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RIVERSIDE ENTERPRISE CHEATS ITS READERS

Many people know that they can be cheated when buying clothing, household appliances, autos and the many other types of merchandise that are for sale. They have read in the newspapers about BETTER BUSINESS BUREAUS to which complaints can be sent to help stop the swindling. Many also read that complaints about the price of electricity or gas or telephones can be sent to the CALIFORNIA PUBLIC UTILITIES COMMISSION WHEN THEY FEEL THAT THEY ARE BEING CHEATED.

BUT VERY FEW PEOPLE REALIZE THAT THEY CAN BE CHEATED BY THE NEWSPAPERS THEMSELVES. AFTER ALL THE NEWSPAPERS ARE JUST ARTICLES OF MERCHANDISE ALSO. THE NEWSPAPERS WILL NOT OF COURSE PRINT STORIES HOW A NEWSPAPER MAY CHEAT ITS CUSTOMERS--THE READERS.

When you buy a newspaper, you buy it for two purposes. One is to get correct news and the other is for the advertisements regarding merchandise that you may wish to buy. But the point that I wish to impress on you is that the newspaper itself is an article of merchandise

If a newspaper permits misleading advertisements to be inserted, it is helping the advertiser to cheat you. TRUTH IN ADVERTISING is a matter of much discussion these days and leads to many complaints to BETTER BUSINESS BUREAUS.

BUT NEWSPAPERS CHEAT ALSO IN GIVING THEIR CUSTOMERS THE NEWS. THIS IS WHAT I AM PUBLICLY ACCUSING THE RIVERSIDE (CALIF.) ENTERPRISE OF DOING. WHEN YOU BUY A NEWSPAPER, YOU ARE PAYING TO GET CORRECT NEWS THAT HAS NO DISTORTIONS, OR IS SLANTED. A NEWSPAPER BY OMITTING TO PRINT ESSENTIAL NEWS IS ALSO CHEATING YOU.

Now the Riverside Enterprise on the front page under its name has-WINNER OF THE 1968 PULITZER PRIZE FOR MERITORIOUS PUBLIC SERVICE. Do not let this fool you. In San Bernardino, there was a Vice-President of the Bank of America who won all sorts of awards like "Man of the Year" but he was convicted of stealing $\frac{1}{2}$ millions.

Here are the facts on how the Riverside Enterprise does its swindling. It must be realized that no newspaper can print all items of news. A newspaper may refuse to print a story about a wedding or a club meeting because it does not have the space or it does not feel that is of enough importance.

The Enterprise has a circulation of 40,000 and is a local paper with emphasis on the local news in the City of Riverside, Beaumont, Indio, Banning, Palm Springs, and Blythe. The distance of the City of Riverside to Blythe is 150 miles and reporters of this newspaper are in these towns. If one wants greater coverage of national and international news, one must buy newspapers like the Los Angeles Times.

Now political news of local elections is ESSENTIAL NEWS. The United States is a Democracy in which the voters have to have knowledge about the candidates platform so that they can vote for the candidate whose views they want put into effect. In the recent Assemblyman race for the 75th District, THE ENTERPRISE WOULD NOT PRINT ONE STATEMENT OF MINE FOR 7 MONTHS PRECEDING THE ELECTION ON NOV. 5, 1968. THIS IS REALLY CHEATING THE READERS OF THE ENTERPRISE OF ESSENTIAL NEWS!!!

A specific example will illustrate how the Riverside Enterprise cheats its readers on the news. On July 26, 1968, the Enterprise had an article with the headline "VEYSEY REVIVES PROPERTY TAX RELIEF". This was based on a Press Release in which he claims he is going to give tax relief. What he states may be true or not true. The Enterprise was correct in printing this item. This is an issue stated by a candidate.

