at an achievement banquet.

The mayor was obviously elated to be in the friendly spotlight, and he beamed his pleasure as his family—including his mother—and friends saluted him.

Being in the spotlight is nothing new for Albert Isen. As the city's chief elected official since 1955, he has spent most of his waking hours in public. He is on a tireless round of clubs, organizations, and city and civic groups. He visits, looks at, and studies scores of the city's problem areas each week. He draws from an unending well of energy to pursue the city's business on what appears to be a full-time schedule.

Behind all of the driving energy is a deep-rooted love for his city, the city of Torrance. Few of us have the zeal for the city which is displayed daily by Mayor Isen. His enthusiasm for the city and for its development during his 14 years as mayor has led it to the ranking as an All America City, has brought national attention through the annual Armed Forces Day celebration, and has sparked many of the city's residents to new pride in their community.

Monday night's salute was spearheaded by the Jaycees, but the crowd paying tribute to him was sprinkled with city, county, and state officials, by our Congressmen, and by city hall clerks and park workers.

Representatives of neighboring cities joined in the salute.

He received the expected accolades, scrolls, resolutions, and a four-foot gavel—which probably was not expected.

But what he carried away from the Monday night gathering, we suspect, was a happy thought that several hundred had gone to the cost and bother of putting him on stage for a round of applause and a "Thank you" for his efforts for the community.

The Press-Herald adds its salute to Mayor Isen for his 15 years as a city councilman and 14 years as mayor. We also add a salute to Albert Isen for his lifetime devotion to his city. His contributions to the development of the community he loves can hardly be measured. But it has been immense, and the tributes Monday night could only be a small token of the gratitude he has earned.

## Other Opinions

ISLE, MINN., MESSENGER: "... according to the U.S. Post Office, it's a 'No, No' for the newspapers to mention or advertise in any way a raffle, bingo or any other type of lottery—even though it's a fund raising event for a nonprofit organization or for a good cause. In fact—a newspaper that fails to comply with this ruling can lose its mailing permit! I'm sure that I don't need to mention that I have a hard time understanding the Post Office's reasoning in this matter, since I am of the belief that most editors are quite qualified to use sound judgment in determining whether a raffle is for a good cause or not—and whether the public will be hurt by advertising the same. . . . Such fund raising drives happen every day—and this doesn't seem to concern Uncle too much—but to let anyone know that they're happening is the 'No, No.' So—now you know why such events (important to a small community) do not receive any publicity in the paper."

COVINGTON, TENN., LEADER: "If you ask a police chief what will help most to reduce crime in his city, the chances are that the reply will be short and simple: 'Light.' . . . With modern technology, we have the ability to light city streets to levels which effectively deny concealment to would-be criminals. True, improved lighting costs money. But the investment will be repaid many times in cutting both crime and traffic accidents. In our opinion, light should be the basic consideration in the efforts of local, state and federal programs to make our streets safer."

## During Summer School Vacation



HERB CAEN SAYS:

## Rolls Royce Owners Yell Loudly About Fee Hikes

Caenetti: Where else but in Hillsborough would Rolls-Royce owners raise a fuss over two bucks and fifty cents: The entry fee for classic cars in the annual Concours d'Elegance there May 18 has been raised from \$5 to \$7.50, and the Rolls-Royce Owners Club, led by Fighting Peter Lind, is protesting loudly on an "it's the principle" basis. Actually, it's the money, folks. . . . The fancy brick building-mit-courtyard in the 700 block on Taylor a formerly the French Consulate, later the Academy of Art—is being converted into a Japanese restaurant, to be called Benihana of Tokyo and opening May 28. The owner is Rocky Aoki, a former Olympic wrestler who already operates two Benihanas in New York and one in Chicago. . . . Bagatelle: A lovely sunset morning at Huntington Park on Nob Hill. Enter two hippies who approach the fountain and proceed to take off their shoes. Children stare, nannies glare and two Little Old Ladies on a bench sniff "Dirty hippies!" and "Why don't they stay out of our park?" Shoes and socks removed, the hippies wade into the pool and proceed to clean out all the trash, newspapers, and paper cups deposited by the Nob Hill gentry.

Input & output: Harold B. Jamison of Berkeley is saddled with a problem peculiar to the age. The majestic credit card computer at Crocker-Citizens has "married" him to one Hazel Jamison and issued her a card with his number. "I have never laid eyes on Hazel, let alone anything else," complains Jamison, "but for a figure of a computer's imagination, she is real enough since she is charging material things to my account. I am delighted to have her enter the mainstream of our economy, but why on ME? Like the hero of Kafka's 'Trial,' I have protested in vain." Jamison is divorced, by the way, and would now like an instant divorce-by-computer from Hazel.

