

Proposal Would Curtail Use of State Initiative

By HENRY C. MacARTHUR

SACRAMENTO — (CNS) — New proposals to revise initiative procedures in California are now before the Legislature, authored by Assemblyman John F. Dunlap (D-Vallejo).

The proposals in no manner seek to curtail use of the initiative by the people, Dunlap emphasizes, but rather to restore this process of government to the public rather than keep it as the virtually exclusive prerogative of public relation firms

and signature canvassing organizations.

"I am convinced," the assemblyman says, "that recently the so-called people's right of initiative has become the 'darling' of public relations agencies.

"A good example of this is the financially irresponsible Proposition 9 on the 1968 ballot, which would have bankrupt local government or forced the Legislature to double the sales tax or triple the income tax.

"Proposition 9 was allowed to qualify under the present law

without any of us knowing who paid to get it on the ballot. Under my amendment proponents would be required to reveal special interest support and the money spent in obtaining signatures.

"During the campaign on Proposition 9, there was rampant speculation as to who was really behind it, but no one was in a position to demonstrate the facts, or reveal the sources of the large amount required to get the measure before the people."

The first Dunlap amendment would require full disclosure by proponents of an initiative proposition of expenditures involved, and who puts up the money.

The second in effect would prevent the circulation of petitions in that it would require that petitions be signed only in public places, such as courthouses, schools, etc.

Thus, Dunlap points out, if there is a true need for legislation effected by the public, "the people will flock to the nearest

public building and sign on the dotted line, if the measure is really of the people."

He further points out that his amendments would reduce speculation as to facts and unveil the secrecy of behind the scenes manipulation of the initiative propositions, as the public would be advised of the real proponents before they signed petitions.

The fact that the initiative has gotten out of hand is virtually uncontroverted. This is not because of intent to use it as a ve-

hicle for any special interest, but rather, because of the growth of California and the increasing number of signatures required to put any proposal from the public on the ballot.

Securing signatures in sufficient number to qualify a proposal is almost an impossibility without the services of professional signature gathering firms, and the costs run into hundreds of thousands of dollars. Some state-wide organizations are big enough and far-flung enough to secure the nec-

essary signatures, but even these are reluctant to tackle the job unless absolutely necessary, because of the expense involved.

It would appear that Dunlap's amendments would decrease the chances of qualifying a measure even more than under present law, for without prodding, it would be difficult to convince people they should take time out to travel to a school or public building. But even if the measures do nothing else, they will start thinking to make the initiative more accessible to the people.

Your Right to Know
Is the Key to All Your Liberties

Comment and Opinion

A-4

MARCH 21, 1969

If At First...

Another attempt to put inheritance tax appraisers under state civil service is being made this year by State Controller Houston I. Flournoy.

Inheritance appraisers, which in the past have been in the main a political adjunct of the controller, have been the subject of legislative controversy for several years.

Three attempts have been made in the state legislature to revise the methods in which they are appointed, primarily to take the appointment out from under a political cloud, but each of the three have failed to get the necessary votes to send the bills to the governor.

Now, Senator Lewis F. Sherman, R-Alameda, is introducing legislation to effect a complete revamping of the present law.

Flournoy has gone as far as he can to take the appraisers out of the class on political appointments, but the best he can do under present law is to hold his own examinations and find out whether the appraisers are qualified for the job.

"We are trying," the controller said, "once more to establish an inheritance tax appraising system procedure free of political patronage implications, which will simplify, consolidate and strengthen the administration of the inheritance tax law."

The controller estimates the plan he advocates this year will save taxpayers and estimates some \$3.6 million annually, with no loss of revenues to the state treasury itself.

He pointed out that previous attempts to enact changes have died in the senate governmental and efficiency committee, which is well known as the "grave-yard" of much controversy legislation.

Whether this particular committee will get the measure for consideration again this year remains to be seen, but the prediction is that if it goes to GE & B another attempt to carry out Flournoy's aspiration for revising the laws regarding inheritance procedures, will go down the drain.

The controller's plan proposes appraisal responsibilities be divided by the executors of estates, and the controller. It is combination of self-appraisal and fixed asset, administrative valuation of much other property and field appraisal by professionally qualified appraisers of the remaining assets.

It would eliminate county treasurers from administration of the tax with appreciable savings to the taxpayers; maintain unity on probate; institute an inheritance tax return in non-probate cases; provide for the computation of the tax by the controller's office; simplify procedures for releases of liens and consents to transfer and modify procedures by which safe-deposit boxes are opened.

