

State Workers Say They're Being Short-Changed

By HENRY C. MacARTHUR

SACRAMENTO — (CNS) — Charges that the administration of Governor Ronald Reagan, and the governor himself, is short-changing civil servants of California, are more than likely to have some effect on completion of work on the 1969-70 fiscal year budget before it comes up for final passage by the state legislature.

The charges were lodged by Thomas H. Jordan, general manager of the California State Employees' Association.

The powerful company union which acts as a go-between for the employees and the administration.

In a strongly worded letter to the governor Jordan said "salary and fringe benefit shortages for civil service, state college and university employees has reached the critical stage."

He pointed out that the governor, when he was a candidate, pledged to "maintain salaries for state employees at a level with comparable work in other public and private em-

ployment, and secure increases promptly when necessary to maintain those levels."

"That pledge has not been kept," Jordan declared.

Further, he told Reagan that last year, \$8.9 million less than required to meet prevailing scales was budgeted.

"This year," the letter said, "you have compounded the shortage, budgeting \$16.1 million less than required."

In addition to salary shortages, fringe benefits are sub-standard, Jordan declared.

These include full payment by the state of basic health insurance, time and a half for over-time, special shift differentials, and uniform allowances, which Jordan says have been standard in industry for years, but state employees still are waiting for them.

"Governor," the letter declared, "I submit that you are not only breaking your pledge but, more importantly, you are avoiding the letter and the spirit of the law."

Even with a five per cent that \$14.2 million from the sur-

plus be added to bring fringe benefits up to parity and another \$16.1 million for the state's responsibilities to employees.

The association, through its newspaper, also said the governor is holding up measures in the assembly ways and means committee through lack of authorization by the governor for the legislature to consider them prior to budget action. The measures would grant salary increases of 7.5 plan, and pay time-and-a-half for over-time.

"Attempts to reach a viable compromise with the administration have proven fruitless," Jordan said. "Even the conservative state personnel board recommendation, which contained a total of \$21 for equity increases, has not been given consideration."

"The governor's pay program is shameful in the face of sky-rocketing living costs, and kind words about the value of civil servants to California will not bring home the bacon on pay-day."

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Comment and Opinion

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Ample Time

A senate bill providing for the return of closing polling places during statewide elections to 7 p.m. is currently being studied by the state senate.

The bill, SB 1008, would set the election hours at 7 a.m. to 7 p.m. rather than the current 7 a.m. to 8 p.m.

We believe the legislation has merit.

During the recent Los Angeles municipal election, a record turn-out of voters was recorded as nearly 80 per cent of the voters went to the polls — between 7 a.m. and 7 p.m.

The 12 hours provided was more than ample.

The state's contention that more persons would vote in a statewide election in 13 hours rather than 12 has not borne true in recent elections. Voters, on the other hand, tend to put off voting until "after dinner," thus slowing up the entire counting process.

With more and more voters in the state, longer periods of time are needed to count the ballots while new voting devices have cut down the actual voting time necessary.

We believe that consideration should be given to the voting public so that it may be informed as to the election's outcome before retiring election night. This could be enhanced by closing the polls at 7 p.m.

The Big Tax Bite

The estimate of all taxes to be collected in fiscal 1969 by federal, state and local governments averages out to about \$3,927 per American family.

That's up \$370 from fiscal 1968, says the Tax Foundation, Inc. Thirteen years ago, taxes collected by all government were equivalent to \$1,897 per family.

This estimate is based on anticipated tax receipts of \$247 billion in fiscal 1969 and will be \$147 billion higher than fiscal 1956. Tax receipts by the federal government alone will have more than doubled since 1956, while state-local tax receipts will be close to tripling during the same period of time.

This ever-increasing tax burden on the American taxpayer points up the immediate need for careful screening of expenditures, elimination of overlapping projects, and the setting of priorities at all levels of government.

Other Opinions

SULLIVAN, ILL., PROGRESS: "It is a modern trend to criticize our government at every opportunity. It's fashionable to refuse to have anything to do with the government, to refuse to serve if called for duty; to tear down our schools and disrupt normal government procedure where possible. Those men... who worked so hard, for so long, to establish the country, risked their lives with no thought of making their fortunes. Would they have gone ahead if they had known how some of the idiots among the future generations were going to act... No doubt, had some of those men been able to look into the future, they might very well have been content to let the Indians keep the country."

PROVIDENCE, KY., JOURNAL-ENTERPRISE: "The certainty of taxes for the middle income group has become such a real thing that... The harder a man works and the more he works, the more taxes he must pay to support the 8,400,000 Americans who are on relief rolls of one kind or another. All this while jobs go begging. Welfare in the United States is increasing twice as fast as the population and there are statistics to bear this out."