Bay City beat: The annual S.F. flower show will be held Aug. 21-24 in Golden Gate Park's Hall of Flowers if the vandals haven't destroyed it by then. What kind of savages are these who hurl rocks at this

Report from Our Man in San Francisco

lacy, beguiling and utterly defenseless landmark? . . . Barnaby Conrad's next project for Random House: a book about the murder of his great-grandmother, Mrs. Jerrothel Barnaby, in Denver in 1891—possibly this country's first murder-by-mail (she died of poisoned whisky sent her by her physician and confidant, Dr. T. Thatcher Graves). The mystery was solved by Barnaby's grandfather, John Howard Conrad, with the aid of \$38,000 worth of Pinkertons (the apparent motive was a large bequest to Dr. Graves in Mrs. Barnaby's will). The doctor killed himself in his cell by swallowing arsenic soaked off flypaper—and you will have to concede that this is one meaty story.

Last week, at the hungry 1 in Ghirardelli Square U.C. Extension presented an all-day symposium titled, "Marketing to the New Customer Generation," for "sophisticated high management personnel" of companies worried about how to reach the kids. Among the speakers: Enrico Banducci, who will confess that he has yet to figure out this problem, which is why his hungry 1 is currently closed as a place of entertainment.

Still, there's always a way to make a buck. Alan Lakein, a young, smiling, unbelievably affable fellow, is a "Time Specialist" with offices in the Wells Fargo Building. For \$200 an hour, he will tell you how to rearrange your time so you can do some of the things you've never had time for (his first client was a dentist, worried because he could never

find time to take his wife to lunch). He now has seven clients some of the biggest corporations in town—and has arranged his own time so incredibly well that he works only one day a week.

## THE MONEY TREE

## FTC Officials Show They Have No Sense of Humor

The Federal Trade Commission, which is supposed to protect you against unfair business practices, has been under sharp attack from both the left and the right.

Last year a group of zealous law students brought a withering indictment against the FTC. Known as "Nader's Raiders," because they were recruited by crusader Ralph Nader, the group charged the FTC with being woefully ineffective.

At the same time, businessmen continued to beat on the FTC. They have long considered the government agency a pettifogging interferer in their lives.

It's not surprising then that one of President Nixon's first moves was to ask for a searching review of the Federal Trade Commission. This is being conducted now by the American Bar Association.

It may be, though, that the worst sin of the FTC is a complete lack of humor. What do you do when you see a ridiculous commercial on television? You laugh. Not the FTC. It takes it all too seriously.

For example, you will no longer have the opportunity to see a funny commercial done by Lever Brothers for its ALL detergent brand.

In this commercial, which you probably didn't catch because it had a short run, an actor is shown wearing a

stained garment. You see water rising across the TV screen until it reaches the actor's chin. It then recedes—and as it does, the stains disappear.

A Look at the World of Finance

all due, of course, to the miraculous cleansing action of ALL.

Now this is clearly a spoof—to everyone except the literal-minded commissioners who sit on the Federal Trade Commission.

"Upon inquiry," the FTC reported with a straight face, "the commission learned that the stain on the actor's garment had not been removed by the immersion depicted on the television screen, but in the normal fashion by washing in a washing machine."

What an incredible finding! Those sneaky people at Lever Brothers! The FTC did admit this might be a spoof but it ruled, with all its majestic pomposity: "Even humorous commercials have actionable capacity to deceive where, as here, they depict the product in use and exaggerate the results ostensibly achieved from such use."

Lever Brothers was ordered to take the commercial off the air—and it did. Fighting against humorless people is like punching a pillow.

For another example of the

FTC in action on behalf of consumers, look at its new rules to protect dogs.

Pet food manufacturers may no longer describe as "meat" such ingredients as lungs, stomachs, intestines, kidneys, and brains. This is a body blow to one company, Alpo Products, whose Alpo dog food has risen to become one of the top-selling brands on the claim that it's "100 per cent meat," as distinguished from products with a cereal content.

Robert F. Hunsicker, president of Alpo, has put into words his frustration with FTC rules-makers. "When your wife goes to the store for liver," he points out, "she calls it meat, not by-products, and that goes for hearts, lungs, tongue, kidneys, and so on. Meat. Not by-products. . . . Our suppliers call it meat. Our buyers call it meat. You'd call it meat. The public calls it meat. Dogs know it's meat. And, until very recently, the government agreed that it was meat."

Actually, it's all very funny. What's amazing is that grown men can waste so much time over such nonsense. It's a lawyer's paradise.