Admittedly, inheritance tax procedures are complicated at the present time in addition to the political trap into which the system has fallen, with enrichment of the appointees which has lessened since Flournoy became controller. The question is whether the legislature will be able to accept the suggested improvements.—HCM

Mailbox

To the Editor:

We are rapidly approaching election day and there are many concerned people wondering whether our school bond issues are going to pass.

During this time of vandalism and uprising on several of the campuses, we are all of the mind to really fix these people and vote no on the bonds. But we need these bonds for our schools. If the bonds are turned down this time, instead of 27,000 students on half sessions at the present time, there will be 88,000 on the half sessions and this will go up to the fourth grade level.

Last year, \$900,000 had to be spent to repair the damages caused by vandals. A very

shocking figure, wouldn't you agree?

I wonder whatever happened to the old rule that parents were responsible for damages caused by their offspring? Perhaps we ought to go back to that ruling and hold the parents of the militants and strikers responsible for ALL the damaged taxpayer property—which are the schools.

The leaders are not even students and, in fact, are much too old to be attending our junior and high schools, but they know how to get people to follow the leader. Rights with all demand, but along with rights we must remember comes responsibility. We don't get our rights without taking responsibility—and the consequences. BETTE ROOKER

It's Not That She's Naturally So Slow



NOTED SCIENTIST SAYS

Man's Tenure on Earth Occupies a Few Seconds

The late Adlai E. Stevenson, statesman and politician, once said, "We travel together, passengers on a little spaceship... preserved from annihilation only by the care, the work, and I will say the love we give to our fragile craft."

Anyone who has seen the remarkable photographs taken of the earth by the crew of the Apollo 8 must humbly acknowledge the prophetic truth of Mr. Stevenson's words. From 200,000 miles or more out in space, the earth appears to be a body of transcendent and fragile beauty. The astronauts called it "the good earth." And as Mr. Stevenson intimated, it is a fragile earth supporting life as man knows it on a finely balanced combination of cosmic circumstances that are slowly being altered by man himself.

Only in recent years have scientists suspected the many ways in which human beings, by their numbers and technological achievements, are beginning to threaten human existence. A part of this threat stems from ignorance of the nature of the life-sustaining forces of earth, plus a stunning lack of perception of the real meaning of what we are pleased to call the population explosion.

Dr. John H. Rediske, former Atomic Energy Commission Fellow and now head of a forest tree sciences group at a large timber company, writes of people and resources in a manner that indelibly impresses a lay reader. He points out, "If one could compress all geologic time, the 4.5 billion years since the earth was born, into one year some startling facts regarding the recency of life on this ball of rock would become evident. "Let us assume that the earth is born on the first of January... It is May before single-celled living organisms appear in the warm sheltered coastal waters. In the first week of December the primeval forests rise from the low-

lands. Twelve days later dinosaurs are roaming the earth and the first mammals appear the day after Christmas. At 10 p.m. on Dec. 31 primitive man makes his appearance. The pyramids are built a minute before midnight. Fifty-seven seconds later Christopher Columbus discovers America and we enter the Industrial Revolution about one second before the New Year."

These words of Dr. Rediske show how brief man's existence has been. He goes on to show that in spite of this briefness, man is multiplying at a rate and creating conditions that can terminate his sojourn on earth in a matter of seconds, geologically speaking. Again, he uses a dramatic analogy.

To place population growth in an understandable frame-work, he compresses the 2000 years from the birth of Christ into one 24-hour day. And here is what he finds, beginning Sunday at 12 midnight. There are some 190 million people on earth at that instant. At 7:48 Monday evening, nearly 20 hours later, the population has doubled. It doubles again only two hours and 24 minutes later. And again in less than one hour. And yet again, at 11:36 p.m., the population doubles for the fourth time since

HERB CAEN SAYS:

'Year of the Buck' Puts Rooster on the Sidelines

Well, that's what happens when a nice little neighborhood celebration is pumped up by the Big Ballyhoo Boys in the sacred name of "tourism." I'm talking of course about the disastrous Chinese New Year's Parade, an event that used to be fun and is now a nightmare (we should have known something was going wrong when the sacred dragon itself could no longer go through Chinatown because of the crowds). In the old days — not so long ago at that — you could sit on a balcony above Grant Ave., or lean out of somebody's window, and see a fairly pleasant event; now nobody in his right mind should go near the place, and thousands of people who are out of their minds can't get near it. This is a simple plea to the Convention Bureau and City Hall to give Chinese New Year's back to the Chinese — and incidentally a plea to the Supervisors to ban those firecrackers; these days, they're about as "religious" as an antimissile system. Year of the Rooster? Its neck was wrung by the white devils, celebrating their Year of the Buck, now an annual event in Baghdad-by-the-Bay.

