

Changes in Assessment Practices Proposed

ARTHUR HOPPE

Campaigning Is A Dog's Life

The Lassie for Governor campaign is causing a groundswell in the grass roots throughout California. From the Mexican border to the Oregon line, small boys, old ladies, tycoons, and chimney sweeps are crying out with one voice: "Vote for the movie star you love best!"

Naturally, this outpouring of enthusiasm has gratified the simple, homespun folks behind Lassie's campaign—primarily the simple, homespun firm of Public Images Unlimited, Ltd.

"Gentlemen," said President C. Crosley Crosley, to the press the other day as he happily fed another batch of public opinion polls into his simple, homespun IBM computer, "there can be no doubt that we have here a genuine case of the office seeking the dog."

Mr. Crosley said the latest polls showed Lassie well out in front with a voter preference of 42.6 per cent. Next came Ronald Reagan (32.7), George Murphy (18.8) and Senator Kuchel (2.3). The remaining 3.6 per cent are undecided—mainly between former Governor Goodwin Knight and Dolores Del Rio.

"To what," inquired a reporter, "do you ascribe your candidate's appeal to the voters of this great State?"

"Well, gentlemen," said Mr. Crosley, frowning, "a good deal has been written to the effect that our candidate is out in front simply because it has wavier hair and whiter teeth than the other candidates. This is grossly unfair. Now I'd be the last to deny that wavy hair and white teeth are unimportant. But to think a candidate can succeed on these alone is an insult to the intelligence of the voters. No, we ascribe our success to the stand Lassie has taken on the issues."

There were several cries of "What's that?" "Lassie," said Mr. Crosley, placing a hand over the upper pocket of his tattersall vest, "is against Communism."

A dozen reporters were on their feet. "What about the braceros?" one cried. "And freeways?" said another. "How does your candidate stand," demanded a political editor, "on water pollution, human relations, and bonded indebtedness?"

"With all four feet planted on the ground," said Mr. Crosley, unruffled. "Let me say that we are planning a statewide tour with 14 appearances a day. The format in each case will be for the master of ceremonies to say 'Communism,' at which point the candidate will growl. This will be followed by the words 'American way of life' and the candidate will wag its tail. Afterward, there will be a free and frank discussion of every single major issue facing California today."

"By the candidate?" asked a reporter with disbelief.

"No, by the audience. The candidate will listen attentively, thus gleaming a consensus of what the great electorate is thinking. It is far too early in the battle to take a stand on specific issues. Indeed, our smashing success thus far is based on exquisite timing. Our computer studies of past California campaigns show there is one precise moment—and only one—when the candidate should reveal his position on the controversies of the day."

"When's that?" "The day after election."

Baby Care Series Set

Two Red Cross Mother and Baby Care courses will begin locally in September: Little Company of Mary Hospital, Sept. 8, Monday and Wednesday sessions, 7:30 to 9:30 p.m., and Torrance High School, Sept. 9, Tuesdays and Thursdays, from 7:30 to 9:30 p.m. The classes, consisting of seven sessions, will be taught

by a registered nurse who will answer questions regarding labor and delivery, hospital procedure, home preparation and care for the baby, conflicting advice of friends and neighbors, and adjustment to family life as a trio. Prospective parents may register for the course by telephoning the Red Cross at TE 2-8321.

COUNT MARCO

Her Looking Glass Has Cracked

This is an open letter to an unfortunate little boy who has a mother with a closed mind. It makes me very unhappy that the mother makes the little boy unhappy because she is unhappy with what I write.

She reminds me of the woman who wrote my editors: "I never read that S.O.B.'s column, but today's was the worst." She's probably sneaking peeks but would rather die than admit it.

This is the boy's note to me:

"Count Marco: Today my mother got a phone call from a man wanting her to take a subscription of your paper, but my mother said to me that the reason she didn't take the subscription was because you have an article there, so that spoiled my

chances of reading all my favorite comic strips. P. S. The whole family hates you."

Dear boy, let me tell you that when you grow to manhood you will discover that this country is filled with females like your poor, misguided mother.

Your mother probably realized a long time ago when she first read my column that in the mirror of my words she saw herself.

That your mother dislikes what I write indicates she is looking into a cracked looking glass. She is shattered each day because her reflection is distorted, unreal, unfeminine and sad.

