

State Tax Average Said \$4.18; L.A. County Average \$4.93

California property owners paid an average tax of \$4.18 per \$100 assessed valuation during the 1940-41 tax year; according to a compilation made by the State Board of Equalization. In comparison to this state-wide average, the average rate

of county, city, school district and other, special or general taxes in Los Angeles county amounted to \$4.95 per \$100 assessed valuation last year. The state-wide average rate represented a 6-cent increase over the previous year.

DWELLINGS FOUND

Juneau — Remains of long streets and hundreds of ancient dwellings have been discovered on Point Hope, Alaska.

BRACE YOURSELF FINANCIALLY TO MEET NEXT YEAR'S HIGHER TAXES



The income tax you paid this year is a known quantity. The defense and income taxes you will have to pay next year are unknown, but they may be two to three times as high.

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Relief Workers May Spot Traffic Law Violators

A plan to have relief workers placed at important intersections throughout the county to report violators of traffic laws was being weighed today by the California Safety Council, which will report back to county officials.

County Coroner Frank Nance was the author of the plan, stating that he believed it would reduce the number of accidents by making drivers more careful.

During the fiscal year which ended June 30, Nance said that 1,074 persons had been killed in traffic in Los Angeles county. This appalling figure is some 72 more than last year, and last year was 26 more than the previous year.

The number killed was only part of the story, Nance added, for another 26,311 were injured last year, many critically. He submitted the plan to Wayne Allen, chief officer for the board of supervisors, who passed it on to the California Safety Council.

Names and the intersections assigned for the traffic watchers to observe would be kept somewhat confidential, so that law violators would not know why they would be witnesses against them until they were confronted in court.

Neither the county or the city has funds to hire the police personnel that would be necessary to keep vigil over all intersections in the county, Nance said. His records for the past year show that persons met death in sparsely-settled as well as in thickly-settled areas.

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WHY DO YOU READ A NEWSPAPER?

There are just three reasons why you read your favorite newspaper — profit, pleasure or escape — if we are to believe an expert.

Your neighbor, ensconced in his own easy chair, enjoying his own paper, falls into one or another of these categories, according to Quincy Howe in his book, "News and How to Understand It." And so do you. The only difference is in the emphasis.

Of course, if your neighbor reads only the funnies, it's easy to pigeon-hole him in the correct group; and his wife as well, who reads only the gossip column and the recipes. But whether your preference is the front page, sports, news or editorials — you're reading for pleasure, profit or escape. Here is why, according to Quincy Howe:

"Some people want to understand the news for bread-and-butter reasons. Others for sheer self-satisfaction. And others, to escape from some personal difficulty." Being an authority on such matters, Howe is probably right. Being just an editor printing the news, the ads and other stuff we think folks like to read, we've never analyzed it precisely. We can only say that if you don't seem to bracket neatly in one of Mr. Howe's three groups of newspaper readers, perhaps it indicates a strain that shouldn't be wasted: maybe you're qualified to sit down and write a book on the subject yourself.

About 75 per cent of the male gainful workers in American S.A. are engaged in various phases of agriculture.

Ford Models Differ But Dealers Don't



MARK ANNIVERSARIES

Three Southern California automobile dealers, commemorating their 20th anniversaries as members of the Ford family this summer, recently gathered with other Southland automobile industry leaders to reminisce. George Peckham, of Schultz & Peckham, Torrance 20-year dealers, found that two decades has made a lot of difference in automobiles. At the left, where J. E. Coberly,

president of the Los Angeles Motorcar Dealer's Association, congratulates 20-year Dealer George Sutton, Inglewood, is one of the snappy models the public raved in 1921. At the right, J. D. Davis, center, Western sales supervisor of the Ford Motor Company, wishes Peckham, left, and Lloyd L. King, Huntington Park, 20 more years of success—alongside the modern automobile, a long, low 1941 Super DeLuxe Ford.

No "Ersatz" Models But Autos of 1942 Will Be Heavier and More Expensive, Ford Dealers Learn

The automobiles of 1942 will probably be slightly heavier and more expensive to build than this year's models, but definitely not inferior in either quality of construction or of materials used. At least that will be the case of 1942 cars produced by the Ford Motor Company, according to Schultz & Peckham, local Ford dealer, who said they were quoting R. H. McCarroll, noted company metallurgist.

