

Gov. Brown and Sen. Hart Due at Consumers Meet

The fourth annual convention of the Association of California Consumers will be held at the Thunderbird Hotel at 101 Bayshore Blvd., Millbrae, California (just south of the San Francisco International Airport) on Saturday, December 7, 1963.

In issuing the convention call, Association president Jackie Walsh, who is also president of the Local Joint Executive Board of Culinary Workers in San Francisco, disclosed that both Gov. Edmund G. Brown and U. S. Senator Phillip A. Hart, author of the truth-in-packaging bill, are planning to address the convention. Other speakers will be Edward B. Eichler, chairman of the Governor's Advisory Commission on Housing Problems, and Assemblyman John Francis Foran, author of the Federation's "deficiency judgment" bill (AB 481), passed by the 1963 legislature.

Just last month, the Association, which was formed in June, 1960 with the approval and support of the California Labor Federation,

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THOS. L. PITTS
Executive
Secretary-Treasurer

Weekly News Letter

Vol. 5—No. 42
Oct. 25, 1963

Published by California Labor Federation, AFL-CIO

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FCC's Decision on 'Fairness Doctrine' May Help Clear Air of Barbs at Labor

"The Federal Communication Commission's recent clarification of its 'fairness doctrine' can literally clear the air of a host of gross distortions and malicious innuendoes about the labor movement if organized labor and the forces for progress in California are alert enough to exercise the rights the doctrine spells out," Thos. L. Pitts, state AFL-CIO leader, declared today.

Referring to the FCC's ruling that a radio or TV station that presents one side of a controversial issue on a sponsored program must provide free time to organizations representing contrasting viewpoints on that issue if the station is unable to find a sponsor for the contrasting viewpoint, Pitts said:

"Although the decision got little notice in the nation's daily newspapers, many of which have

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— FLASH —

House Bracero Vote Due

The key House floor vote on extension of Public Law 78 is now expected to be taken next Wednesday, October 30. Telegrams urging rejection of the extension and termination of the bracero program, which has been used by corporate agribusiness interests to viciously exploit Mexican Nationals and to depress the wages and living standards of domestic workers for more than a decade, should be sent immediately by all union organizations and individual union members to their congressional representatives. Please heed this appeal!

QUALITY STABILIZATION BILL HIT

Consumer Council's First Report Offers Hope of Rescue From Gyp Artists

Consumers take heart.

The drums are beating more insistently now than ever before in demand for legislative and administrative actions to help you get your money's worth in the market place and to protect you from being unmercifully fleeced when you buy on credit.

Action Urged On Farm Housing Bill

Under Secretary of Labor John F. Henning appealed to Congress last week to support legislation "to improve the housing of our farm workers" by passage of S. 981, which would add direct loan and grant financing programs to existing provisions for farm housing.

Testifying before a Senate Subcommittee on Housing, Henning cited the "mounting concern over the deplorable living conditions of these forgotten Americans" and declared:

"A decent place to live is the key-stone to improvement in the well-

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Doing the drumming is President Kennedy's Consumer Advisory Council, organized in July, 1962, which has just issued its first report.

Reviewing its accomplishments to date, the 11-member council cited its efforts to promote "truth-in-packaging, truth-in-lending and truth-in-wood labeling" legislation and its opposition to so-called "quality stabilization" bills, a new Madison Avenue label for fair trade measures.

The Council, one of whose members is Helen Nelson, California's Consumer Counsel, has taken strong stands to strengthen safety regulations regarding health devices, cosmetics and the use of hazardous substances. It has also set forth a list of principles—including the consumer's right to choose public ac-

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\$1.9 Billion Aid to Higher Education Bill OK'd in Senate

An expanded, five-year, \$1.9 billion program to provide federal aid to higher education won Senate approval this week by a vote of 60 to 19. The measure, which must now be reconciled with a House-passed \$1.2 billion three-year bill, would authorize grants and loans for new classroom construction at both four-year and junior colleges.

An amendment to limit the bill to loans offered by Senator Barry Goldwater (R. Arizona) was rejected by the Senate by a vote of 52 to 21.

Although both bills would benefit public and private colleges, the Senate version stipulates that the grant funds could be used only for physical and natural science buildings, libraries and engineering buildings.

In terms of construction grants, the Senate version would provide \$900 million for undergraduate and technical institutions; \$145 million for graduate schools; and \$250 million for public community colleges. In addition it would provide \$600 million in construction loans to both graduate and undergraduate institutions.

