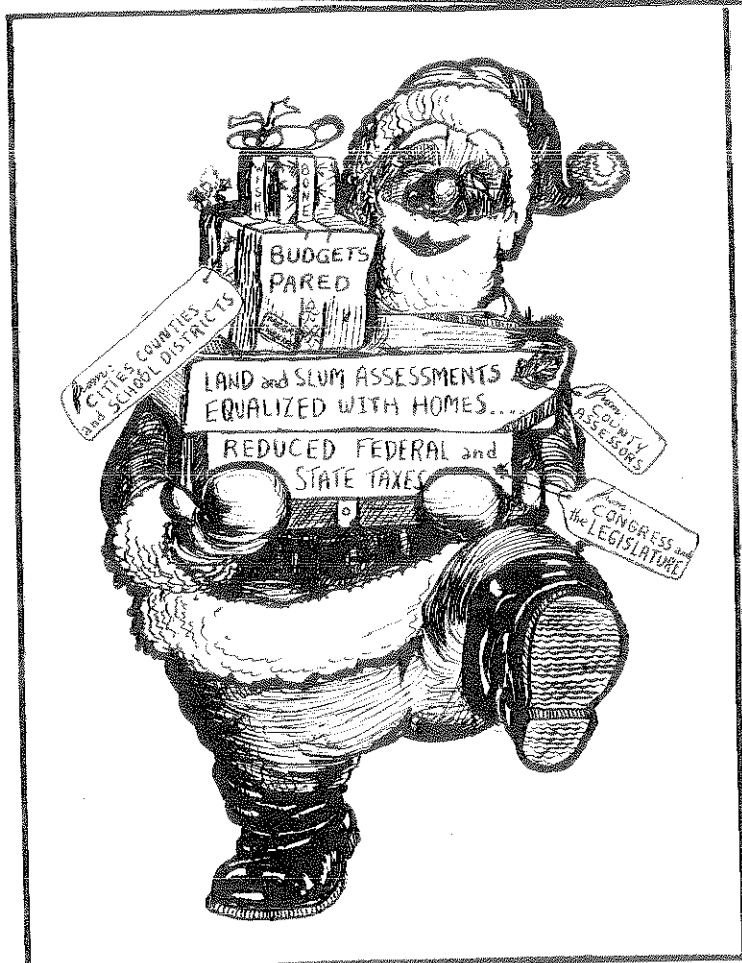


California HOMEOOWNER

December, 1968

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Give us ANSWERS, not PROMISES

by John NagyPage 3

The biggest birthday party in the world

by Robert MeniffeePage 14

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California Homeowner Magazine

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'Give us ANSWERS, not PROMISES'.....

say

HOMEOWNERS

See story (Page 8) on development already in progress because of BART, yet BART is in financial trouble. While Rapid Transit creates billions in land values, our tax/structure collects none of it to support Rapid Transit.

by John Nagy

The Republicans did it. They had, and kept, the tie-breaking vote in the Senate, and now have a 41 to 39 majority in the Assembly. The California voters decided to give the Reagan administration an opportunity to show its stuff. They voted down so-called property tax relief which would have limited property taxes to 1% of full cash value. This showed the Legislators that 'property tax relief' is not what they want if other taxes will go up. Overall tax relief is what homeowners want, and is what they wanted in the past, and is what they will want during the remainder of the Reagan administration. They certainly have not had it to this point.

1A IS NOT THE ANSWER

The fact that 1A passed is of little consequence. The voters do not consider 1A proper tax relief for homeowners, renters, or businessmen. They voted for 1A because it

cancelled someone else's vote for Proposition 9, not because they believe in increasing sales taxes, and then finding a way to return something to everyone. Senator George Miller, (D), Contra Costa County, had the right idea, as did others who said the best tax relief to the broadest base in the economy would be to reduce the sales tax. That makes much more sense than trying to find a way to give everybody back what we never should have taken from them.

MANY PROBLEMS, STATE AND LOCAL

The 1969 session of the Legislature will have many problems to solve. Ironically, more spending at the state level isn't necessarily the answer. In fact, it's about time that the legislators in Sacramento began to really think about how to get rid of the ailments instead of designing fancier bandages. The new leadership (it is presumed that Mr.

Unruh will not be speaker) may be successful in this area, whereas many previous sessions have not even considered solutions which did not cost money. The time has come for the state to get out of the role of 'rich uncle'. Everyone knows that every cent the State gives to local governments, whether to City, County or School District, it must first take from the local community.

The Legislators must change their thinking about the GREAT SOCIETY. A really great society is not one which pays the highest welfare benefits to the poor, but one which has no poor to give benefits to. A great society is not one which can extract taxes at the state and federal levels and then give some of it back, but one which leaves those revenues in the community and tells that community to collect the funds you need locally from the millions you create when you build a school, route a bus line, zone a lot for high rise office buildings or apartments, or when you spend millions on a Jr. College, or a park. Local governments create much more dollar value than they spend. A stretch of freeway costing \$10 million easily creates values many times that. All services create values; the problem is that we do not allow local governments to collect revenues from the revenue sources they create. Too much thought has been given to the 'ability to pay' and not enough to benefits received.

BART IS PERFECT EXAMPLE

A perfect example of creating millions of dollars and not collecting a penny of it is BART. The problems BART is having are due to the inequity of the financial structure to support it. The present structure of financing BART could be the very reason for its failure and possible collapse. Let's look at the values BART is creating. All along its system, land values have already gone up. Mind you, even though at this point car one may never be built. Think of the values created for several blocks around the stations when the system can zip a person in Oakland to downtown San Francisco in a matter of minutes. No car to park, no traffic to buck, no fumes to breathe in stop and go traffic. And the same is true when you return to your apartment or condominium within walking dis-

stance of the station.

