

# Press-Herald

GLENN W. PFEIL . . . . . Publisher  
REID L. BUNDY . . . . . Managing Editor  
Torrance, Calif., Sunday, February 5, 1967

## The Honeymoon Is Over

Holding retail merchants at fault for rising prices is something like saying wet streets cause rain. Last year's consumer strikes against food distributors were the result of factors over which retailers have no more control than they have over the weather. The retail distribution system of the United States, especially the chain retailing organizations, operate under a merchandising philosophy that is the logical counterpart of mass production. That philosophy is simple. It rests on the premise of moving the largest volume of goods possible at minimum prices.

The chain stores led the way in developing the distribution system that grew out of this philosophy. The result is that consumers in the United States pay smaller percentages of family incomes for food than virtually any other country in the world. In reality, the consumer strikes marked the opening of a new era.

As a spokesman for the food retailers observes: "... America's food industry is now, and will be in the future, utilized as a major foreign and domestic policy tool. . . . It is sobering to realize that the total world food production in 1965 was about the same as it was in 1964. But in 1965 there were 63 million more mouths to feed than there were the year before. . . . American consumers have grown accustomed to low food prices, based upon surpluses that are simply no longer with us. The Honeymoon is over."

Inflation and worldwide demand have had their inevitable effect on prices. The best hope of American consumers lies in perpetuating and strengthening the mass-production and mass-distribution system—as well as the free market in which they both operate.

## OTHERS SAY

### A Fading Myth

A popular myth about government debt is running into more and more trouble. In essence, that myth is the politically fomented belief that deficits and the rising debt of the federal government are nothing to worry about because "we owe it to ourselves." Many a candidate has been elected to public office on the strength of this irresponsible thesis, which explains in large part the steadily depreciating value of the dollar and increasing inflation.

Now a brief item in U. S. News and World Report says, "Debt will be a matter of growing concern. Debt interest alone is headed for a 14-billion-dollar total, and rising. That's on federal debt, and it exceeds the entire federal budget of any 'New Deal' year . . ."

If debt is no burden because "we owe it to ourselves," then why should the government pay \$14 billion interest each year on the funds it borrows? Why not just ask our citizens and institutions to turn over their wherewithal to Washington with no strings attached? Since we are all allegedly one big family, why should the thrifty investor collect interest on borrowings that are to be used for the public good? Better yet, why not repudiate the entire interest obligation of some \$14 billion a year?

Why? Because repudiation would end with the financial collapse of the government.

This is the implication of the "we owe it to ourselves" philosophy.—*Industrial News Service.*

Newsweek magazine recently stated: "Judging solely by his paycheck, the typical U. S. production worker with three dependents seemed to be better off financially last month than he was a year earlier. His wages had climbed from \$98.04 a week last fall to \$100.65. But if he was making more, he was enjoying it less, because his real earnings — or the after-tax purchasing power of his paycheck — had actually dwindled from \$88.80 to \$87.90."

U.S. Representative E. Y. Berry of South Dakota says, "Excessive government spending has placed the nation in a position where we see the cost of living up, the purchasing power of the dollar down, the deficit in the balance of international payments increasing, the flight of gold from Fort Knox serious, and our competitive position in the world market alarming."

The Internal Revenue Service reports that \$239 million was returned to taxpayers who overpaid their income taxes in 1965. This overpaid tax total is more than one third of all U. S. individual income taxes collected 30 years ago, reports Brevities, a publication of the Employers' Association of Greater Chicago.

Speaking of the "Great Society," John Maverick, writing in the *Cherryville, Kansas, Republican*, says: "In our state the 'Great Society' means Great People. People, who want to work for a living; people, who give a day's work for a day's pay; people, who believe in God; people, who believe in each other; people, who believe in free enterprise, and people, who believe in America."

The Edison Electric Institute, trade organization of the nation's investor-owned electric power companies, reports that to provide for America's electric energy needs by the year 2000, the electric utility industry plans to build the equivalent of seven additional power systems, each equal in electric energy size to that which is serving the American people today.