As for Alpo, probably as deficient in humor as the FTC, it can still claim an edge by advertising its product as "100 per cent meat and meat by-products." Dogs will understand. Only people will be confused.

## BLUEPRINT FOR ACTION

## School Rebels Lay Plans For Summer in Industry

By WARREN SWENSON

There still seems to be among us some excessively naive people who are laboring under the pleasant delusion that college and university "troubles" are just "fun and games" indulged in as a pastime by high-spirited youths—much in the same vein as "panty raids," "gold-fish gulping" or "phone booth stuffing."

Though it appears that many of the participants—and gawking, idiot "by-standers"—who get involved in clashes with the police, barricading, window breaking, etc., are simply pimply bubbleheads who are being herded like sheep and, generally, give the impression that our campuses need signs instructing them to "get under something when it rains," those who retain the idea that the lawlessness and ruin is "unorganized" or just mass stupidity should read a curious document, "The Work in Organizers Manual."

Though the copy quoted here originated in New York, a similar manifesto for California has been reported and area industries and businesses have been alerted to its implications for this summer.

Put simply, it is a blueprint for those who have spent the rest of the year disrupting and wrecking education to "keep up the good work" during the summer by transferring their efforts to business and industry.

The document is almost painfully detailed—beginning with "how to research the job situation in your area" to "what to expect on the job"—though just what those participating in the "work-in" are

supposed to do seems unaccountably fuzzy.

There are hints, to be sure, and one can make what one can of them. For instance: ". . . Try to get hired in plants or transport depots that have several hundred (let's say a 400 minimum) workers . . . if we want to reach workers with literature, the potential audience is greater."

"In large plants in national unions there is a greater chance that the workers will become part of (and have a history of) mass strike movements, rebellions against sell-out leadership, conflict with the government . . ."

"If places require a 'non-communist' or 'non-subversive' signature, sign it. You're not breaking the law."

"Your job is to bring across the identity of interests of students and workers—the fact that without workers there would be no universities, that the working class is the class with the power . . ."

"But you're there with a purpose—to bring out the relationship of the Vietnam and other imperialist wars to their immediate demands, to the fact that they and their sons die in the war, that it is a war for the rich—the CLASS perspective."

"Suggest types of fights around grievances, immediate things if you can figure some out."

Apparently it is perfectly all right in these circles to lie and cheat—in fact it is carefully explained just how to do it:

"In MOST cases it would probably be best NOT to mention that you are a student . . . you have to come in as a job-seeker who has worked since graduation."

"In cases where you can't mention college and use a 'background' make sure you state you were 'laid off' from your last job because it was 'slow' or the company's 'contracting' or maybe even 'going out of business.'"

"If you've been in (the service) and had an honorable discharge, tell it the way it is. If you've had something other than an honorable discharge, avoid mentioning it; you've been working since high school."

In case you are using what is euphemistically called "a background" (phony, of course), you must provide yourself with a "former boss" and, above all, "make sure he has the story straight."

There is a good deal more. The pamphlet tells how to "avoid finks," how to work your way into the good graces of fellow workers and a warning not to be shocked by their stupid ideas and not to be too free with your own brilliance.

Is this just a schoolboy lark, a gay summer adventure?

If you still think this is just a passing thing—a sudden "fad" rather than a warning of the "gay abandon of youth"—read on.

"Try to make a few friends among the workers that might last beyond the summer. Two or three—or even one. And try to get their addresses and phone numbers . . . otherwise it might be difficult to contact them again."

"It would be a good idea to record your experiences by day or week, a few notes in the evening about relevant events . . . will be invaluable . . . for those in next summer's program AND FOR THE PEOPLE TO WHOM WE PUBLICIZE OUR WORK." (These CAPITALS are ours.)

This is not to be confused with any individual effort. The pamphlet is full of "your group" references. "Discuss it with your group." "Each area should develop 'background' like this for their group." "A group should gather ALL information from each successive job seeker so that the next ones will be better prepared." "Keep in constant contact with your group and discuss all problems with them."

Just a bunch of misguided boys out for a good time? Just a bit of summer fun with the workers out in the plants?

Of course, and, as the pamphlet points out, it is educational—"you may just be (getting) an appreciation of what workers are up against in the fight against the boss, the government and a sellout leadership."

Oh, yes, for some reason this "spontaneous" bit of college pranks could use money. Just make your checks payable to "The SDS Work-in," contact the "coordinator" for your local college or university—and go back to dreaming that there is no "organization," just some idealistic individuals who are looking for an outlet for their surplus energy and high spirits.

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