Where are the values created by a rapid transit system? Certainly no value is created in a typewriter, punch press, patio, warehoused merchandise or any other improvement or personal property. Yet, all of those items are and will be taxed to support and finance BART. The values created by BART are in the land, and values diminished by BART are also in the land. For example, remote areas which will not be served by BART could very well decline in land value. Apartment dwellers will be inclined to move into housing near a rapid transit system even where rents are higher if, by moving, one or both of the family cars can be eliminated. With the high cost of operating cars, and the high insurance rates, great savings can be realized even if higher rents are paid. Higher rents will be paid for a location near a transit system that will serve their needs. The same would be true for students who want to live within walking distance of a College, or of an office worker wanting to live within walking distance of the office where he works. Human nature in man compels him to seek to satisfy his desires with the least amount of exertion and expense. His desires are many and varied; many people want to live in the suburbs. They want a yard, pets and a patio where papa can be king. Others live in the suburbs and have none of these; they live in an apartment or condominium, and even though they have a community pool they may never use it. These people live in the suburbs because the city center or core area is something they want to get away from after a day's work, or they cannot afford the really decent apartments facing Lake Merritt in Oakland, or at the foot of the Bay Bridge, in San Francisco; or near the Hall of Administration in L.A. Going rates start at about \$277.00 per month and go as high as \$480.00 for the 'Town Houses'.

TAX THE LAND

If BART is going to work, the answer is not in state funds or in the rates, or in new taxes on gas, sales, commuters or any other such things, but instead will have to come about by sound economic principles, with the profit motive being put to work. Put the tax-

es on the one item which will receive all of the benefits from BART, the lands surrounding the system's stations. Also, millions of dollars can and should/be realized from land leases above underground facilities. It could be a self supporting system from the day it begins operating and continually expand services with every passing year, without one cent of subsidy. But, the taxes must be on the land benefitting from the system.

NEARBY SITES MUST BE PUT TO HIGHEST AND BEST USE

In a system properly functioning there is no room for land speculators. The system will never succeed if surrounding property sits idle for years while a land holding company racks up millions in profits for its clients. In a properly functioning system there is no room for slums to occupy choice sites while the slumlords get fat from the rising land values and low property taxes.

A tax to support the system must be on land values only. Only then will valuable lots surrounding the system be put to their highest and best use. Only then will the system be used enough so it will not have to be subsidized. Only then will private capital have access to the desirable sites along the system at prices they can afford to pay. Only then will the land speculators along the route be satisfied with a reasonable short term profit.

FREE ENTERPRISE

The free enterprise system can show the world its full potential right here in California, or, we can tie the hands of the free enterprise system and watch BART collapse. Unfortunately, no amount of state, federal or local money will save BART. BART must be saved by its own potential. BART must receive it's main support from the very source of millions it will create and has created. Rapid transit shouldn't COST, it should PAY.

LEGISLATORS SHOULD BE FINDING ANSWERS TO OUR PROBLEMS

There is plenty of experience showing that state and federal funds are not answers to present problems. Goodness knows,

billions have gone down the drain without solutions. It is hoped that with the new administration in Washington, D.C., the trend toward more spending will take an about face. Taxpayers want tax relief at all levels, locally, county-wide, state-wide and nationally. The attitude that higher levels of government have more sources of revenue is a lot of bunk. The cowards locally who don't have the courage to ask for needed funds are the ones who ask for state and federal aid. We must recognize that there is only one source of revenue for all levels of government, the PEOPLE. PEOPLE pay local taxes, state taxes and federal taxes. The question is, what do we want to tax? Do we want to tax production, or trade, or community created values?

COMMON SENSE

It seems that common sense reasoning would tell us not to discourage production by burdening it with heavy taxes; the same reasoning would tell us that restricting trade by burdening it with heavy taxes would also be bad for the economy. Here again the question is raised, do we want to pay the highest unemployment benefits in the country or do we want to have the least number of unemployed in the country? Which condition would be best for California's economy? Also, what good did it do us to have a high tax on tuna boats if the tuna boats proceeded to register in other states or other countries? That joke was brought to light recently when for the first time in years a new boat registered in San Diego County because the Legislature last year saw the ridiculousness of the high tax and changed the laws governing assessment of tuna boats.

TAXES ON IMPROVEMENTS ALSO BAD FOR THE ECONOMY

Another horrible situation is the taxing of improvements. A good example is the problem of slums. It is a well known fact that the billions of dollars we have spent on federal urban renewal not only has not solved the housing problem, but has in fact contributed to the problem, since there are more slums now than there were 20 years ago when

the federal urban renewal program started. If we don't want slums, why don't we get rid of them like we got rid of the tuna fleet, tax them out of existence? Why do we have a property tax structure which puts a very low tax on slum property and a very high tax if the property is developed to its highest and best use? Our tax structure causes a homeowner to pay more taxes than his neighbors if he puts up a fence, adds a patio to his yard, converts his garage to a family-room, remodels his kitchen or adds a bathroom. And heaven help him if he puts in a swimming pool. On the other hand, he can cause his taxes to go down if he allows the paint to peel off his house, allows his lawn to dry-up, or allows his home to depreciate in any other way through neglect or destruction. Where is the reasoning behind such a tax structure?

HOW ABOUT INDUSTRY?

What sense is there to having a high tax on warehoused merchandise if all the large warehouses proceed to move to neighboring states? That's exactly what is happening. Along with the warehouses go the jobs in warehousing, jobs in trucking, jobs in railroading, jobs in construction and along with every 100 jobs in those basic industries go 67 other jobs in retail and service industries. Last year the Legislature was wise enough to recognize that the high taxes on the intangible values were causing drastic curtailments in the production and storing of movie films in California. By recognizing the bad effects on the movie industry they demonstrated they do want to solve this kind of problem in the economy. Why don't they also recognize that other industries could be attracted to California with the same simple reasoning. The only difference is that the movie industry started here and was slowly in the process of evacuating, just as the tuna boat industry has always been here and was also evacuating. Maybe if we could find a way to attract industry to California for a 30 year period, when they would not be taxed on personality as they are not now taxed on personality in most of the other states, we would see the error of our ways when we see their slow evacuation in the face of imposing our present tax

structure upon them. There is no telling how much industry would come to California if we would give them the opportunity to compete with the tax structure of other states. Our problem is that the people are coming to California whether industry comes or not. That is why welfare costs continue to rise, as does the homeowners share in the cost of government.