It makes little or no difference to the U. S. Supreme Court how the public feels about some of the decisions of recent months which are declared to favor criminals and make their arrest and conviction more difficult. The Justices are appointed for life. The voters haven't an opportunity to cast ballots either for or against them.—*Storm Lake (Iowa) Pilot-Tribune.*

## Markers Along The Moon Trail



## AFFAIRS OF STATE

# Reactions to Reagan's Budget Message Mixed

By HENRY C. MACARTHUR  
Capital News Service

SACRAMENTO — Mixed reactions followed Governor Ronald Reagan's presentation of his 1967-68 budget to the state legislature. Generally, the feeling was that Reagan, in seeking a 10 per cent budget cut, and requesting economies from all agencies of state government, was merely attempting to carry out the mandate of an electorate which put him in office with nearly a million majority.

On the other hand, there was resentment expressed over the new governor's use of the word "looting" applied to the past administration's handling of state funds. The word was used in a report to the people television presentation prior to delivery of the budget message.

Reagan was criticized both by Senators Hugh M. Burns, D-Fresno, and George Miller, D-Contra Costa, who interpreted the meaning of the word as a reflection on the integrity of the state legislature. The legislature approved previous state budgets. The two senators held that if anyone "looted and drained" the treasury, the governor must be referring to the solons, rather than the Brown administration.

There was every indication in the Capitol that with presentation of the budget, the "honeymoon was over." Every new governor, regardless of party, has a "honeymoon" before the sparks start flying, and the opposite party starts shafting. Reagan's use of the word "looting" probably had more to do than anything else with dropping the wall of ice between the Democrats and Republicans, which was pretty well frozen by the time the governor appeared before the two houses and delivered his message.

Also causing some comment was the television show the evening preceding the budget message, which appeared on one channel of news comment. On this show, Reagan was giving his report to the people. Periodically, the show was interrupted to have Hale Champion, former director of fi-

show the evening preceding the budget message, which appeared on one channel of news comment. On this show, Reagan was giving his report to the people. Periodically, the show was interrupted to have Hale Champion, former director of fi-

### Sacramento

nance under Brown and Alan Cranston, deposed state controller, break in with disparaging comments.

The sentiment was to the effect that this method of down-grading a governor was on the order of dirty pool. No one would deny either Champion or Cranston, even though they are now nothing more than private citizens, the right to express their views anywhere they please, or where opportunity is offered. But common courtesy and practice would seem to demand that any individual be permitted to make his state-

ment without interruption and contradiction.

Officials of the California Taxpayers Association said after the presentation that they believe presentation of the budget as a framework for consideration of the legislature presented opportunity for action which could slow down the spiral of state spending.

The association will work with the administration and legislature in attempting to work out suitable solutions to solving the fiscal troubles of the state, to the end that proper cuts can be effected, while essential state services are maintained.

Basically, the budget message and the framework budget presented to the legislature is nothing more than an attempt to carry out the results of the last election, which indicated the state is ready for a return to sounder principles of financing than have been used in the past.

## We Quote . . .

True liberalism means an open-minded search for truth and free speech in expressing ideas. — Dr. William Shockley, Stanford prof.

That is a tribute to the success with which the facts have been kept from the American people. — Richard N. Goodwin on stories coming from Americans visiting in Hanoi.

Nutrition has come close to passing baseball as a national interest. — Dr. Jean Mayer, Harvard diet expert.

Anything for free is treated as junk, but if you buy it you cherish it and gain from it. So \$400 is only a small token compared to what can be gained from education.

—Jim Kurtzhal, San Francisco.

They have their nuts and wiggles, of course, but so do we and so do you. — Assembly Speaker Jesse Unruh about the academic community.

Is there no better world for us to build than one in which worship of the ideal of equality reduces the inhabitants to automatons that move and act as the supreme computer says they must? — R. E. Strain, economics prof at Cal State Long Beach.

