

NEWSLETTER FROM DR. BEN YELLEN
Brawley, Calif.

March 15, 1970

ELECT DR. YELLEN COUNCILMAN

Tuesday, April 14, 1970 is election day for voting for Councilmen for the City of Brawley, Calif. About 2 weeks before election you will receive by mail the sample ballot and my statement of what I am going to do if elected. Here is the statement:

I AM A SPECIALIST IN FIGHTING THE POWER STRUCTURE WHICH HAS IMPOSED VERY HIGH ELECTRICITY RATES ON THE PEOPLE.

YOUR ELECTRICITY RATES SHOULD BE ONE THIRD OF WHAT THEY ARE. THIS MEANS THAT THE BRAWLEY PEOPLE WILL SAVE \$2½ MILLIONS YEARLY IN ELECTRICITY BILLS.

THE \$1,800.00 YEARLY SALARY OF A COUNCILMAN WILL BE SPENT TO PAY THE LAWYERS IN THE LAWSUIT I HAVE FILED IN THE U.S. DISTRICT COURT IN WASHINGTON, D.C. TO REDUCE THE ELECTRICITY RATES AND RECOVER \$14 MILLIONS FOR THE PEOPLE.

THE SALARY WILL ALSO PAY FOR THE LAWYERS IN THE LAWSUIT FILED IN THE U.S. DISTRICT COURT IN SAN DIEGO TO STOP ALL ABSENTEE LANDOWNERS FROM FARMING IN IMPERIAL VALLEY. THIS MEANS THAT ONLY RESIDENTS CAN FARM HERE AND MAKE THE PROFITS.

I HAVE SPENT \$1,500.00 ON THESE TWO LAWSUITS. I ALSO HAVE OTHER PLANS TO HELP THE VOTERS OF BRAWLEY.

The above statement had to be limited to 150 words so that it is necessary in this Newsletter to explain more fully what has to be done to get low electricity bills and drive the outside landowners out of this region.

The \$14 millions electricity swindle affects the people from Calexico to Indio with a population of 110,000. It is the duty of the Councils of the cities in this area and also the Board of Supervisors of Imperial and Riverside Counties to see to it that the people in this region receive the lowest rates possible for electricity, gas, water and telephone.

So all these cities and the counties can enter the Washington, D.C. lawsuit to help break the electricity swindle. The people of this area are swindled out of \$14 millions yearly. Indio is swindled out of \$2½ millions and El Centro loses \$3½ millions and Calexico \$1½ millions yearly. The budget to run Brawley this year, is \$1½ millions. So you Brawley voters can realize how important it is to stop being swindled out of \$2½ millions yearly in electricity bills.

Now the two incumbents, Nick Pricola and Joe Mava, are no good and have to be kicked out for they have never advocated reduction of the electricity rates because they are in collusion with the big ranchers. So it is necessary to elect me and one other candidate so that Brawley can enter this lawsuit. In addition, I am talking to candidates for Councilman in the other cities and am urging them to talk for lower electricity prices in their election campaigns.

I also intend to appear before the Councils of each city and explain to them how they can help reduce the electricity bills. Do not forget that I hired Berlin, Reisman, and Kessler who are the lawyers for the Consumers Federation of America for this lawsuit to break the swindle. They specialize in lawsuits to help consumers.

With success in this lawsuit, here is what will happen:

Present electricity bill		Future electricity bill
\$15.00	will drop to	\$5.00
\$30.00	will drop to	\$10.00
\$60.00	will drop to	\$20.00
\$90.00	will drop to	\$30.00

There are many poor people and especially pensioners who use a desert cooler during the hot weather and this costs \$7.00 to \$9.00 for electricity monthly and get little relief in humid weather. A window sill real electric air conditioner costs about \$25.00 in electricity monthly. But with the breaking of the electricity swindle, the cost will drop to \$8.00 and the poor will be able to afford real air conditioning.

The other very serious problem is that Brawley is "sick" just like Calexico, El Centro, Indio and the other smaller cities are. This is because mobs of Mexicans living in Mexico work here every day and spend their wages in Mexico. The Imperial Irrigation District, the Bard Irrigation District, the Coachella Valley County Water District, and the Palo Verde Irrigation District have a yearly agricultural production of \$350 millions. On this production, there is a \$50 millions yearly profit. But since 70% of the farming is done by absentee landowners, \$35 millions leave this area to be spent elsewhere.

ALL THIS MAKES IT VERY BAD FOR THE MERCHANTS IN THIS REGION FOR SO MUCH OF THE WAGES LEAVE FOR MEXICO AND \$35 MILLIONS OF THE PROFITS GO ELSEWHERE ALSO. THIS CAUSES "SICK" TOWNS FOR BUSINESS AND ALSO TAXES ARE HIGHER FOR THE PEOPLE WHO GET THE WAGES AND PROFITS, ARE NOT LIVING HERE TO PAY THEIR SHARE OF THE TAXES.

For example, take the United Fruit Co. which is farming here. In Central America, it is known as "EL PULPO" which means "THE OCTUPUS". The Imperial Irrigation District is the largest irrigation district in the Western Hemisphere. It has 500,000 acres in cultivation. But the United Fruit Co. in Central America (1958 statistics-refuses to give 1970 figures) has 200,000 acres of bananas in cultivation, has 450,000 acres in other crops (sugar cane, coffee, etc.), and owns 1,700,000 acres of land.

Another large corporation is Tenneco, Inc. worth more than \$1 billion which just bought the Heggeblade & Marguleas vineyard, 15 miles South of Indio on Highway 86. Purex Corp. bought the Brook Ranches near El Centro and bought the Wilco Produce Co. of Blythe which was receiving about \$300,000.00 yearly FOR NOT GROWING COTTON.

Dow Chemical Co., Kaiser Aluminum Co. Southern Pacific Land Co., The Irvine Co. and many other large absentee farmers ARE SQUEEZING OUT RESIDENTS IN VIOLATION OF THE U.S. RECLAMATION LAW. The local banks WILL NOT GIVE LOANS to resident farmers. Speak to Howard Kelly, James Simons, Tom Fifield, Chuck Seybert, Tex Sanders, and Roger Davis, all of whom live in Brawley and you will find out the difficulties local farmers have.

I have already one lawsuit in the U.S. District Court in San Diego to chase out the absentee landowners so they can not farm in the Imperial Irrigation District. The Washington, D.C. lawyers are now working on a lawsuit to enforce the U.S. Reclamation Law in the Coachella Valley, Palo Verde and the Bard areas.

With the absentee landowners kicked out, local people will be able to farm and get loans from the banks. The merchants will do good business and the cities will boom.

Elect me as Councilman and kick Pricola and Maya out!!! THIS WILL BE A VOTE OF CONFIDENCE IN ME AND SHOW THAT YOU VOTERS WANT THE ELECTRICITY SWINDLE STOPPED AND THE U.S. RECLAMATION LAW ENFORCED!!!