GOVERNMENT COSTS SHOULD GO DOWN

It should not be necessary to increase the costs of government at every level because more people are coming to our state. In a sound and solid economy a homeowner's share of the costs of government should be reduced as more people come to share the load. At least that is what basic economics and logical reasoning would suggest. Every person coming to California increases the value of somebody's land. Every school, Jr. college, university, park, fire station, bus stop, shopping center, library, police station hospital, bank, restaurant, church, apartment house or freeway contributes to the land value of nearby property. Why don't we collect the costs of local governments from those land values? Why should a choice corner lot on Anytown's main street sit idle with very low taxes until the owner decides that it is time to sell because there is no possibility of the value going higher? At the present time that is the only reason to sell a choice lot. The same applies to a dump of a house which sits surrounded by tall bank buildings and department stores. The owner sits there collecting the rent, which more than pays the taxes while the community eye-sore makes him rich.

AGAIN, TAX THE LAND

How long would a choice vacant lot remain vacant, or a dump of a house sit on any town's main street if the taxes to support local government were based on the land values only? In other words how long would it remain vacant if the local property taxes were the same on the choice vacant lot or slum as they would be if it were used for its highest and best use? If the taxes were on land only, would the federal government need to buy up

the slums in order to get rid of them, or would the present owners tear them down? Why are federal funds needed in slum clearance? Because; (1) owners do not offer slum sites for sale, (2) if they do offer them for sale, the asking price prohibits private industry from buying them, (3) if private industry could buy them and could afford it, the surrounding environment does not lend itself to successful enterprises. So what happens; (1) the federal urban renewal project condemns the property so the owner cannot 'hold on' to his property, (2) the federal funds (your taxes and mine) can afford to pay the ridiculous prices (after all, it is usually the best location in town), and (3) the urban renewal project can either put up federal low cost housing (instant slums), or they can turn the property over to private developers for a reasonable price (your loss and mine) and everybody complains. In the first place, the slum owner's attorney (it's difficult to find out who the owners are) claims that \$2 million for that choice location was not enough, second, if the project becomes low-cost housing for the poor, the poor complain of poor design, poor management, ghetto conditions, inadequate landscaping (or none at all), poor construction and many other reasonable or unreasonable gripes. Third, if the agency turns the property over to private industry, experience has shown that the web of red tape is almost impossible to contend with.

Wouldn't the free enterprise system be much better? Wouldn't the economy be so much better off if slums became a poor investment which could only be corrected by putting the property to its highest and best use? When highest and best use is mentioned, remember that the highest and best use isn't always luxury apartments, or high-rise office buildings. Highest and best use could be a duplex or a triplex, a home, or even a farm. One should remember that lending institutions are very cautious about foolish loans, so even if the property owner would like to overbuild, zoning and lending institutions will prevail.

WHO WOULD PAY MORE, WHO WOULD PAY LESS WITH A TAX ON LAND ONLY?

The question which always arises is,

who would pay more and who would pay less if the local property tax burden were placed on land-only, completely exempting taxes on improvements and personal property. Past surveys show that homeowners would pay less. Land values under homes are very low when compared to the improvement (house) value. Business would pay less; in many cases where the business is leasing they would pay no property taxes at all. Industry would pay less. With no taxes on personal property, our tax structure would compare very favorably with that of other industrial states which do not tax personalty. Truck farmers might pay more for one or two years, but they too would pay less after an adjustment period. Dairymen, cattlemen, hog ranchers, chicken farmers, vineyards, orchards and all others with trees and vines would pay less from the very start since their investments and values in land are much less than in personalty and improvements which would be exempt from taxes. So.....who would pay more if so many people are going to pay less? First, all vacant lots would pay much more. How much more would depend on how valuable the lot was. The choice lots on our main streets would pay much more, but all vacant lots would pay so much more that they would not remain vacant very long. Next, all slum or other poorly used properties would pay more. To be sure, California would lose it's reputation as a poor state for industrial development, and the cities would experience a building revival such as has never yet been imagined by federal urban renewal.

WHERE DO WE GO FROM HERE?

The question in California today is where do we go from here? With a new administration in Washington, D.C. and the present administration in Sacramento capturing control of the Legislature, are we in for more of the same, or will some new thinking and some different pressures come into play which will solve some of our problems? One thing is certain, the people want results. The people of California want to see leadership in Sacramento to match her mountains. END

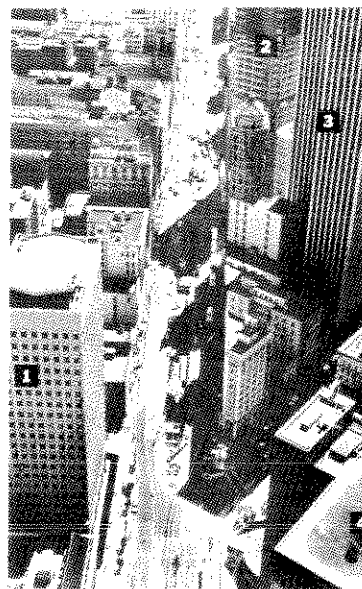


BART

Catalyst for Bay Area

New buildings along Market Street

- (1) Standard Oil Co. of Calif.
- (2) Crocker Plaza Bldg.,
- (3) Wells Fargo Bldg.,
- (4) Crown Zellerbach Bldg.



"If you would make your city loved you must first make her lovable."

Greek Proverb

BART, alone among the world's transit systems, was created by a vote of the people it was designed to serve. The successful 1962 referendum approved property tax levies in three counties to provide the money needed for BART construction.

The vote mirrored the desire of the electors for retention of a distinctive quality of daily life which has always characterized the San Francisco Bay Area. In part, the decision of the people was a response to a surging population explosion to which an end is not yet in sight—a regional problem not duplicated in intensity in the older American cities on the Eastern Seaboard.