Fishing has kept me young. The outdoors will never let you grow old. — Fred Pearl, veteran Sacramento boxing figure about 88th birthday.

## Morning Report:

Unknown to anybody but a handful of bookkeepers, the government almost went broke a few days ago. At one perilous moment, Washington came within \$100 million of going over the debt limit of \$300 billion.

Of course, that doesn't look like close by ordinary mortal standards. But figure it this way: it's as if a fellow once worth \$330,000 came within \$100 of being overdrawn at a hungry bank. We were saved, however, at the last minute from having our checks bounce all over the world, which would have been very embarrassing for the world's richest nation.

Congress naturally will be outraged, and well it should. After all Congress votes the debt limit and also votes to spend the money that perils it — regularly.

Abe Mellinkoff

## My Neighbors



"What's the use of giving you an off-the-record remark — you don't print a word of them lately."

## HERB CAEN SAYS:

# San Francisco Once Had World's Longest Nights

It is self-evident that there are few good reasons to stay up after midnight in this aged day, but just before World War II, San Francisco had the longest nights in the world: so much to do, so much time to do it in. Dinner at the St. Germaine, one of the last French restaurants with an upstairs "riding academy." Then to the Palace's Rose Bowl Room (Paul Whiteman or Artie Shaw or the Casa Loma Orchestra). Up Geary Street to the St. Francis Mural Room to catch Xavier Cugat. The Persian Room of the Drake wasn't yet the "Snake Pit," but already a redoubtable pickup spot. A cable car to the Mark's Peacock Court (hello, Henry King) and across to the Fairmont for the De Marcos. Down the hill again, this time to John's Rendezvous, where Bill Gilmore was usually buying drinks for the house, and then Sophie's last show at the Bal Tabarin (hurry, hurry!). After 2, the high-dice games were going strong in the back room of Bimbo's at 365 Market St. or there was roulette in the upstairs casino at Stockton and O'Farrell. At the Deauville across the street, Jerry Lester was warming up at the bar for

his 3 a.m. show, and after that, Sally Rand presiding over the cognac bottle in the Blue Room of the Music Box (it took us a long time to find out that the shots we were buying her — at a buck a throw — were cold tea). And if you still hadn't had enough, Sally Stanford was always good for a glass of champagne at 5 a.m. in her Russian Hill house — so famous an institution that

### San Francisco

the sightseeing buses paused there nightly. Her girls wore "formals" and gardenia corsages and there was a fireplace (ablaze) in every room. . . .

People and places, most of them gone now like the nights they once made bright. I finished my pastрами sandwich, as David smiled with relief, and walked out onto Geary. It was 4:30 and the street looked as old and cold as I. Flapping his wings weakly, the night owl drifted his way home, just another bird on the edge of extinction. But don't knock his memories.

The shadow knows: And you are dying to hear more about Lynda Bird Johnson's

Top Secret visit to S.F., aren't you? Even so, we can tell you that she dined a deus with Dr. Brent Eastman of UC Medical Center in a Peninsula restaurant — or at least as a deus as you can get with those Secret Service men around, all six of 'em. As for those worthies, when they and Lynda Bird checked in at the Palo Alto Cabana that same evening, the chief Secret Servicer asked for the keys to all their rooms because "I don't want them left at the desk." Then he proceeded to lock himself out of his own room — with all the keys inside! Hot poop from another SS'er: "Our favorite date for Miss Johnson is George Hamilton. He's the only one who tells us beforehand where they're going and asks if it's all right with us." Mother Hamilton was right. Good manners do pay off.

Beautiful bumbler: Ex-Gov. Pat Brown might be out of office, but he still has one foot in there, mouth-wise. Asked to comment on the firing of Clark Kerr, Pat lost no time mingling his words: "It is the greatest blow to higher education in our state since the founding of the University."

