

Nov. 3, 1968

VOTERS OF PALM SPRINGS

There is a very serious problem in the City of Palm Springs and the surrounding area that should be solved if the proper steps were taken. I am Dr. Ben Yellen, who is a candidate for Assemblyman of the 75th District which includes your City and the region around you.

The economy of your City is based on the tourist trade as can easily be seen by the large number of fine hotels and motels plus many restaurants offering many types of cuisines.

BUT THE BIG PROBLEM IS THAT THESE HOTELS, MOTELS, RESTAURANTS AND AUXILIARY BUSINESSES OPERATE FOR ALL PRACTICAL PURPOSES FOR ONLY SIX MONTHS OUT OF THE YEAR FROM OCTOBER TO MARCH INCLUSIVE. THERE APPEARS TO BE A "BOOM OR BUST" ATMOSPHERE IN THIS PROBLEM AS CAN BE SEEN BY THE MANY CHANGES IN MANAGEMENT AND OWNERSHIP OF THESE FACILITIES WHICH OCCUR BECAUSE OF THE UNSTABLE BUSINESS CONDITIONS.

Most of the people living in Palm Springs and surrounding region are engaged in one way or another in the operation of these tourist facilities and auxiliary businesses. But there are many Senior Citizens who live here also. Fortunately, the suggested plan of action to alleviate the business distress will also help the Senior Citizens.

The easiest way to explain the suggested plan of relief is to show what happened to Miami Beach, Florida which also had a similar problem. Before 1940, Miami Beach would have a booming business from October to the end of March. The rest of the year, it was dead.

People vary in their like and dislike of climatic conditions according to how it affects their feeling of physical well being. Some like it hot and dry as against hot and wet. Palm Springs is an example of hot and dry and Miami Beach is an example of hot and wet. Personally, I prefer the hot and dry climate for I recall vividly my marked feeling of physical discomfort when I attended several Mardi Gras celebrations in New Orleans which has the hot and wet climate similar to Miami Beach.

The Mardi Gras usually occurs in March, but visitors would be soaked with sweat while walking the streets in the daytime. Ladies with fine dresses could be seen with the dresses plastered to their body by perspiration, a most uncomfortable feeling. It was just as bad at night. Indoors, daytime or nighttime, the situation was even worse.

New Orleans with its Mardi Gras, of course did not cater to people who were in bathing suits in the years prior to 1940. But Miami Beach did and does now. It was noticed in Miami Beach that those who wore bathing suits and went into the water seemed to be enjoying themselves. Having a bathing suit on and being wet from a dip in the ocean or from ones own perspiration, almost is the same thing. But the people who did not prefer to loll about in bathing suits were in the same acute misery that I saw at the Mardi Gras in New Orleans. I know for I am the non-bathing suit type and experienced the same misery in Miami Beach, New Orleans and may I add Acapulco, Mexico which is also hot and wet. In Palm Springs and the rest of the desert portion of the 75th Assembly District, one can walk the streets in the daytime and not have ones clothes plastered to himself despite high temperatures which cause

much perspiration but because of the dry climate, the sweat is evaporated so quickly that one does not know he is perspiring freely and the clothes do not become plastered to the persons body.

Here is the way Miami Beach solved its problem. THE HOTELS AND MOTELS ALL PUT IN AIRCONDITONING!!! This of course happened after World war II when the development of air conditioning reached such a stage of compactness and reliability that it was installed everywhere not just areas of severe heat like the desert region here or the Miami area. For example New York City which has little hot spells in the summer or even without hot spells in business establishments like bars, legitimate theatres, restaurants, etc. to have an equitable climate in the place.

The result was that for the winter season, Miami had the usual big crowd at the premium prices and in the summer, many visitors which it never had before and the hotels and motels charged lower rates. But the markedly increased summer tourist trade increased the income of the motels, hotels, and auxiliary businesses so much that it was very easy to pay for the added expense of the electricity.

It should be noted that when a person stays in an airconditioned hotel, he is "cooled" and resembles slightly a piece of frozen meat in a market. You can buy this piece of meat in Miami Beach or Palm Springs and walk home with it in the middle of the summer and it will be frozen although it has "defrosted" slightly. The same is true of a person staying at an airconditioned hotel to a lesser degree. He is slightly "frozen" and when he goes out into the hot dry climate of Palm Springs or hot wet of Miami Beach, he can walk let us say to a restaurant for he is slowly "defrosting". I have found that this holds true for a distance of about 2 blocks. He can then enter another place which has aircontioning and become "refrozen" again.

So a visitor to Miami Beach is perfectly comfortable now while in a hotel or motel. He is comfortable for short walks and by doing "store hopping" he can go longer distances. Incidentally, while he is "store hopping" he often does what is called "impulse buying" and that helps the auxiliary businesses.

PALM SPRINGS CAN BE RAISED FROM THE DEAD IN THE SUMMERTIME ALSO!!!

The trick lies in getting your electricity very cheap so that the income can easily pay for the airconditioning in the summer. It must also be pointed out that people when given a choice of swimming in the ocean or in a swimming pool, will pick the swimming pool. If you visit Miami Beach notice that the hotel guests prefer the swimming pool. Possibly, the "girl watching" is much better at hotel pools where the shapes appear to be nearer 38-24-35 than at the beach. The hotel has a better bar and sandwich business at an hotel pool than on a beach and with less mess.

Please look at these figures which apply to average homes but the same difference applies to hotels, motels, stores, restaurants, etc.:
Tennessee Valley Authority (Tenn. & Alabama) Govt. \$7.00 per 1000 kwhrs
Public Utility Dist. (Grant County, Wash. State) Govt. \$9.00 per 1000kwhrs
Palm Springs (Southern Calif. Edison Co.) \$18.04 per 1000 kwhr
City of Riverside, Calif. Profit rate \$13.68. True rate \$12.11 per 1000
Imperial Irrigation District Govt. serving all \$18.75 per 1000 kwhrs
Imperial County and the Coachella Valley County Water Dist.

Notice that the Imperial Irigation District (Govt) is completely out of line. Its true rate is \$26.00 per 1000 because it fails to pay property taxes of about \$4.5 millions and the people pay a "hidden electricity bill" in the extra property taxes. See HOW YOU ARE SWINDLED ON ELECTRICITY BILLS HERE for fuller explanation. The Imperial Irrigation Dist. should be a Junior TVA and supply Palm Springs with cheap electricity but instead the RURAL MAFIA GETS THE BENEFITS.

ELECT TERESE KARMEL TO CONGRESS AND DR. BEN YELLEN TO ASSEMBLY AND YOUR REWARD WILL BE CHEAP ELECTRICITY TO REVIVE PALM SPRINGS IN THE SUMMER.