The San Francisco Boom

BART as a planning magnet first attracted the interest and then the active support of the area's commercial and industrial leaders—support even more widespread now than in 1962. Planners in the fifties had visualized BART principally as a spur to the growth of downtown San Francisco, Oakland and Berkeley. The three-city "core" would be accessible and attractive to the many economic functions that rely upon densities, pedestrians and vertical transportation.

These land use objectives are being met fully three years before BART trains run between the

three central cities. San Francisco has undergone the most startling and massive change, one which presages a renaissance of and along Market Street, making it one of the world's outstanding thoroughfares. The Housing and Urban Development Department's support of San Francisco's municipal plan for transit coordination, plaza development and street restoration has played an important role in this renaissance.

The advent of BART has triggered a building boom exceeding all voter expectations. In all, over 400 stories of new office space in the vicinity of Market Street are planned, under construction or now leasing and operating . . . all within a few pedestrian minutes of BART turnstiles.

The most recent, mammoth addition to this roll call of handsome new buildings is the lower Market Street \$250 million Embarcadero Center plan officially adopted by the municipality this summer. Officials of the Center already have joined with neighboring corporate interest to raise \$500,000 for design of a completely new BART regional station to serve lower Market Street.

Along Market Street, BART subway stations are being extended literally into two brand new skyscrapers by means of private access entrances 25 feet beneath the sidewalks. The newly com-

pleted 43-story Wells Fargo Building, tallest west of Chicago, will provide a pedestrian passageway for thousands of white-collar workers passing between transit trains and the bustling Montgomery Street financial district. Across the street, foundations were laid in November for the handsome Crocker Building, with its 400,000 new square feet of office space as well as its delightful plaza designed for mid-way between the BART and street levels.

A \$92 million Bank of America headquarters building will be completed in two years—52 floors with 1.5 million square feet of office space just minutes from BART turnstiles. Mutual Benefit Life Insurance is erecting a 32-story structure on the north side of Market Street, one block from both the Bechtel Corporation's current 23-story construction south of Market and the proposed 30-story PG&E expansion. "South-of-Market," an area virtually untouched for decades and officially designated as "blighted," will also be the site of a major redevelopment project featuring a sports arena and convention center—located equidistant from two BART stations.

The Oakland Development

Oakland political and civic leaders have designated a three-block area adjoining BART's 12th Street Station site as an urban renewal project area, and a multi-million dollar project plan incorporating a 300-room hotel, a convention center and other downtown amenities is now being reviewed by the Oakland Redevelopment Agency.

BART's two downtown Oakland stations were deliberately placed close together—one centered on 12th Street and one centered on 19th Street—to knot together the disparate elements of a spread-out downtown shopping and business area. Oakland planners, in this fashion, have seized upon BART to provide the missing downtown focus. In Oakland, too, post-construction street restoration will bring sidewalk beautification in its wake.

In Berkeley, three new large office buildings now in design will add 50 percent to downtown office space. All three are within a two-block radius of the BART turnstiles. The central

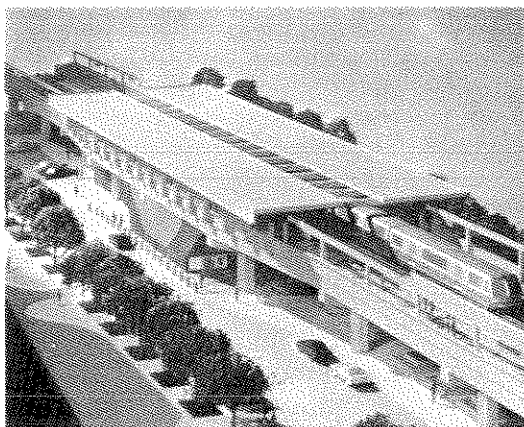
Berkeley BART station thereby means new densities as well as handling the crush of University of California student subway traffic, downtown shoppers and municipal employees from the nearby Berkeley civic center. These many BART tasks will meet on and under a handsome central plaza which, when BART construction ends, will



Development precedes the subways

in fact be the pulsing heart of the city.

The Mayor of Berkeley has frequently declared that this new era in city history is due to the advent of rapid transit. The City Council concurred in the Mayor's judgment when it purchased the air rights over two BART stations for \$1 million, as a tool for future development.



BART'S catalytic action in the man-made canyons of the three subway cities also is minimizing pedestrian/auto conflict on surface streets. "Private access" entrances to BART underground mezzanines are being designed and built to tie in with BART construction, financed as investments for profit by businessmen whose basements adjoin BART subway stations.

Suburban Planning

Investors also have been drawn to BART station sites outside of the higher-density central business districts. They, like their downtown counterparts, have spent thousands on proposals which will cost millions of dollars. The City of El Cerrito was the first to take note of the impact of BART stations on a municipal master plan. The city hired a planning consultant to advise on land use projections and needs. Simultaneously, El Cerrito agreed to join with the neighboring city of Albany and with BART in development of a Rapid Transit Parkway along BART's aerial right-of-way.

The Social Thrust

The advent of BART will inexorably and positively broaden and create new choices in employment, housing, recreation and education. The new horizons opening to Bay Area residents of every economic level, when rapid transit commences

operation in 1970, represent dividends to the bold investment in the future of at least one metropolitan area.

For the poor of all races and nationalities—and the Bay Area has many ethnic minorities—availability of an accessibility to employment centers, housing opportunities and recreation will be improved markedly. Many will no longer depend solely upon the auto with its costly insurance, maintenance and purchase requirements. BART planners long before the successful 1962 referendum acknowledged and underlined this social planning component. The import of locating station sites in low-income neighborhoods was recognized then as it has been recognized more recently in national commentary on problems of "the ghetto."

Elderly persons with fixed incomes and children excluded from driving privileges are similarly isolated from the "majority" community by the automobile culture. There are also the many health-minded commuters who will discard their autos for bicycles when BART stations begin receiving patrons.

The Student Choice

Educational centers, previously accessible only by auto or by intricate and time-consuming bus travel, also are strategically located close to BART facilities.

This accessibility to sources of training and learning is of particular value to those caught in the net of stagnation and immobility in the ghetto.