## ROYCE BRIER

# A United Europe Would Rival American Power

Theodore Sorenson's volume entitled simply "Kennedy" was one of the first and best books analyzing the late President.

It reveals a man of extreme common sense, cool when many about him were hot, though a man who made serious mistakes in office.

In the book are several passages rather odd and significant, too long to be quoted here. In effect they dealt with Kennedy placating the difficult General de Gaulle by agreeing with him that there should be a United States of Europe.

Kennedy of course did not subscribe to the General's concept of such a federation — a united Europe dominated by the General and by France. He sidestepped that one gracefully, but Sorenson implies many State Department thinkers have long been fascinated by the idea of a United States of Europe.

Indeed, Woodrow Wilson was among the first to advance the idea in America, and he should have known better because he was steeped in American history.

But ever since there has been a small coterie of men serving in Washington spell-bound by the federation dream.

They looked at World War I, saw it was dreadful, and came to believe a united Europe would forestall such a disaster in the future.

Yet these idealists are moving in diametrical opposition to the central idea

### World Affairs

of the Founding Fathers, to wit, that a divided Europe, comprising several individual powers, at the time monarchical, was indispensable to the survival of the new republic in America in all its politico-socio and economic aspects. Washington, Jefferson, Madison, and Hamilton were set in this view. Washington's "Farewell Address" was a spinoff from it.

Hamilton in "The Federalist" wrote of Europe: "The superiority she has long maintained has tempted her to plume herself as the Mistress of the World, and to consider the rest of mankind as created for her benefit."

## WILLIAM HOGAN

# Newest Spy Thriller Is 'Savage Entertainment'

"The 9th Directive" is the sort of agreeable literary aspirin tablet one takes for a bad cold. In it we meet Quiller again. We met him earlier in "The Quiller Memorandum," a compelling fragment of the British writer Adam Hall's imagination, and a character Alec Guinness plays in a forthcoming film. So Quiller may be around a while.

The morality of Quiller's mission in this book is questionable. But so is that of Kuo, the superb Manchurian triggerman who is working for the Peking government in Bangkok. And so is the basic morality of this high-priced intrigue, this official, or unofficial, counter-espionage business which leaves the bodies of innocents strewn like so many ants after a garden insecticide attack.

Yet such basic "immorality" is the stuff of which crisp, violent thrillers like "The 9th Directive" (and certainly the James Bond tales) are made. So one puts aside the question of officially-sanctioned murder and

absurd politics, which are part and parcel of this tale, and this genre. Lie back and enjoy it.

Quiller is a loner who bears the 9-suffix, "reliable under torture." He reminds one of Le Carre's rather colorless Leamas of "The Spy Who Came in from the Cold" with a touch of James

### Books

Bond's dash and inventiveness in the field. He is in Bangkok reluctantly, not in sympathy with his superior on the scene, on a rather foolish mission. This is to prevent the assassination attempt on a high-ranking British "person" (Prince Philip comes to mind) in the area on a good-will tour. It is not an assassination attempt at all, but a dark maneuver far more sophisticated, far more Chinese in its political concept, that Quiller untimefully faces in the tense, geographically colorful, intricately plotted and thoroughly cinematic charade.

The physical punishment Quiller takes in "The 9th Directive" is extraordinary, yet he is a no-nonsense, dependable, cautious operative with no illusions about his work. Adam Hall has fashioned a plausible, beautifully savage entertainment out of all this — hardly a little moral tale, but worth its weight in aspirin when your head is pounding and throat dry.

Notes on the Margin . . . Charles A. Borden, the veteran seafarer, writer, student of maritime ethnology and authority on early Pacific sea routes, is the author of a splendid book for sailing enthusiasts, "Sea Quest: Global Blue Water Adventure in Small Craft." Macrae-Smith will publish it on March 22. Borden feels that there is little difference between the modern, deep-sea small boat sailor and the ancient. He investigates reasons men go to sea — from the early South Pacific voyagers to eccentrics who defy the elements in rafts and amphibious jeeps.