Bringing the first factual statements to Southland motorists, after a maze of confusing rumors which had predicted everything from no new cars at all next year to "ersatz" models, McCarroll's statements were said to answer many important questions of paramount interest. "The thing we want to stress is that the Ford Motor Company very definitely will not build an 'ersatz' car made up of inferior materials next year," the local dealers asserted. "It appears from McCarroll's statements that the cars will cost slightly more to build, and will be slightly heavier — but we are assured that the owner will never know the difference as far as performance and operation are concerned."

Values Are Example It was pointed out that specification changes would be necessary in 1942 cars, due to restricted use of certain metals essential to national defense. "But," Schultz and Peckham said, "we are advised it will be possible to substitute iron for zinc and aluminum in many instances, without loss of quality, because corresponding or compensating changes in design will be made."

They declared that McCarroll used the valves of 1942 Ford cars as an example of this. "Nickel will be eliminated from the steel used for valves. Ordinarily, this would tend to reduce the 'hot strength' of the valves, but this possibility is eliminated by a compensating design change. Another example of a different kind is the

change from a zinc die cast instrument panel to a plastic panel.

Why Increase in Weight

Explaining the probable cost increases, despite elimination of more valuable metals, the local dealers quoted their company's metallurgist as using the carburetor bowl for an example. "The bowl now is a zinc die casting; next year it will be changed to cast iron. But while zinc is a good deal more expensive than iron, the iron carburetor bowl will cost more to produce, because it involves considerably more labor. In other words, the additional machining costs more than offsets the lower material cost. And the same thing is true in most of the parts now made of zinc alloys, and in many of those made from aluminum."

These two examples, the local Ford dealers asserted, also indicate why 1942 cars will be heavier. They said that the increase would be less than five pounds on Ford and Mercury cars, and not more than 20 pounds on Lincolns, however, or not enough to affect gasoline economy in the slightest. As far as the automobile industry is concerned, the most important metals to be conserved are metallic nickel, aluminum, zinc metal and magnesium.

Better Than Old These are either "strategic" materials — war essentials that have to be imported — or "critical" materials — produced domestically, but in limited quantities. Later, metallurgists believe, tin, cork and tungsten may have to be added to the list.

Three months ago, when the government list of metals was first received, Ford metallurgists began a study of some of the 15,000 parts that make up Ford cars. Early estimates indicate use of nickel can be cut down 80 percent, aluminum 50 percent and zinc 50 percent, according to research engineers.

Plastics, copper, steel and iron will be the chief replacements, and it is said, the new parts are then the old, and often improved in many cases distinctly better in appearance.

Contracts Let for New State Building

Contracts totaling \$418,000 for construction of the new State office building just south of the Los Angeles civic center have been awarded and work will be well under way before the end of the month, Director of Public Works Frank Clark said today.

The new building will be on the East side of Spring street, between First and Second streets, and will be for the exclusive use of the department of public works. It will be three stories high, with a fourth floor devoted to recreation and other facilities. It is to be finished with 200 working days, or early in 1942.

HOLIDAYS

Roman holidays in ancient times were occasions for butchering a lot of people. Any old holiday nowadays will do according to motor vehicle statistics.

County Moves to Align Channel for Dominguez

Authority to file condemnation proceedings to acquire easements for Dominguez channel between Roscamers ave. and the north line of Alondra park was voted Chief Engineer H. E. Hedger of the flood control district this week by the board of supervisors.

The proposed alignment is to be a strip of land 125 feet wide and involves about 15 acres of land, Hedger said. His engineers have made field surveys of the locality during the past several months, and determined where the permanent channel shall be located.

Hedger also was given authority to appoint two expert appraisers to determine the fair market value of the properties involved. If the land owners will not accept these figures and grant the easements, County Counsel J. H. O'Connor will be asked to file the necessary condemnation proceedings and obtain an order of immediate possession from the court so that the district may enter upon the land and start work.

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