The Diversion Potential

Recreational and cultural opportunities are similarly made available and accessible with the advent of BART. Being physically present in previously unknown neighborhoods constitutes a major step in creating the higher levels of expectations leading to social and economic status. "Travel is broadening" states the case succinctly. The value of all elements of a regional community being able to see and experience the extraordinary diverse neighborhoods to be served by BART cannot be underestimated.

Bay Area Rapid Transit District—Rapid Transit

GOALS and GOAL BLOCKERS



by Wilbur E. Pereira

The Los Angeles City Charter assigns to the Director of Planning the responsibility for preparing a master plan for the physical development of the city, as defined in the California State Planning Law. The plan shall be general and long-term. It must deal with all aspects of physical development over a time span ranging from the immediate to a generation or more. Zoning and subdivision regulations are among the legal means to carry out the plan. The City's Comprehensive Master Plan is scheduled for completion in 1970.

Los Angeles County south of the San Gabriel Mountains now reports a population of more than 7 million, making it the second largest metropolitan area in the nation. The City of Los Angeles, with its 2.8 million people, ranks as the third largest city in the United States, with continued growth each year (As of June, 1967.) This exodus west has amplified some problems, and we are faced with differing social values and behavior patterns, inadequate employment skills, incomplete education and even language barriers. Physical problems have emerged in recent years, particularly air pollution and traffic congestion. The welfare load has greatly increased. Public facilities have lagged behind a demand for increased services. Schools have fared slightly better, but only because of an unprecedented and costly building effort.

In the past, most city planners formulated goals they believed the community 'should have.' Too often they were little more than the planners' views which did not reflect public opinion.

The three main forces at work in Los Angeles during the next 18 years are assumed to be continued and increasing sense of alienation of the individual due to (a) decreased identification with work, (b) growth in the population size and the complexity of urban life, (c) rapid change in environment and values; accelerating availability of discretionary (non-work-connected) time-- perhaps a 24 hour work-week by 1985; accelerating dissatisfaction of the minority poor.

Many technological factors will make possible many things; Partial listing would be, widespread use of computers and new teaching methods in education; accelerated emphasis on service and trade oriented jobs; a 'cashless society' with monthly ledgers of expenses and income being provided to each household by banks or other institutions; all-electric private and public transportation systems, and the beginning of the decline of air pollution; airports dispersed throughout the region, with city-center to city-center travel by air; decreased requirements for long-term hospitals for mental and physical illness and increased emphasis on preventive and quick rehabilitation measures; centralized regional data banks for law enforcement, tax assessment, census data and personal histories of citizens; inexpensive power and water generated by nuclear facilities; increasing longevity of humans, with two consequences, (a) increased time period for education prior to entry in employment, (b) increased need for continued activity and participation by the aged; rapid obsolescence of work skills and the consequent need for continued re-education of the adult; increasing importance of Los Angeles harbors because of acceleration of military uses and commercial exploitation of resources in the sea; increased automation or mechanization of housekeep-

The Los Angeles Goals Program was initiated when Calvin S. Hamilton, The Planning Director, requested the help of professional, business and civic groups to undertake a citizen effort to develop goals and policies upon which to base the Los Angeles Comprehensive Master Plan. A cooperative effort, it aimed at planning with the people instead of at the people. The four alternatives of the Goals Program have been considered to be the Centers Concept, Dispersion Concept, Corridors Concept and the Low-Density Concept. The Centers and Corridors concepts seem to be more appropriate to the rapid transit planning and conducive to reduction in such dependence on the private motorcar for transportation. The 'horizon year' is 1985, and the program employs a backward look as well as a forward look.



Calvin S. Hamilton

ing and home maintenance; inexpensive home video recording and playing; interconnection between homes and libraries for computerized retrieval of documents and transmission by facsimile techniques; use of computers by the individual citizen as an intellectual collaborator, dispersed work centers and organizational configurations for those industries whose projects are primarily 'paper work' (e.g., science, engineering, banking and perhaps architecture and law); stronger commitment to the guaranteed annual income for each citizen; round trip air fare of \$50 to Europe.

The impact of these factors will probably not drastically change the life-style of any individual during his lifetime. Rather, the major impact will be to widen the gap between successive generations.

What kind of planning should we do for a Los Angeles which is expected to develop along these lines? Considering the three main forces mentioned, one might speculate that the following city plans would be reasonable;

Emphasis on providing cultural and recreational centers, parks, open spaces and transportation to central and remote recreational areas. Promote a sense of community identification by incorporating into 'population centers' all the aspects of a complete spectrum of life. Stop the trend which forces isolation

and alienation of the aged, the infirm, and the poor. Retain a sense of local autonomy and citizen involvement in each center to the maximum possible extent consistent with broader regional matters such as transportation, pollution and communication.

In physical planning, should the effort to eliminate ghettos receive the highest priority for City money, time and energy? Or should the highest priority be to a new mass rapid transit system? Or to the acquisition of land for preservation of parks and open spaces? Should the City initiate a program to induce experimentation with low cost construction? (Some of this has been done.) Should the City attempt to prescribe the 'mix' of facilities (residential, industrial, commercial, educational, cultural, and medical) that is considered a minimum for each 'center?' Should areas be set aside for future installation of nuclear power generators and desalination plants? Should the City now outlaw the use of gasoline automobiles after some specified future date? Why does the population of the City have to be permitted to increase?

The key issues are not the technological changes. The key issue is MAN IN THE CITY. How can we preserve HIM?

In urban development, open spaces are essential to the population's physical

and "psychological needs, bringing harmony and beauty into metropolitan areas. To assure their adequate provision requires that an open space plan be adopted and an acquisition program be established. Zoning ordinances, subdivision regulations and land taxation policies should be directed to preserve existing open spaces in spite of economic pressures for land development. Comprehensive plans can be developed which will preserve existing natural amenities of undeveloped and low density areas. More funds could be allocated for the acquisition of more open space.