Progress in Cutting Jobless Ranks-- But Not Enough

U. S. Undersecretary of Labor John F. Henning, commenting on the progress of U.S. efforts to reduce the ranks of the 3.5 million people unemployed in the nation today, stated recently that:

"As of August, (1963) more than 1,800 training projects for over 66,000 unemployed and underemployed persons had been approved. Some 43,000 trainees had begun or completed training. Approximately 23,000 more are presently being scheduled for courses that will get underway shortly.

"Of about 8,000 workers who have completed courses during the past year, I am pleased to report that around 70 percent have been placed in jobs almost wholly related to their training."

(Henning and others recognize, however, that no significant dent can be made in the structural unemployment problem without a substantial acceleration of the nation's economic growth rate to assure that there are enough jobs to go around.)

Assuming all 8,000 workers who completed training found jobs of some sort and that we can halt population growth and the elimination of some two million jobs a year by automation, at this rate we should attain full employment by the year 2400.

State Development Parley Slated Nov. 8

The 7th Annual California Industrial Development Conference to discuss some of the key problem areas in the state's economy will be held Friday, November 8, 1963, at the Sheraton Palace Hotel in San Francisco.

Registration for the conference will be held from 8:30 to 9:30 and the conference itself will extend until 4:00 p.m. Among the principal speakers at the conference will be Thos. L. Pitts, executive secretary of the California Labor Federation, AFL-CIO. Registration fee for the conference, including lunch, is \$12.50.

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interests in radio and TV stations, it represents a basic reaffirmation of faith in democracy since it places 'the public's paramount right to hear contrasting views on controversial issues of public importance' above the profit motive."

The Commission's ruling resulted from an inquiry made by two Alabama radio stations that wanted to know how the "fairness doctrine" applied to their broadcast of a daily commentary program called "Lifeline" which opposed ratification of the limited nuclear weapons test ban treaty.

A Citizens Committee for the Nuclear Test Ban Treaty, headed by J. J. Wadsworth, former ambassador to the U.N., objected to the Lifeline series and asked for equal time to answer the views expressed in the series.

The committee maintained that although it did not have funds to pay for equal time, the stations should be required to provide free time so that both sides of the question could be presented to the public. The FCC agreed.

In answer to the two Alabama stations, WKUL at Cullman and WARF at Jasper, the FCC asserted:

"It is clear that the public's paramount right to hear contrasting views on controversial issues of public importance cannot be nullified either by the inability of the licensee to obtain paid sponsorship of time for the broadcast of a view contrary to one already presented in a sponsored program or by the licensee's refusal to consider a request for time to present a contrasting viewpoint from an organization on the sole ground that the organization has no local chapter in the community where the station is located.

"In short, where the licensee has chosen to broadcast a sponsored program which for the first time presents one side of a controversial issue, has not presented (and does not plan to present) contrasting viewpoints in other programming, and has been unable to obtain paid spon-

sorship for the appropriate presentation of the contrasting viewpoint or viewpoints, he cannot reject a presentation otherwise suitable to the licensee—and thus leave the public uninformed—on the ground that he cannot obtain paid sponsorship for that presentation."

"This is probably the healthiest ruling made in connection with the public's right to be informed and the elimination of censorship by omission in more than a decade," Pitts asserted.

"Since the decision affords licensee a chance to get paid sponsorship for a subsequent program presenting contrasting viewpoints, it is no 'Open Sesame' to freeze radio time for anybody. But it does mean that a number of stations that have grossly abused their public service responsibilities in the past will no longer be so quick to do so in the future.

"It also means that the vast armada of packaged propaganda shipped out by such well-heeled right-wing groups as the Manion Forum, the National Right-to-Work Committee, and Lifeline will not find quite so ready a market among the nation's radio and TV stations.

"Few Americans are adequately aware of the deluge of such partisan programming that's poured on them," Pitts said.

"A survey just a year and one-half ago disclosed that the Lifeline program produced by Texas oil billionaire H. L. Hunt was being broadcast 343 times a day over 304 different stations in 279 towns in 42 states and the District of Columbia. These programs consistently attack the graduated income tax, hospital insurance for the aged under Social Security, slum clearance, the United Nations, and federal aid for public schools.

"Heretofore the stations carrying such programs have done it with impunity to rebuttal. With the FCC's clarification of its fairness doctrine as a starting point, we should now be able to bring a little more balance into the scales of public information," Pitts, secretary-treasurer of the California Labor Federation, AFL-CIO, said.

He called on all central labor bodies, district and joint councils in the State "to undertake every action you deem feasible and effective to inform union members of their rights in this regard and also urged them to set up committees and procedures to implement action aimed at achieving a fairer and broader presentation of the labor movement's position on controversial issues at the local community level.

Gov. Brown and Senator Hart To Address Consumers Convention

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AFL-CIO, sent an appeal to all local unions, district and state councils urging them to join and actively participate in the Association.