SEA ISLE CITY, N.J., TIMES: "Because their peaceful pursuits do not make pews, there are folks who believe the majority of our young people are stupid and selfish and vicious, caring nothing about their communities and country — nothing about their fellowmen, not even, most of them, about their parents. This, of course, is not so. Despite the trouble-makers, destroyers and anarchists among them, the great majority of our young people are decent and intelligent and law-abiding and do care about others."

Somebody's In for a Big Surprise!



SACRAMENTO REPORT

Threatened Bureaucrats Dig In Against Changes

By RALPH C. DILLS
Senator, 32nd District

The governor's sweeping plan to reorganize some of the more cumbersome aspects of the state government — introduced several months ago to the Legislature — is meeting some stiff opposition in many areas. Capitol prophets boldly predicted this rough going when the measure was introduced.

The Board of Equalization and the Franchise Tax Board, for instance, are among those 31 state boards and agencies which the administration feels could be eliminated to increase efficiency and save the taxpayers' money. Engineers of the plan propose that all the state's tax collecting functions be consolidated into a new state agency — the Department of Revenue.

One thing that most people

agree on is that some of the governor's recommendations are very long overdue, while others are destined to stir up long and bitter debate before they will be accepted or rejected by the legislature.

Naturally, some of these "marked" boards and agencies will receive stronger support than others during the plan's travels through legislative channels. The United Spanish War Veterans' Commission, for instance, will likely not garner the support for reinstatement as will the now-necessary Districts Securities Commission. Others of these entities, such as the Capitol Building and Planning Commission, the Technical Advisory Committee to the Department of Commerce, and the Departmental Coordinating Committee on Atomic Energy,

will probably not be sorely missed by anyone outside their particular narrow field of interest and influence.

What has turned out to be the most controversial item proposed is the Department of Revenue creation. The administration contends this consolidation of tax-gathering entities would be both a benefit to the state and an added convenience to the heretofore forgotten taxpayer. One cannot help but recall, however, that such a proposal is nothing new in the state legislature, and previous attempts to initiate such a program have gone down to solid defeat. The fact that the administration has possibly gained new prestige and power in the legislature, however, may give added impetus to the proposal.

The governor's reorganization plan also calls for a major reshuffling of the Department of Harbors and Watercraft to more effectively focus its efforts on development of ocean and marine resources. The governor has indicated that Lt. Governor Ed Reinecke, an engineer by profession with a particular interest in oceanography, would coordinate the new department's programs. The new state agency would be known as the Department of Navigation and Ocean Development.

This 1969 reorganization plan is the second submitted by Governor Reagan since 1967 legislation was passed allowing the chief executive to recommend reforms with the concurrence of the Legislature. In 1968 the governor carried out a major reshuffling of his immediate executive staff, establishing four agency administrators to control all departments of the state administration. The governor has the power to submit reorganization plans to the Legislature through the end of this year, although many feel this should be extended to allow maximum latitude for the chief executive in reorganizing the state's complex structure.

HERB CAEN SAYS:

Oldtimer Found a Hairy Bunch; So That's News?

Quote: "Of all the cities in the world, this is the greatest one, composed of all nations and colors, and the hairiest of fellows that ever existed." David Greer mined that gem from the diary of Lorenzo Sargent, who sailed through the Golden Gate from Massachusetts in 1849.

Little old dot-maker, me: Hillsborough's most renowned resident, Bing Crosby, celebrated his 65th birthday Friday — although, he adds, "Celebrated is hardly the word. Let's just say that I gave it passing notice before hastily changing the subject." Afterthought: If Bing isn't the best-looking person in the world who is? ... A noted churchman's remarkable explanation for relieving his feisty urban affairs director of his post: "It's not because he spoke the truth but because he spoke the truth too often" ... More and more jewelry salesmen are traveling with catalogues only, rather than valuable samples. Too many hotel robberies and, in a couple of recent cases, killings.

Mess of dottage: He didn't look like your ordinary Fisherman's Wharf street corner hawk, and he wasn't. It's just that Clifford Donley, chairman of the English Dept. at Dublin High, "wanted the human experience of of selling them in person," so he stood there on Saturday, peddling his new book of poems, "Dialogue

in a Dark Place," at a buck a throw. He sold 10, amid much dialogue in a bright place ... Where do people who live in the country go for a picnic? Well, Warren Cereghino of Ch. 2, who lives in Walnut Creek,

Report from Our Man in San Francisco

brought his buddies over here for a Sat. picnic in Washington Square, "which," he says disloyally, "beats heck out of Contra Costa County" ... MacBlum's, the fancy haircutting salon for fancy men, becomes Sebring's of San Francisco tomorrow Jay Sebring, the hot H'wood snipper whose backers include Steve McQueen and Paul Newman, is merging into the scene — but his only rival, Original Andy, looks unruffled.