But I on August 7, 1968 released a statement entitled "VEYSEY THE LEECH" in which I stated that the reason for the high property taxes in the 75th Assembly District was that the big ranches have fake low assessments and thereby escape on the average 66% of the taxes. Veysey was shown to escape \$10,000.00 on his own ranch by means of these fake assessments. VEYSEY HAS A CONFLICT OF INTEREST.

BUT THE RIVERSIDE ENTERPRISE WOULD NOT PRINT MY STATEMENT. I REPEATED MY STATEMENT ABOUT THE PROPERTY TAX SWINDLE MANY TIMES IN OTHER PRESS RELEASES BUT THE ENTERPRISE REMAINED SILENT.

The Press Releases of mine (the Newsletters) were sent repeatedly to the main office of the Enterprise in the City of Riverside and also to its subsidiary offices in Banning, Hemet, Palm Springs, Indio, and Blythe but the paper kept on cheating the customers who bought it BY NOT PRINTING MY EXPLANATION OF WHY THE PROPERTY TAXES FOR HOMES, ETC. WERE SO HIGH.

DO YOU NOT BELIEVE THAT IF YOU PAY FOR A NEWSPAPER, YOU ARE ENTITLED TO READ WHAT A CANDIDATE RUNNING AGAINST VEYSEY HAS TO SAY ABOUT THE REASON FOR THE HIGH PROPERTY TAXES AS HE SEES THE SITUATION?

I repeatedly gave out statements on the \$14 millions electricity swindle which money was extorted yearly from 110,000 people out of the 200,000 in the Assembly District. But again the Enterprise would not print my statements. My statements about the very many violations of the U.S. Reclamation Law were also not printed.

The Riverside Enterprise may not wish me to win but it should give its opinion and reasons on the Editorial page. BUT IT SHOULD NOT CHEAT ITS READERS BY REFUSING TO PRINT WHAT I HAVE TO SAY ABOUT THE ISSUES.

On Oct. 21, 1968, I sent an open letter of complaint against the Riverside Enterprise and other newspapers for not printing my statements and literally setting up a CURTAIN OF SILENCE so that the voters remain in ignorance. This stirred up the Enterprise. So in the week before the election it tried to get me to make a statement.

BUT I HAD GIVEN THEM STATEMENTS FOR THE PAST 7 MONTHS. DOES THE ENTERPRISE BY PRINTING ONE STATEMENT THINK IT CAN SALVE ITS CONSCIENCE? THE VOTERS NEEDED ALL MY STATEMENTS OVER THE 7 MONTHS TO HAVE THE FOUNDATION TO DECIDE WHETHER TO VOTE FOR ME!!! The damage had been done.

Instead on Oct. 31, 1968, a backstabbing article against me was printed accusing me of making "sensational charge after sensational charge". But it is interesting to know that on Nov. 20th just 15 days after the election, the CALIFORNIA RURAL LEGAL ASSISTANCE filed a lawsuit against the Imperial Irrigation District to stop the electricity gouge. C.R.L.A. believes I am telling the truth. The Federal Government has sued to enforce the U.S. Reclamation Law so it also believes I am telling the truth. But the Enterprise cheats its readers by not printing my statements so that the voters should be in ignorance when they vote.

Here is what you cheated customers should do. Talk to your merchant who may be an advertiser in the Enterprise. Write to the BETTER BUSINESS BUREAU 481 Church St. San Bernardino, Calif. Go to your local Small Claims Court and sue the Enterprise for \$300.00 for cheating you. It costs only \$2.00 and you do not need a lawyer. Write to CONSUMER FEDERATION OF AMERICA Suite 406, 1012- 14th St. N.W. Washington, D.C. It will notify Consumer organizations in California about the cheating.

THE FOUNDATION OF A STRONG DEMOCRACY IS A WELL INFORMED CITIZENRY. The Enterprise is engaged in subversive activities when it cheats. Write to the UN-AMERICAN ACTIVITIES COMMITTEE, HOUSE OFFICE BLDG, Washington, D. and tell how your voting is interfered with by the ENTERPRISE!!!