Your mother is no exception. Why, some individuals can't even stand the shock of seeing my name over the column. Try as they will to

skip their eyes away from it, the magnetism of what I write draws them back until eventually out of sheer curiosity they are forced to read what I have to say about improving the fair sex.

Many who wept and wailed, such as your mother does now, stayed with me long enough to decide to do something about it and their tears have turned to joy such as your mother probably will never know.

In all humility, I can't imagine that your whole family does really and truly hate me. They are defending your poor mother out of familial loyalty.

Why not be a big boy now and do her the biggest favor of her miserable life? Save your pennies, and YOU order the subscription.



GLEDHILL WINS . . . The May-June sales campaign among Chevrolet dealers in the Los Angeles Zone area was won by Fred Gledhill Chevrolet, and three sales managers and their wives have received six-day, all expense paid vacation trips to Hawaii. From left are Paul Hamel, E. C. (A) Lauterbach, and John Stamper.

Your Second Front Page

Press-Herald

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A-5

Ann Landers Says

She's Puzzled Over The Family Affairs



Dear Ann Landers: Will you please tell me, why, when a couple gets married, the bride takes her husband's name? After the wedding the groom's family may just as well disappear from the face of the earth because they are never heard from again. Why doesn't the groom take the bride's name and be done with it?

Sunday suppers are always with the wife's family. When the grandchildren have birthdays, it is always the wife's mother who is right in the front with HER cake, HER gift, HER party favors and HER camera.

This is not a letter from a bitter mother, although I admit it has happened to me three times. I am speaking for at least a dozen friends who are also mothers of sons.

—PUZZLED, HURT AND DISGUSTED

Dear P. H. and D.: What

you say is true enough, although each of us knows exceptions.

Perhaps the newly-married couples lean toward the wife's family because the wife makes the social plans and she is closer to her mother than to her mother-in-law.

If anyone knows a better answer please send it on. I'd like to hear it.

Dear Ann Landers: Can anything be done about a husband who refuses to keep his part of a bargain? After ten years of marriage we found ourselves up to our ears in debt. I agreed to go back to work if my husband would help me around the house.

I really loved being home and considered it a sacrifice to go back to an office job, especially since it meant enlisting my mother's help with our three children.

Now my husband parks himself in a big chair the minute he comes home from work. He refuses to bud-

ge. His Lordship won't even take out the garbage. I'm knocking myself out from dawn till dusk, while he relaxes.

Yesterday I learned he bought himself \$140 worth of fishing equipment because we are in better financial shape than we've been in for a long time. I am burning. What do you suggest?—SPARKY

Dear Sparky: Tell His Lordship to get off his throne and give Her Ladyship a hand or she will quit her job. If he doesn't straighten out and fly right, make good your threat.

Dear Ann Landers: I went with Dean for three years. We were in college and stone broke. No mention was made of marriage which suited me fine because I was dating others and Dean was never a guy who pushed for a very romance. He was the tried and true type that I kept on the back burner in case of emergency.

I'm 23 now and still playing the field. Last night I heard that Dean and a little mousy blonde have announced their engagement. This news knocked me out. I realize I care for Dean more than I thought. I'm sure if he knew he stood a chance with me he'd break off with the Mouse.

Would I be making a fool of myself if I let him know that I want him for my own?—TORCHING

Dear Torching: It's funny how some fellows never look good until they're engaged . . . to someone else. There's something about a "Not Available" sign that makes the property seem twice as valuable.

Use that torch to light the way to another romance and forget about Dean.

Too many starchy-eyed lovers do not know the difference. Do you? Send for ANN LANDERS' booklet "Before You Marry—Is It Love Or Sex?" enclosing with your request 25¢ in coin and a long, self-addressed, stamped envelope. Ann Landers will be glad to help you with your problems. Send them to her in care of this newspaper enclosing a stamped, self-addressed envelope.

Assessor Sees Need for Urgent Reform in State

By PHILIP E. WATSON

Los Angeles County Assessor After Governor Brown announced that he would direct the fall special session of the legislature to again consider the subject of property tax reform, I asked our local state legislators to a meeting to discuss legislation which I believe would solve the more urgent property tax problems.

The meeting was held Aug. 18. In the meantime, the tax scandal stories broke in the San Francisco Bay area, so

what was intended as a general discussion of needed property tax legislation concentrated more on what specific legislation could be passed to close loopholes in assessment administration.

