

Assessor to Direct Tax Limit Campaign

County Assessor Philip E. Watson has announced he will spearhead a new initiative to drive to limit the property tax to one per cent of market value.

Watson and Judge Everett C. McKeage of San Francisco have been named co-chairmen of the Citizens' Committee for Property Tax Limitation. The committee is under the direction of Robinson and Co., Inc., a San Francisco firm specializing in initiative campaigns.

The committee is beginning immediately to circulate petitions to place the property tax ceiling measure on the November ballot.

THE INITIATIVE provides that the total tax burden on all property will be limited to 1 per cent of market value for property-related services, such as counties, cities and special districts, beginning July 1, 1969. The proposition also provides for a 20 per cent year phase-out of their tax burden for people related services, the costs of education and welfare, so that by July 1, 1973, schools and welfare will no longer be supported by any portion of the property tax.

Watson said the new property tax limit initiative had already generated state-wide support. The California Apartment Association, with 26 member organizations, the Conference of California Taxpayer Associations, with 15 member associations, and other homeowner and property owner groups throughout the state have endorsed the initiative and will help circulate petitions to get the required 520,000 signatures needed to qualify the initiative for the November ballot.

Watson said he was going into the initiative drive with a great deal of confidence. "In the 18 months since our first effort to qualify a property tax limit initiative there has been a growing groundswell of anger and concern at the size of the property tax burden, particularly as it affects the average homeowner. I am convinced we're going to be successful in qualifying this petition," he said.

WATSON explained that although the law allows a five-month period for turning in signatures, the committee must have all its signatures filed with the Secretary of State by June 27 of this year in order to meet the deadline for getting on the November ballot. "This just means we are going to have to work that much faster," he said. He said the proposed constitutional amendment offers a realistic, responsible and logical answer to the criticism of the existing property tax structure.

"Separating the services now getting money from the property tax into people-related and property-related categories and restricting future use of the property tax only to property-related services logically relates the tax to those services which enhance and maintain the value of property," he said.

It has sponsors who were willing to pay for it. Also, there are practically no rules in the code of the National Association of Broadcasters that haven't been either broken or eased. If the trend continues there won't be any restrictions left in the book by 1970.

"Back in the early days of television I remember an actress named Eva Maria Saint. I know she has made some movies but I haven't seen her for a long while. Is she still around?"

Very much so. She is one of the handful of TV actresses to make it in Hollywood. You can see her on the telecast of the Oscar Awards later this spring.

"Was the New York disc-jockey called 'Arthur' named after the King in 'Camelot'?"

No, I doubt if anyone in the joint ever heard of the Knights of the Round Table. The name was suggested by one of its backers, Mike Nichols, who got it from that line in the movie "A Hard Day's Night" where a woman asks one of the Beatles "What do you call that haircut?" and he answered "Arthur." The rest is history.

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"I have been noticing the two strange sets of eyes which are used to advertise the movie 'In Cold Blood.' Are they the eyes of the actors in the movie?"

No. They are the eyes of the real killers in the case.

"I have just seen a photograph of Rex Harrison on the Riviera wearing orange slacks, a purple shirt and a checkered cape. I've been wondering if my husband

The Mail Ego

By Terrence O'Flaherty

"Is it true that actors live longer than other people?"

No. You just hear about them longer. Very few of them outlive their publicity agents.

"Where did Judy Garland's daughter get a name like Liza Minnelli?"

Where most girls do—from her father. Back in the MGM days Judy Garland married Vincent Minnelli, one of Hollywood's top directors. Twenty-one years ago this year the Minnellis had a daughter named Liza. It's that simple.

"Is Tony Curtis a Republican or a Democrat?"

I don't know, but he is on the list of Bobby Kennedy supporters in an ad in Variety, March 22. But so is Barbara Streisand, whose name also appeared in an ad for Sen. Eugene McCarthy. Last week Bugs Bunny announced his candidacy for the Presidency so maybe they'll all switch.

"I see in a recent magazine story that Joan Crawford is 60 and Marlene Dietrich is 63. I have been seeing them on the screen ever since I was a child. Aren't they really older?"

You're just getting to the point where ages 60 and 63 seem to be less ancient than when you were a teenager. However, both girls fudged a little. My sources say they are 63 and 65 respectively.