"The purposes of the Association are to enable consumers to organize and represent themselves collectively, to provide educational and informational service to consumers, and to advocate protective consumer legislation on the state and national levels," the appeal explained.

Referring to such consumer legislation as the crack-down on TV repair rackets and the measure to curb abuses by household moving companies which were passed by the 1963 Legislature as having "only scratched the surface of consumer problems," the letter declared:

"To be perfectly frank, support of

Action Urged On Farm Housing Bill

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being of agricultural workers and their families. It is important to growers as well as to the workers themselves. It can make the difference between having a responsible, efficient and dependable labor force and one which, because of high turnover or labor shortage, can result in loss of crops. The workers themselves consider bad housing and the inability to obtain adequate sanitary facilities as one of the greatest drawbacks to their employment."

The Senate measure would authorize the Secretary of Agriculture to make loans to farm owners, farmer associations, states and political subdivisions, public or private non-profit organizations and domestic farm laborers for farm worker housing and related facilities. Up to two-thirds of the total cost of financing low-rent housing and related facilities for domestic farm labor would also be authorized by the bill, provided certain safety and sanitation standards were met and that rentals did not exceed those approved by the Secretary of Agriculture.

Asserting that "our domestic farm workers are perhaps the most economically deprived group in the nation's work force," Henning conceded that "good housing for farm workers, especially migratory workers, is not a simple matter. It is costly and the facilities are customarily used only a few months of the year, and maintenance is difficult. . . ."

But, he said, "their situation with regard to housing is particularly acute" and additional federal aids must be made available if we are to solve the numerous and diverse problems of farm-worker housing.

this Association in depth by labor organizations is considered essential to the further advancement of an effective consumer program in California beyond the success achieved thus far. It does little good for labor to gain higher wages and health and welfare programs, only to have these hard won gains go down the drain because of consumer abuses in the market places, loan offices, repair shops, etc."

The minimum organization membership fee is \$25 a year. Individual memberships start at \$5.

To vote at the convention, delegates must be paid up members in good standing at the time of the convention and must have been members for not less than 30 days. All members who plan to attend the convention should send the duplicates of their credentials along with a \$5.00 registration fee, which includes the cost of a luncheon, to George Brunn, Secretary, Association of California at convention headquarters at 41 Sutter Street, San Francisco 4, Calif.

Brunn pointed out, however, that the public at large is invited to participate in the convention.

Resolutions and amendments to the articles of incorporation or by-laws proposed by any member should be submitted in writing to the secretary of the Association by November 22, 1963. Such resolutions and amendments should be accompanied by a brief statement of their purpose. Resolutions may also be submitted for referral to the resolutions committee at the opening session of the convention by unanimous consent of the delegates.

William Green Biography, Housing Bias Films Now Available from AFL-CIO

Two new films — one a biography of William Green, president of the American Federation of Labor from 1924 to 1952, and the other a drama that drives home the despair and loss of self-respect resulting from discrimination in housing—have just been added to the AFL-CIO film library and may be rented for \$3 per showing.

"Never Ask What Country," the title of the 30-minute biography of Green, traces his life from the days when members of his local union listened to him with contempt for his youth but with respect for his ability to read and write, to his emergence as a national leader discussing with President Roosevelt ways to get victims of Nazi oppression out of Europe.

"To Find A Home," depicting a Negro family in a Northern city in search of a larger apartment, takes on the

Crackdown on Driver Selection For Farm Buses

As an aftermath of the tragic bus-train crash that killed 32 and injured 27 braceros near Chualar on September 17, the State Department of Industrial Relations last week ordered a crackdown on procedures to select and train drivers of vehicles used to transport farm workers.

Directed at California growers and labor contractors, the stiffer requirements stipulate that additional precautions must be taken at rail crossings not protected by barriers or flashing signals. It was at such a crossing that the Chualar crash occurred. Henceforth a competent person will be required to leave the bus to make sure the tracks are clear before signaling the driver to cross.

Ernest B. Webb, Industrial Relations Department director, said that "a major factor in recent farm worker transportation accidents has been human failure on the part of the driver" but, he added:

"Employers have an inescapable legal and moral responsibility to make sure that only thoroughly qualified drivers are entrusted with the carrying of precious human cargo."

quality of a documentary as Paul and Dianna Reed make appointment after appointment to see apartments only to find white rental agents concocting one evasive story after another to deny them the right to rent it.

With the successful passage of the Rumford Fair Housing Bill, (AB 1240), this film should be of particular assistance in California in helping local union members to understand the vital values that are trampled upon as a result of discrimination in housing.

