

Press-Herald

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REID L. BUNDY Managing Editor
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A Case of Deception

Consumers are being told constantly that more and more laws are needed to protect them in the marketplace. The publicity attending the drive to get such laws through Congress leaves the impression that there is something fundamentally dishonest about the mass distribution system. Thus, we have proposals to compel truth in lending, truth in packaging, truth in labeling, and overall a Department of Consumers to serve as a super-police agency that would end by emasculating the free market itself.

A cartoon that has appeared in a large daily paper is typical of the consumer-protection nonsense that is so prevalent. It shows a housewife with her market basket standing before a huge empty carton labeled Truth-in-Packaging Bill. A benign gentleman labeled Congress is shining a lantern into the carton. The puzzled housewife is waiting for his verdict. The cartoon is entitled "Diogenes and Friend."

The real truth is that under the free market system, the housewife is her own best policeman. If she buys a carton of breakfast food or soap, and it does not measure up to her expectations, she simply takes her patronage elsewhere, and the manufacturer or distributor who sought to exploit her is left holding an unsaleable product. She does not need the help of Diogenes or truth-in-packaging bills to tell her when she has been gypped and what to do about it. Incidentally, the housewife might be well-advised to take up the old practice of biting coins to see if they are real. If she tries one of the new quarters that she receives in change on her next trip to the supermarket she will find that it is not genuine. It looks the same, but it isn't made out of silver anymore. That's deceptive packaging at its worst!

A Mutual Dependence

It has been truthfully said that economic and political liberty live or die together. By the same token, a free press cannot exist without private enterprise and neither private enterprise nor personal liberty can exist without a free press. If statements such as these seem dogmatic, academic or trite, the pages of the nation's newspapers, periodicals, and other publications tell a different story.

In columns of advertising, investor-owned enterprise, big and little, seeks the patronage of the public. A national news magazine recently carried a full-page advertisement over the signature of the president of a major investor-owned electric power system. The purpose of the advertisement was to call attention to the opportunities for industrial development in its service area.

The power system in question is one of the most progressive in the country, but it is not alone in its drive to develop markets and expand its services to the benefit of the community. Thousands of taxpaying enterprises are pursuing the same course in every section of the United States. Their business-promoting efforts are reflected in the thousands of pages of advertising that we see every day in our hometown papers and magazines—advertising that tells of new products, expanded service and new opportunities.

It is well worthwhile to think of these things when plans are put forth to extend government in business. Socialized industry does not need to advertise because free choice in the marketplace is gone. The customers are captives of a state monopoly. And in countries where socialism is total, the press consists of a few official organs.

Morning Report:

Abe Mellinkoff is on vacation. His "Morning Report" will be resumed on his return.

Abe Mellinkoff

You Bet Your Life



Speed killed or injured more than 1,570,000 persons in 1965.



Party Platforms Provide Fodder for the Opponent

By CHARLES E. CHAPEL

Assemblyman, 46th District
The Republican State Convention will be held in the State Capitol, in Sacramento, on Saturday, Aug. 6. The most important thing on the agenda will be the writing of the Republican State Platform, which must be adopted by the delegates who will vote in the Assembly Chambers. I am on the Platform Committee and on the sub-committee which will write that portion of the platform related to State taxes.

There will be numerous other activities but the platform is the heart of the meeting. It has been my experience that the state platforms of both the Republican Party and the Democratic Party have one high and mighty purpose. The platforms are targets for the opposition. I have never known a statewide candidate who either stood on or ran on the platform of his own political party. I am talking about California in the past. Anything can happen in California this year.

Several years ago I helped with the writing of the Republican national platform which was adopted that year at the Republican National Convention. In the national campaign which followed, neither Republicans nor Democrats stood or ran on their respective national platforms but all of the candidates for national offices, both Republican and Democratic, took shots at the platform of the opposition party.

In past election years, after the Primary Election, there was a two-day meeting in the Capitol in Sacramento. The first day was a meeting of the Republican State Central Committee and the second day was a

meeting of the Republican State Convention.

In accordance with laws enacted in 1965, the meeting of the Republican State Central Committee for the purpose of electing new statewide officers of the State Central Committee will not take place until Jan. 15, 1967. The reason is that all members of the State Central Committee, who were members before the Primary Election last June, remain in office until Jan. 15, 1967.

For instance, the people I appointed to the Republican

Sacramento

State Central Committee after the Primary Election of 1964 remain in office. In December of this year, I will be required by law to either re-appoint the same people or appoint new members, but in any case the appointees will not actually take office until January, 1967.

The Democratic State Central Committee will meet in the Capitol in Sacramento on Aug. 13, and the Democratic State Convention will meet on Aug. 14, this year. At the meeting on Aug. 13, the Democrats can elect a new chairman for their Democratic State Central Committee. I think I know who she will be. I believe her first name is Carmen, which is a very pretty name, but like I said before, anything can happen in California this year.