"I can't understand how stars like Frank Sinatra and Marlon Brando keep breaking rules and make people mad and still thrive. It doesn't make sense, does it?"

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SAME STORES CHARGE \$1.09 L.B.

MEAT LOAF 59¢
FRESH • SEASONED • OVEN READY

FRYER PARTS 63¢
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ALPHA BETA • DEPENDABLE QUALITY

Ground Beef
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ALPHA BETA • 60¢ PACKAGE • 45¢ VALUE
SANDWICH LOAF 41¢

4 1/2 OZ. PKG. • IMPORTED
SLICED DANOLA HAM 69¢ 61¢

ALPHA BETA • 4 OZ. PKG. • IMPORTED
SLICED HAM 54¢

ALPHA BETA • 85¢ L.B. VALUE
MONTREY JACK CHEESE 79¢

ALPHA BETA • 95¢ L.B. VALUE • LONGHORN
CHEDDAR CHEESE 79¢

BAKERY & CONFECTIONS

PARTY PANTRY • 1 OZ. PACKAGE
DIP MIXES 29¢ 27¢
9 VARIETIES INCL. CLAM DIP

ALPHA BETA • 10 1/4 OUNCE PACKAGE
POTATO CHIPS 54¢
50¢ VALUE

10 OUNCE PACKAGE • 50¢ VALUE
ALPHA BETA DIP CHIPS 54¢

VERMELS • 11 OZ. • MILK
CHOCOLATE MINTS 49¢ 45¢

PACIFIC TREAT • 1-LB. BOX
SNACK CRACKERS 39¢ 33¢

14 OUNCE SIZE • 80¢ VALUE • ALPHA BETA
LARGE ANGEL FOOD CAKE 49¢

ALPHA BETA • 22 1/4 OZ. LOAF
FRONTIER BREAD 39¢ 36¢

ALPHA BETA • 1-LB. PACKAGE • WITH BEANS
Ohio Con Carne 42¢

ALPHA BETA • 1-LB. PACKAGE • 45¢ VALUE
SOALLOPED POTATOES 42¢

ALPHA BETA • 1-LB. PACKAGE • 45¢ VALUE
SPAGHETTI with MEAT 42¢

QUART CARTON • 50¢ VALUE
ALPHA BETA FRESH EGG NOG 49¢

MAZOLA • 1-LB. CARTON • INCL. 3¢ OFF
MARGARINE 39¢ 34¢

DELICATESSEN & CREAMERY

ALPHA BETA • 75¢ L.B. VALUE
FRESH LIVER SAUSAGE 69¢

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SANDWICH LOAF 41¢

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ALPHA BETA
BREAD
22¢

ALPHA BETA
BOLOGNA
59¢

HOUSEHOLD ITEMS

3 PACK • BATH SIZE • ASSTD • INCL. 10¢ OFF
GAMAY BAR SOAP 48¢ 35¢

GIANT SIZE • INCLUDES 20¢ OFF
MR. CLEAN 73¢ 46¢

MAGIC FINISH • 12 OUNCE
FABRIC SIZER 40¢ 45¢
WITH SPRAYER
MAGIC FINISH FABRIC SIZER REFILL QT. 80¢ 76¢

FABRIC SIZER KENOLOK • 20 OZ.
MAGIC FINISH 64¢ 59¢

DOWNEY • KING SIZE • INCL. 20¢ OFF
FABRIC SOFTENER 111¢ 112¢

LARGE SIZE
IVORY FLAKES 38¢ 35¢

LARGE SIZE
LAVA BAR SOAP 18¢ 17¢

HOUSEHOLD ITEMS

BATHROOM CLEANER • 17 OZ. SPRAY
JOHNSON'S CREW 79¢ 66¢

REGULAR SIZE • LIQUID
JOY DETERGENT 33¢ 32¢

WHITE KING • GIANT SIZE PACKAGE • INCL. 5¢ OFF
WATER SOFTENER 61¢ 52¢
KING SIZE—INCL. 10¢ OFF \$1.17 90¢

GIANT SIZE PACKAGE • INCL. 10¢ OFF
BOLD DETERGENT 81¢ 69¢

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HOUSEHOLD ITEMS

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LIQUID VEL DETERGENT 58¢ 53¢

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