A variety of transportation alternatives may be considered. Freeways, highways, mass transit systems, aerial transit systems, techniques to reduce or eliminate air pollution due to the internal combustion engine, and other facilities and techniques can be incorporated to enhance the urban form, including the widespread use of grade separations and landscaped buffers as well as the use of air rights over public streets for structures. A study recently was made in Los Angeles of the subject of air rights, and we may be hopeful that some progressive uses will be made of this untapped source.

Successful and substantial conservation programs have been undertaken in America, but most have been chiefly applicable to mining, forestry, erosion control and irrigation. Less attention has been paid to the destruction of natural resources within the urban area, where there has been so much horizontal expansion. On the other hand, Los Angeles took the first step to import water from the High Sierras, without which the growth of the city would have been hampered.

Traditionally, Los Angeles families have considered the single-family residence to be the most satisfying of dwellings. Land for new single-family residences close to the center of the metropolis is becoming scarce, and many citizens want to preserve suburban living. To do this, in desirable areas, it is necessary to conserve good neighborhoods and rehabilitate deteriorating neighborhoods.

Some cities have passed the point of diminishing returns in the growth and concentration of population, and the costs of public

service, transportation, government, and day-to-day living exceed the level which might prevail under more efficient conditions of population concentration.

The present and future pattern of urban and economic growth also raises questions about so-called 'urban sprawl,' the potential for a better kind of large-scale urban development and the future of new communities in our country.

A sprawled or discontinuous urban development is more costly and less efficient than a compact one. Sprawl is wasteful of land since the intervening land is not specifically used for any purpose.

Land speculation is unproductive, absorbing capital, manpower and entrepreneur skills without commensurate public gains. It is inequitable to allow a system in which the new land occupier is required to shoulder such a heavy burden of capital charges or debt merely for site costs -- costs which in larger part are unnecessary and avoidable.

Present patterns of land use developments result from the individual actions of many decisionmakers - consumers, builders, landowners, developers, public agencies, financial institutions, industry and commerce. If the urbanization process is to be structured in ways different from the past, each factor will have to be affected, if not changed.

Public bodies have a residue of as yet unutilized powers to influence the growth and structure of an area. Programming and development of public facilities create an envelope within which urbanization takes place. The timing, location, and scope of public investment decisions influence, if not shape the physical form of the region.

Some suburban communities have reacted by adoption of insular policies. To stem population growth they have adopted land use controls that, in effect, build fences around the large central cities. Those policies tend to produce fiscal disparities among jurisdictions. (See California Tomorrow's THE PHANTOM CITIES OF CALIFORNIA)

Some blocks to objectives come to mind;

What Lewis Mumford calls, in THE

(Continued on page 19)



The biggest birthday party in the world

by Robert Meniffee

San Diego is 200 year's old, and they're going to celebrate! From the tolling of the bells at Mission San Diego de Alcalá on New Year's Eve to the blowing out of the last candle on the 200th birthday cake, all 5,000 square miles of San Diego county will be alive with activities. San Diego's 200th Anniversary is a new kind of birthday party—all year 1969. The master calendar is crammed with parades, pageants, fiestas, block parties, industry open houses and about anything else you'd ever want to do in a year's time.

This magnificent celebration is more than a matter of pride at reaching 200. It is also your once-in-a-lifetime opportunity to enjoy for the sheer pleasure of it all the fun things you keep promising yourself you'll do tomorrow.

What are some of your interests? Sports, airplanes, dancing, Shakespeare, postage stamps, symphonic music, surfing, lectures? Pick any date in 1969 and the 200th Anniversary already has scheduled an event. Oceanside or Julian or Chula Vista or any one of a dozen or more San Diego county communities, are joining in the celebration too. It's county-wide and lasts for a year.

In fact, all of 1969 will be heady with anniversary excitement. The opening ceremonies begin with the world's first 200 gun salute. San Diego will lead the Rose Parade,

and the missions are the site of interdenominational religious ceremonies. The warm lights of welcome will light the entire county, and the 200th Anniversary talent show will display what we have to offer.

During the 200th Anniversary many of the nation's most popular television shows will originate in San Diego, with a galaxy of stars extolling the beauty and grandeur of this 'heaven on earth' community.

Actually, so many things will be happening so much of the time that we'll all be kept busy just trying to remember what comes next!

Both the Navy and Marine Corps will offer stepped-up programs of weekly dress parades at the Recruit Depot and Training Center. Or, if flying is your forte, you'll want to be on hand when the flag goes up for the start of the Powder Puff Derby - 200. Lindbergh Field, where the Derby starts on July 4, will also feature a spectacular display of aircraft of all types during Aviation Week. The International Air Show will thrill visitors and residents alike in September with your favorite flying teams competing in the clear skies above San Diego county.

For history buffs, romantics, and lovers of our Spanish and Mexican heritage, the events planned in and around Old San Diego during the 200th Anniversary will make for



Glowing like a birthday cake, San Diego will greet her visitors with her warm lights of welcome.

a lifetime of memories. Throughout the year, this history-laden corner of our community will be the site of art festivals, outdoor concerts, and re-enactments of significant San Diego historical 'firsts,' celebrated right in the historical buildings of decades ago. A special Old San Diego plaza is constructed to house exhibits and entertainment...it's open for your enjoyment, so why not stroll through Old Town?

The beauty and brilliance of lights and flowers also will contribute to your enjoyment of this mammoth 200th Anniversary party. A dazzling carpet of wildflowers will illuminate the daytime look of the county, while 'Warm Lights of Welcome' will brighten the 200th Anniversary night scene. And the waters of San Diego harbor dance to thousands of lights during a parade of Ships and Lights planned for the summer months. Mission Bay will explode with the excitement of the Aquatic Floral parade, a fabulous show of decorated boats.

In San Diego, the old meets the new, and this blending is one of the principal features of the 200th celebration. San Diego is 200 years old, but the city has the spirit

of a youngster. San Diego is rising to meet the occasion. The new \$11 million, 21 story San Diego Gas and Electric building was dedicated last April. Land for a new \$4.5 million six-story City Operations Building has been cleared, including operations for three fire companies and other city operations. The nine-story, \$2.5 million Executive House hotel will open soon, followed by the 228-room Westgate Plaza Hotel. The new 22-story Union Bank Building is scheduled for completion in early 1969.