All political party meetings have social and fraternal features but these constitute the frosting on the cake. In order to have a government of laws and not a government of men in the United States and in California, the two-party system

Opinions of Others

Use of the Internal Revenue Service by the administration and its supporters in Congress as an instrument to suppress opposition to repeal 14 (b) was threatened during the recent knock-down and drag-'em-out fight in which the repeal was defeated. Knowing what kind of pool the administration plays, it wasn't too surprising to learn a while back that the IRS has been instructed to investigate the National Right to Work Committee to determine whether the committee should lose its tax exemption status. The committee has inquired whether "similar audits were being made of the other tax exempt organizations such as the AFL-CIO and the Americans for Democratic Action, who are subject to the same restrictions on political activities." It has received no direct response. You can bet your bottom dollar they aren't going to. —Lennox, (S.D.) Independent.

Most people figure that they work for the government about four months of each year. It seems like more than that when income tax time rolls around. —Odessa (Tex.) American.

HERB CAEN SAYS:

How to Visit Bay Area; Or How Nuts Can You Be?

You want to be taken for a native, stranger? Then always walk when the pedestrian signal says "Wait," never park in a legal zone when a red zone is available, wear a necktie even while taking a shower, insist on sitting in the Captain's Cabin at Trader Vic's, call the Sharon the Palace, shake dice (noisily) for your drinks, never go to David's Delicatessen before 2 a.m., line up at Swensen's for an ice cream cone on the coldest day of the year, sit at an inside table at Enrico's on the warmest day of the year, never move to the rear of the bus, help the crew swing the cable car around at Powell and Market, and go to a rooftop saloon only when it's foggy enough to preclude the possibility of seeing Oakland. Salt your conversation well with a few snide remarks about the Jack Tar and Los Angeles (is that redundant?). And don't ask for chop suey in Chinatown, as one tourist did recently at Johnny Kan's. "We don't have it," said Johnny, Tourist: "Well, I'll have something else, then, but it had better be as good as chop suey."

Folksinger Malvina Reynolds, while escorting a tourist through S. F.'s financial district: "You see, we make

our living taking in each other's money" . . . Safety tip: "Never race a another car to a parking space. If it's a tie, you lose!" . . . Dr. Gerald Feigen's wry put-down of the Marshall McLuhan cult: "A lot of McLuhan goes a little way . . . The rock'n'roll group named Twas Brillig and the Slithy Toves . . . Cynic's definition of a typical baseball fan: "A loser who demands a winner" . . . Cartoonist Al Capp's crack at Harry Golden on the Johnny Carson show:

San Francisco

"He's America's only male Jewish mother!" . . . Business invitations that end with this thoughtful note: "RSVP Acceptances Only"; in these busy times, just plain "RSVP" is a damned nuisance, when the invitation is for commercial reasons only . . . This bumper strip on a Corvair: "Would you Believe Ralph Nader?" Mr. "Unsafe At Any Speed" Nader's own crack: "I know a couple who drive to the airport in separate cars and then take the same plane!" . . . First Democrat, lunching at Jack's: "Reagan's election would be a disaster." Second Demo: "Wrong. If he's elected and turns out not to be a disaster—THAT would be a disaster!"

Sterling Hayden flew to Chicago (with Buddies Lev Vogler and Billy Pearson), bought an 1890 private railroad coach (mahogany paneling, three bedrooms, galley), had it hooked onto a 110-car freight train and, four days later, arrived in Oakland. He is trying to get a Port Authority okay to park the coach on the S. F. waterfront, near the sailing ship Balclutha, where he would use it as a writing studio. Otherwise, he faces the bleak prospect of completing his new book in Oakland, but what the heck, Jack London found it not impossible, despite Gertrude Stein's warning that "there's no 'there' there" (is there a 'here' here?).

Nob Hill note: The next edition of the S. F. phone book will be minus one of its most endearing listings, now that the wonderful Mrs. James L. Flood is dead, at 90. For 24 years, she occupied a nine-room penthouse at the Fairmont, overlooking her former home (the Flood mansion, now the Pacific-Union Club), and for all those years she had herself listed simply as "Flood Mrs." When I asked her about that one time, she smiled, "Well, what would YOU do if you had a first name like Maude?"

ROYCE BRIER

Telescopes Probe Skies Awaiting Birth of Star

It begins to appear the combination of radio astronomy and rocketry — two sciences only a few years old — is as significant an advance in cosmology as was Galileo's telescope.

The news bearing on this estimate deals with the tentative discovery of a new, unformed star comparatively close to the sun's place in the Galaxy. There is already a name, "extar" (for X-ray), for this type of stellar birth.