In my judgment there are three urgent reforms needed in this field:

• An announced standard ratio.

Ever since I campaigned in 1962, I have been urging that we fix the assessment ratio in law.

It is true that in Los Angeles County every taxpayer has the protection afforded by my announcement that our assessments are at 25 per cent of market value. This means that all one has to do to judge the fairness of his assessment is to multiply it by four to find our opinion of market value. It is evident, not only to the property owner himself, but to any other interested party, whether we are doing a good appraisal job.

However, most other counties do not announce their assessment ratio. In such counties, it is not only impossible for the individual taxpayer to tell whether he has been fairly assessed, but the public generally has no standard against which to judge how well the assessor is doing his job.

If there were a standard ratio written into law, with adequate policing powers, it would be extremely difficult—in fact, almost impossible—for special treatment to be granted any taxpayer. With knowledge of the ratio being used, the general public would be in a position to audit the work of the assessor, as is the case now in Los Angeles County.

• Strengthening of the penal assessment provisions of the Revenue and Taxation Code.

I am convinced that the effectiveness of our post-audit program is largely due to the fact that we have been able, not merely to add any escaped value to the assessment roll when we find under-reporting, but that we have been able to levy penalties where we have determined that the underreporting has been wilful.

The penal assessment provisions of the Code were challenged by one of the firms which drew such a penalty in our audit process and the Superior Court ruled that the sections were unconstitutional because the Code gave too much latitude to the assessor in the application of penalties.

This decision is now on appeal. But in the meantime, we asked the legislature to amend the penal statutes to fix the penalties to overcome the Superior Court objections. Like most other property tax reform measures, this one died during the last session, with the result that if

our appeal fails, we still have no penalty provisions to back up our audit process. Unless the legislature acts at the special session, there will be no effective deterrent to under-reporting by business firms. The worst that could happen to them would be that, if caught, they would have to pay only the amount of taxes they should have paid in the first place.

• Registration of tax agents. A major part of the problem that has been disclosed in the scandal revelations has been the "behind the scenes" work of certain tax agents which has allegedly resulted in property tax savings to their clients.

I feel this is a problem which could be solved in large part of legislation that would require tax agents to register the names of their clients, as do lobbyists.

In Los Angeles County, we have struck out on our own to solve this problem, at least partly, by requiring the business returns of any companies using outside tax agents to carry the signature of the agent who prepared the return. However, we do not have the force of law behind us in this requirement, as I feel we should have.

I do not pretend that these items alone would produce perfect assessment administration. However, I do feel it is an urgent and necessary beginning effort to restore public confidence in the equity of the property tax throughout the state.

Alumni Set Gathering Saturday

Tickets for the first reunion of North High's Class of 1959 have been mailed to about 225 members of the class. Mrs. Margaret Owen Parsons announced today.

The reunion dinner-dance will be held at the Gardena VFW Hall Saturday, Sept. 4. It will be preceded by a picnic at Peck Park which some 200 to 400 persons are expected to attend.

Additional reservations for dinner will not be available. Mrs. Parsons said, but members of the class who wish to attend only the dance may purchase tickets at \$1 per person.

The Sentimentalists, a 17-piece dance band, will provide music for the evening. Pat Reynolds Little and Eddie Wood, senior class presidents, will share duties as mistress and master of ceremonies.

An alumni directory containing names, addresses, and information about some 375 members of the class will be distributed at the dinner.

San Pedro Man Named Governor

Robert F. Hopper of the San Pedro Lions Club has been installed as District Governor of Lions District 4L3. Hopper was elected to the post during a district convention on Catalina Island.

A past district governor, Hopper has served as president of the San Pedro Lions Club and holds an 18-year perfect attendance record. He is a past president of the San Pedro Chamber of Commerce, the San Pedro Junior Chamber of Commerce, and past master of Masonic Lodge 645.

Currently, Hopper is serving as chairman of the Official Board of the San Pedro Methodist Church.

District 4L3 of Lions International includes Torrance, San Pedro, the Palos Verdes Peninsula and other communities as far north as Topanga Canyon. More than 2,000 men belong to Lions clubs in the district.



PRESENTS AWARD . . . Councilman J. A. Beasley, who also serves as vice mayor of Torrance, presents the Hammond Achievement Award to Chilton's Hammond Organs president Kenneth Chilton. The award is made for outstanding sales and service by the Hammond Organ Co.