Beautification is constantly in the minds of all San Diegan's, and the 200th is providing incentive to clean-up, dress-up, and light-up. Residents of San Diego's older beach communities are advancing an ambitious project of beautifying homes, shops, and making vacant lots and alleys more attractive. Everyone loves window-boxes, and flowers will decorate many sills during the bicentennial. San Diego is the flower basket of the nation and our county will be decorated from top to bottom with flowers, lights, flags, and banners.

Almost every day is clear in San Diego County, and you CAN see forever. And the view is the key to economic success.

It's the 15th largest city in the United States; 4th largest of 11 western states; it has one of the best natural harbors in the world. It's the home of the 11th Naval District, and the First Pacific Fleet; 850 manufacturers and industries make it their home. There are five major national sports teams, and a new stadium and sports arena. That's San Diego!

Twelve million people call Southern California home; 1.5 million of them live in the San Diego county metropolitan area, with business potential as ambitious as the 50,000 people who move into the San Diego area each year. San Diego is the NOW city - a city that looks at its explosively growing population and economy and wants to grow even faster.

The County, 80 miles in width, encompasses an area of 4,262 square miles. It is bordered on the south by Baja California and Mexico, and on the west by the Pacific Ocean with 70 miles of beautiful beaches.

Rich in historic Spanish-Mexican traditions, the County has an environment which is a unique blending of social, industrial, educational, and recreational living. Exposed to the County's diversity of natural scenic beauty and the sincere warmth and vitality of its residents, visitors find it difficult to leave and easy to return.

With one of the world's most equable climates, the County has the natural resources and skilled workers that make for ideal plant location and the marketing of nearly any kind of product or service. The average high temperature ranges from 64.6 degrees in January to 78.0 degrees in August, with differences between high and low temperatures of 10 degrees in summer and 16 degrees in winter.

With assets like these, there isn't too much preparation for the world's biggest birthday party. It's a question of community spirit, and all communities are working together to make it a big show.

There's a bright new season for San Diego's popular Starlight Opera, performing again in the summer at the San Diego Zoo. And music on a grand scale is planned by the San Diego Opera in the 200th Anniversary year. Add to this Old Globe Theater's renowned Shakespearean Festival and a showing of master works in San Diego's Fine Arts Gallery

enough to delight the eyes and ears of any beholder!

So much is planned for you and your friends and the hundreds of thousands of visitors who converge on San Diego by land, sea and air to help celebrate the world's largest birthday party. Quite literally, there is something for everyone. The international windjammer sailing ship races in late summer will be a world's first. The Gliders will soar high above the cliffs of La Jolla during a championships meet for 1969. The international surfing championships will be hosted along San Diego County's 70 miles of magnificent beaches.

Many nations will be here in 1969 to help celebrate San Diego's 200th year. Spanish Week is April 7-13 with designer fashion shows, an international ball, Flamenco dancers from Madrid, the Spanish symphony, choral groups, and a superb showing of Spanish art.

And San Diego's neighbor, Mexico, will have events all year long. In January the Mexican National Symphony and the Ballet Folklorico will premiere in San Diego's beautiful Civic Theatre. The National Federation of Charros will re-enact the Portola Trek - the original route of the early Mexican settlers - arriving in San Diego from Mexico on our birthdate, July 16. Choral groups, art exhibits, educational programs, Mexican fiestas and mercados and much more from Mexico throughout the year.

How about the San Diego 200th Anniversary World Trade Fair for 1969? August 3 to September 3, hundreds of foreign nations will display their arts and crafts in San Diego.

Spotlight on Germany, the enormous German craft and product exhibit will highlight February, from the 2nd to the 9th. Two-thirds of the display of furnishings, consumer goods, and fashions, and art have never been seen before in the United States.

The Mainzer Fauching will run with Spotlight on Germany, with a show of German entertainment - all in San Diego in 1969.

Foreign nations, 92 of them, have been invited to participate and the list grows every day. France, Great Britain, Mexico, Spain, Australia, New Zealand, Canada, Finland, Norway, Sweden, The Netherlands,

Czechoslovakia, Panama, Guatemala, Bolivia, Peru and many others will be here with dignitaries, exhibits, shows, fairs and unique programs of entertainment.

You will want to be in San Diego when the other 49 states are saluted during a special week for each state. Perhaps you'll see your governor here, or a school-band parade from your home town. Each state will be saluted for an entire week in beautiful San Diego.

San Diego is famous for sports, with over 65 golf courses in San Diego county. They have five national sports teams-football, basketball, ice hockey, soccer, and now a new national baseball team - and with sailing races, college games, the world inboard unlimited races, horse racing, dog racing, Jai Alai, bullfights, the Gold Cup Hydroplane races, world series of surfing, golf tournaments, tennis championships, and on and on and on.

In Old San Diego it will be a new year, with the construction of a magnificent stage set to house spectacular daily entertainment. The Old San Diego Plaza will look like a romantic stage set, with historic buildings linked to new designs with a Spanish-Mexican theme - a charming plaza for exhibits, cafes, galleries, shops, and a central stage.

The San Diego 200th Anniversary is excitement from the five day opening ceremonies until the end of the year. The celebration begins at the Mission, and moves rapidly throughout the county. Balboa Park, originally constructed for the 1915 Exposition, was used again for the 1935 Exposition, will be a charming site for many events in 1969. That weekend in the Park will have a parade, a costume festival, giant birthday cake, a film festival, art shows in the many museums and galleries, dancers, singers, clowns, mariachis, old mining camp, Mexican market, quartets, Indian performers, plays, Highland pipers, flag pageants, and much more.