The film, produced by the University of Wisconsin, may be purchased for \$100 a print from the Audio-Visual Department of the University in Madison, Wisconsin. Rental requests should be addressed to George Guernsey, assistant director, AFL-CIO Department of Education, 815 16th Street, N.W., Room 510, Washington, D.C. 20006.

Council's Report Offers Consumers Hope of Protections

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commodations without regard to race—which the Council would like to see used as guides in housing policy.

Of greater importance to the consumer is the hope of implementing action the Council may be able to effect in the foregoing fields as well as in a host of other consumer abuse areas it is currently studying, provided powerful special interests are restrained from hamstringing the Council's work or destroying its existence.

But without the active grass roots support and the encouragement of union members and other consumer groups, the special interests are liable to triumph again.

Looking back on previous federal efforts in this area, the CAC commented:

"One lesson that may be learned from past experience in consumer representation in the federal government is that such representation, to be effective, must be permanent, well staffed, continuous, and at a high level."

The 100-page report indicates that an extensive amount of thought and hard work have gone into formulating the Council's program and devising ways and means to accomplish it. It whittled its fields of action down to nine key areas and concentrated its efforts on the first four which were:

- 1.—Consumer standards, grades and labels.
- 2.—Consumer - government information flow.
- 3.—Consumer representation in government.
- 4.—Consumer credit and economic welfare.

The five remaining fields of action included: Interrelation among federal agencies and between federal and state agencies in areas of consumer protection; improvement of levels of consumption of low-income groups; anti-trust action and prevention of price fixing; provision of adequate housing for the nation's families; and medical care.

The CAC's decision to limit its efforts during its first year was dictated largely by limited staff and funds available.

But, the report noted, the Council's work was considerably aided by the appointment of special assistants for consumer affairs in 22 federal departments and agencies, namely: the Departments of Agriculture, Commerce, Defense, Health, Education and Welfare, Interior, Justice, Labor, Post Office, State and Treasury; and the Civil Aeronautics Board, Federal Aviation Agency, Federal Communications Commission, Federal Power Commission, Federal Trade Commission, General Services Administration, Government Printing Office, Housing and Home Finance Agency, Interstate Commerce Commission, Security and Exchange Commission, United States Information Agency, and the Veterans Administration.

As a result, in its report to President Kennedy, the CAC recommended:

●—Passage of the Hart Truth-in-Packaging bill (S. 387) "To promote the effective, rational function of the American enterprise system" and "to cope with the confusion and deception which has come to characterize the packaging of a large portion of the goods sold to American consumers."

●—Passage of the Douglas Truth-in-Lending bill (S. 750) which, the report said, would, among other things, "encourage consumers to shop for cheaper credit," thereby buttressing the economy and consumer purchasing power by leaving more funds available to purchase goods and services.

●—Extension of the principle of the consumer's right to be informed to require that furniture—like textile fibers, furs, wool, and flammable fabrics—carry identification labels so the consumer can make an intelligent purchase decision.

●—Pre-market testing of cosmetics to assure safety.

●—New procedures to assure safety and reliability of therapeutic, diagnostic and prosthetic devices.

●—Cautionary labeling of hazardous substances and containers regulated by the U. S. Food, Drug and Cosmetic Act.

●—Uniform warning labels on toxic substances.

●—Federal action to set up national standards for highway safety.

●—Investigation of safety standards for electrical equipment.

●—Expansion of the Food and Drug administration staff.

●—Establishment of a U. S.-sponsored organization to clinically test new drugs.

●—Maintenance of the FDA operations to counter economic cheats.

●—Increased emphasis on consumer and producer education by the FDA.

●—Continued reliance by the FDA on investigation and prosecution instead of the idea of "mandated self-inspection" and "self regulation" by industry as recommended in the report made to the Secretary of Health, Education and Welfare by the Citizens' Advisory Committee on the Food and Drug Administration in October, 1962.

In the field of consumer education, the Council recently completed a pilot project in which a special list of 67 publications of interest to consumers and an order form were displayed in 100 post offices to encourage their dissemination. As a result of the success of the pilot project, the Council is planning a nationwide effort this fall which will utilize most of the nation's 35,000 post offices to make consumer publications both more widely known and more easily available.

It is also exploring the possibilities of publishing a monthly news letter which would carry, in summary form, current research of consumer interest, and current legislative proposals and administrative enforcement activities to enable consumers to develop an informed point of view. At the moment, however, there are certain legal as well as financial obstacles in the way of this suggestion, the report said.

In addition, the report contains an historical review of federal efforts to protect the interest of consumers, an account of the range of such programs today, a capsule description of 65 U. S. publications of interest to consumers, and a number of statistical tables relating to the consumer sector of the economy.

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