Things historical: At the Club Sirocco the other night, Bradley Buckner contributed a rare filip to our file of San Franciscana. "The first topless arrest in San Francisco wasn't a girl," he confided. "It was me! Uh — I! Me!" At Fleishacker Pool some eleven years ago, he lowered the top of his bathing suit while sunbathing and was immediately arrested for "indecent exposure." In those dear dead days beyond recall, friend, a male had to keep his chest covered at all times. Even females ... Is this a record? People who work in the area claim an abandoned international truck has been

occupying a space at Francisco and Taylor for at least six years now.

Oreste's Joe Piccinini must have been only half-listening when his wife, Iva, made some complaint about his "sex drive" because he mumbled in reply: "I already gave at the office" ... As Jim Grimme walked out of Tiffany the other afternoon, a hippie asked: "Got any change?" Jim: "After shopping in THERE?" ... And at the Presidio snack bar, Civilian Employee Dick Evert put a dime in the candy machine. His selection rattled out, and when he took the wrapper off he found — a half-eaten candy bar and a nickel.

The current headlines remind Mrs. Louise C. Brown of Berkeley that long-haired upstarts have long been a problem at Fair Harvard. Quote: "Forasmuch as the wearing of Long Hair after the manner of uncouth ruffians and Barbarians has begun to invade our country, contrary to God's word ... and to the general custom of our people, we magistrates do declare our dislike against the wearing of such long hair as a thing uncivil and unmanly, whereby men do deform themselves and do offend good men and corrupt good manners." The foregoing, accdg. to the Harvard Alumni Bulletin, appeared in the Student Handbook of Harvard, published in 1649 — apparently one of the more up-tight years of recent history.

THE MONEY TREE

Tobacco Industry Looks For Soft Place to Land

By MILTON MOSKOWITZ

People bought Hershey bars for years without the stimulus of advertising. Cigarette smokers may soon find themselves in the same situation.

While Hershey is becoming an advertiser for the first time, the tobacco companies, long among our leading advertisers, are considering the serious possibility that they will not be able to promote their wares to the public. Or, even if they are able, that they may not want to.

Much depends on what happens in Congress during the next month. The cigarette labeling act passed four years ago has sections which expire on June 30. If these sections are allowed to die, then the curtain may fall on "Marlboro Country," "Winston Tastes Good," "You Can Take Salem Out of the Country" and all those other weed-selling cultural expressions.

The labeling act put on all cigarette packages the warning: "Caution: Cigarette smoking may be hazardous to your health." That part of the act doesn't expire; it's there for good. What does expire are provisions barring federal and state agencies from taking further action against cigarette promotion. The tobacco industry was happy four years ago to accept the warning label in return for the other sections of the bill.

Once these wraps are off, it can be open season on cigarette advertising. Various states are reportedly ready to move against cigarette selling. The Federal Communications Commission wants to issue an absolute ban of all cigarette advertising on

radio and television. And the Federal Trade Commission wants to require all cigarette ads, print and broadcast, to carry a strong warning along such lines as: "Warning: Cigarette smoking is dangerous to

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health and may cause death from cancer and other diseases."

With these actions, cigarette advertising would go up in a puff of smoke. If it has to issue such a strong warning in all of its communications to the public, the industry is expected to stop communicating.

But first, of course, it will fight. It's doing that now in the corridors of Congress. And it will battle against any regulatory moves, using the argument, "If it's legal to sell, why isn't it legal to advertise?"

The media channels have already narrowed through independent steps of publishers and station owners. The New York magazine hasn't accepted cigarette ads for years. The Westinghouse stations recently lowered the boom — and so did the Boston Globe.

The question is: Will the disappearance of cigarette advertising lead to a decline in smoking? The answers are not clear-cut.

Evidence from other countries — Great Britain and Italy, for example — where advertising has been sharply curtailed or eliminated indicates that the hardened smoker can still find his way to the store to buy a pack. There was no fall-off in cigarette sales. Historians of the tobacco industry also point out that cigarette

smoking as a habit grew rapidly in this country without any massive injection of advertising. Advertising entered the scene after there were smokers out there.

How many of the 60 million Americans who smoke would forego the habit because they're not being bombarded with sales messages for particular brands? Not many probably. Absence of advertising might cut down the number of new smokers — but those shiny, cellophane-wrapped packages will still be staring out at you from retail counters and vending machines.

Advertising or not, there's one cigarette slogan you'll never hear again. American Tobacco Company, maker of Pall Mall, Lucky Strike and other brands, used to say proudly, "Tobacco is our middle name."

Last month, at its annual meeting, the company changed its name to American Brands, Inc., to reflect the fact that in addition to tobacco products (72 per cent of sales), it also now makes and sells such healthful items as Hydrox cookies, Krispy Salines, Jim Beam bourbon, Mott's applesauce, and Sunsweet prunes. There's not a cough in that carload.

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