Onward: Holly Elizabeth Hine of Piedmont didn't think

Chinese New Year's was a total loss. At the Four Seas, she opened a fortune cookie to read "An honest God is the noblest work of man," and they must have a new writer around the old cookie factory... "Somehow it doesn't look right!" Charles Downs' comment

Report from Our Man in San Francisco

while watching a 6'6" Highway Patrolman writing a citation on the roof of a tiny car containing three tiny nuns on Bayshore.

Caenetti: Bill Brinton, Pres. of the California Clippers, flew to L.A. to watch his team play the Soviet soccer champs. Afterwards, he invited the Soviets to his hotel to feast on a ton of caviar and buckets of iced vodka — only to have to send out for what they REALLY wanted; hot dogs and Scotch... Ed Richard, the Renault dealer, is boycotting David's Delicatessen now that the Jewish Community Relations Council has recommended a boycott of French products, "such as Air France and Renault cars"... Flash: the Giants have another genius at the helm! Here's to Clyde King, the new skipper on the

THE MONEY TREE

Nice, Four-Letter Soap Has a Smell of Success

By MILTON MOSKOWITZ

Which bar soap would you guess to be the largest seller in the country? You'd be wrong if you guessed Ivory or Lux or Palmolive or Camay or any of the other brands marketed by the three large soap makers, Procter & Gamble, Lever Bros. and Colgate-Palmolive. While this holy triumvirate supplies us with most of our soaps and detergents, they were outsmarted in the toilet soap market by a meat packer.

The soap industry didn't pay too much attention 20 years ago when Armour & Company, No. Two behind Swift in the meat business, came out with its Dial deodorant bar. The suds makers were busy then converting us from soap to detergents.

Besides, Lever, for one, already had a deodorant soap, Lifebuoy, and it was certainly no sales match for the company's Lux Toilet Soap, preferred, you remember, by "nine out of ten movie stars." Lifebuoy's pungent odor, distinctive reddish color and foghorn radio warnings about "B. O." made it, in fact, one of the oddities of the soap business. It was a staple of the comedy routines of the day.

In bringing out Dial, which was milled with an anti-bacterial agent originally called "AT-7," Armour also had the outlandish notion to price it at 25 cents a bar. Now who would pay that much money for a bar of soap?

The answer is that you and

I — and millions of other Americans — were apparently quite willing to plunk down a quarter for a soap that promised to protect us from body odor. Armour unconditionally guaranteed Dial "to keep you fresh around the clock." That's why there's still a clock shown on every package of Dial.

The compulsive American fear of body odor turned Dial

A Look at the World of Finance

into a winner — and Armour never fails to play upon this fear. It's theme for a long time has been: "Aren't you glad you use Dial — Don't you wish everybody did?"

There's no longer any need to take potshots at Lifebuoy, now a quite minor brand. When Dial was first marketed, Armour used to note snidely, "Dial smells good."

Despite carrying the highest price tag in the bar soap market, Dial picked up odor-conscious adherents steadily until in 1960 it became the biggest dollar producer in the field. This is a position it still holds today. Procter & Gamble's Ivory runs it a close second. Dial's success is naturally spawned competitors. P & G has thrown Zest and Safeguard into the deodorant fray. Colgate has Palmolive Gold. And good old Lifebuoy, reformulated, is still in there. Their progress may be gauged by the fact that Dial sales exceeded those of the next two leading deodorant brands combined.

need to "rest" Willie Mays this season: "I would rather have him play three strong, good games in a row than a couple of poor ones." Frank Lawler: "How can we miss with a manager who uses such flawless logic?"

UC-Berkeley, the school of hard knocks: As Dr. Jesse Sawyer concluded his last lecture of the week at Linguistics 125 in Dwinelle Hall, the entire class burst into tears. "My goodness," said the Professor, taken aback, "You've never shown any emotion before." Then HE burst into tears and announced in choked tones: "Let us disperse." You see, pronounced "U.C." tear gas used on campus that day had worked itself into the ventilations system. "They missed the action," observes Hugh Bodden, "but not the cure."

"Why doesn't he print more cute stories about children?" Oh, all right. Dave Way, recently in Washington, found an apartment with a handsome view of the Capitol dome — and taught his three-year-old son, Alexander to look at it and say "Our Nation's Capitol! Zo! So one day they were walking down the street when Alexander suddenly shouted "Our Nation's Capitol! Our Nation's Capitol!" and embraced a fire plug.



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