The great radio dishes you see pictured at various places in the world, are a scientific development going back only to the 1950s. Many astronomy specialists now man these devices, and evaluate the emissions they receive from outer space. Countless stellar and galactic radio sources have been catalogued, and the number and information about the objects grows daily.

But the dishes are under a handicap because the atmosphere absorbs a consid-

erable part of radio signals, and this is where the rockets enter.

Increasingly in the last few years scientists are depending on signals picked up by specially equipped rockets. The new extar was discovered by an Aerobee rocket launched from White

World Affairs

Sands March 8. A team of eight scientists from Massachusetts Institute of Technology has been studying two radio sources, one known, one unknown.

The first is the Crab Nebula, the debris of a stellar explosion called a supernova, which occurred about 900 years ago, seen as a brilliant object by Chinese astronomers, though they didn't know what it was. It is easily studied in telescopes.

The second is a target in the constellation Scorpius, and it is not visible. But astronomers say it gives off

strong signals, and they can fix its approximate location, some 30,000 light years, about a third of the distance across the Galaxy.

Astronomers believe the new extar is small, as unformed stars go, though much larger than the Solar System, which is 7 billion miles in diameter. The extar may measure a light year, a light year being 6 trillion miles, while the Crab Nebula is far larger.

The scientists think the object is a whirling coalescence of gas and cosmic dust moving in mutual gravitational attraction. At present it would be transparent, but it would decrease in size as the particles congealed. While congealing, the electrons give off X-rays. At a certain state of density, with temperature and pressure building, the electrons will start thermonuclear reaction, converting hydrogen to helium, in a process which powers the sun.

It will then become a disc-like whirl with a stellar center, and ultimately its extra-stellar matter may form as planets. But nobody knows how long this will take, nor, so far, what stage the extar is in.

Whether man will survive to see this star where none had been, is a question which doesn't concern columnists.

Quote

One of the big troubles today is there are too many people trying to make two and two equal six.—George B. Bowra, Aztec, N.M.

By the time a man finds greener pastures, he can't climb the fence.—Irv Scheel, Mabel, Minn.

The most successful investor is the woman who turns a \$3 wedding license into a \$50,000 divorce certificate.—Peggy Huntley, Murray Hill, N.Y.



"The only go-getter in some offices is the fellow they send out for coffee."

WILLIAM HOGAN

Observers Publish New Guide to The Movement

The Movement: There is so much ferment on the political-social scene these days that it's hard to tell the names and numbers of players without a program. That's where "The New Radicals: A Report with Documents" comes in. This is a first-rate analytical portrait of, and guide to, the young radical activists who believe that they "must make something happen" in an unrealistic, bureaucratic, overdeveloped American society.

The Movement, Paul Jacobs and Saul Landau explain, is a melange of people, mostly young; organizations, mostly new and ideals, mostly American. They are in the news—CORE, SNCC, Du Bois Clubs, Viet Nam Day Committees, Free Speech Movements, SDS (Students for a Democratic Society), anti-poverty and university reform groups, many others. They are loosely knit in their goals. But how loosely, and what does each represent? With all this seething, a newspaper reader, or citizen observer not directly involved in The Movement, is no doubt confused.

The authors have observed The Movement since its early stirrings in the mid-1950s (they place its impetus in the 1954 Supreme Court ruling which declared segregation in schools unconstitutional). They bring the following decade of developments into perspective here.

They analyze, impartially and in most informative fashion, each of the major groups involved in this political-social action. They observe The Movement's repudiation of the old Liberal Establishment, its rejection of the old left of the 1930s, which was destroyed chiefly by its own internal failures. It is all solid background for understanding the news as it develops in these important areas, whether one agrees with what is going on or not.

Almost two-thirds of this book is a collection of documents which relate to the whole phenomenon, and this too is a guide to understanding the "new society" in which so many young Amer-

icans are now caught up. The documents include poems, speeches, manifestos, letters, arguments, criticism, "free-speech carols," the McComb Anti-War Petition—and a particularly revealing paper by Irving Howe, the critic and editor of Dissent, who is a critic of the "new radicals" and their cultural style.

I was particularly taken, in this section, with the collection of Students Non-Violent Co-ordinating Committee documents ("Non-violence in the Ghetto," "Why People Become Corrupt") and with notes on a speech class held by Stokely Carmichael in Waveland, Miss.

Both Jacobs, a writer, critic, and staff consultant for the Center for the Study of Democratic Institutions, and Landau, critic, teacher, and editor of "Studies on the Left," are vastly informed on The Movement and its implications in our society. No one interested in what is happening in the American 1960s can fail to find this book interesting, informative, a badly needed "program" to a continuing, controversial drama.

Books