Andy Williams will be here for his celebrity golf tournament and for the 'Andy Tonight' show broadcast from San Diego. 'Jazz By The Bay', a week-long jazz festival with top headliners will highlight June-a ball, seminars, sessions, benefits and concert with all the stars. And still other attractions fill



El Hidalgo de San Diego standing before the Mission de San Diego de Alcalá. El Hidalgo is the official ambassador for the San Diego 200th Anniversary. He is a sixth-generation Californian, and a direct descendant of the first village mayor of San Diego, El Hidalgo's great- great grandfather, Juan Maria Osuna, served as "alcalde" of the pueblo of San Diego in 1834.

the master calendar for 365 days.

San Diego is 200 years old, and they're all going to celebrate. The 200th is a one-of-a-kind affair, for residents and visitors, in the most beautiful corner of the United States. Come on and join the fun! Someone is having a birthday party - it's San Diego, the biggest, longest, and most exciting birthday in the world. All year, 1969! Don't miss it.

END

IT STILL PAYS TO OWN YOUR HOME

by Michele H. Greenhill

There has been talk since the initiative to limit property taxes was defeated about it being cheaper to rent an apartment than to own a home. Perhaps it is, on a short term basis, but if you add up your rent over a 25 year period, at the rate of about \$200 per month, you would have paid \$59,400 in rent on an apartment with no assets to show for it. If you had paid that much on a house, you would have property free and clear which probably would have increased in value, plus you would have been getting income tax deductions all that time on the interest and taxes you were paying.

Almost everyone in California has a favorite story about the piece of property he could have bought for a song 20 years ago. While it is true that property all over the United States has risen in value, some areas have not enjoyed the boom, some pieces of land have actually fallen in value. This is because of location. We now see the spectacle of large real estate firms based on land speculation. 'Buy Pre-Builder Land' they say, they practically guarantee large profits in vacant land. What they are really doing is buying with one client and selling it to another client and then reselling to another client, God help them if the pyramid should ever topple! These speculators have forced the price of vacant land so high that honest builders and developers cannot afford to build on it. These are the 'big deals' you read about in the real estate columns,

but alas, they are confined to those in the high income brackets who use them for tax shelters, they are not for the little homeowner.

According to the National Assn. of Real Estate Boards and the National Assn. of Home Builders, a building boom is in the offing but costs are going up in building, forcing the prices of homes to jump about \$1500 per house. Although labor and materials have increased tremendously in cost, the biggest contributor to the price rise is land. According to the NAHB the costs of building sites have risen 234 per cent, lot prices 180 per cent since 1950. This is partly because the average lot was 50 per cent larger in 1950, but mainly because a large supply of buildable land is held off the market by speculators. The Labor Departments Bureau of Labor Statistics compiled the following information on the costs of living for a family of four: Renting an apartment, \$8,594, for a family of four buying a home, the total was \$9,390, or \$796 more. They figure that the home-buying family is saving \$450 a year through retirement of the principal on their mortgage, plus a possible \$200 more on tax deductions.

While it is true the apartment dweller may have more conveniences, such as a swimming pool, air conditioning, more modern appliances, he cannot step outside in his pajamas, he cannot entertain large groups, he can't have pets and usually there is no room for children to

play; if they are allowed at all. If he likes to garden he is confined to a window-box or two, and the amount of space he has inside cannot be compared to that in a home.

SOME INCENTIVES

Also, you can now get a \$5,000 loan insured by the Federal Govt to improve your home. To induce lenders to make more money available for loans to improve homes, the maximum rate that may be charged is 5.5 per cent on the first \$2,500 and 4 per cent to 4.5 for the remainder. These loans cover structural additions to the house, landscaping and swimming pools and built-in appliances, in case you want to modernize the kitchen.

The Dept. of Housing and Urban Development issued a reminder that costs of commuting should be added to the price of your home in the suburbs. If you have one car and drive to work you may have to buy a second car. (They didn't mention it, but the wear and tear on your nerves from freeway commuting is a big item, to say nothing of the wear and tear on the car.) In a growing community there are many special assessments and taxes

which are already paid in the cities. Young couples should look at older houses in settled areas where the schools, buses and other facilities are already paid for.

Homeowners are the third largest credit users in the American economy, the \$225.4 billion in loans outstanding on one to four family homes at the end of 1966 was exceeded only by the federal debt of \$274.6 billion and the long-term corporate debt of \$235.5 billion.

Shortage of mortgage money in 1966 and 1967 with the accompanying higher interest rates caused a drop in home-buying, especially in the lower income brackets. FHA insured mortgages dropped from 593,000 in 1965 to 470,000 in 1966. All costs of buying a home rose in 1966, with lot costs climbing from an average \$3,442 in 1965 to \$3,684 in 1966 or 20.4 per cent of the FHA estimated value of house and lot together. Real estate taxes included in the monthly mortgage payment averaged \$22.07.

Possibly because the low-income families have been squeezed out of the market, there has been a drop in the rate of annual mortgage foreclosures.

(Continued from page 13)

HIGHWAY AND THE CITY, '...destructive anti-urban forces that are artfully disguised as modern architectural and modern traffic planning.' and, '...papal infallibility of the traffic expert and the implacable omnipotence of the highway engineer.'

In THE PHANTOM CITIES OF CALIFORNIA are described local greed, political power, tax-enclave advantages to preserve islands of wealth, industry, recreational advantages; and how these are used to the detriment of regional progress.

The influence of those biased in the matter of motorcar transportation, such as Clubs, fossil-fuel extractors and manufacturers, the Freeway lobby. (The latter so strong as to have had a 'Freeway Week' designated, and the special attention via effort and funds,

of the California State Chamber of Commerce.)

The power of heavily vested interests in land.

Federal and state income tax laws that encourage speculative rises in prices in such things as prepayment of vast sums of interest, capital gains (is LAND capital?), in many cases without real intent to use the property, nor to pay on the principal at all. (See Charles Neal's article in WEST MAGAZINE, Los Angeles Times, 1-21-63)

To know about these things is part of the battle yet to be won. To further disseminate the facts among the general populace is a strategy difficult to implement, but worthy of the greatest of efforts. The striking disparity between the literature of protest and the lethargy of the citizen is a riddle which demands an answer. END

MAYOR ALIOTO UNDERASSESSED

On Oct. 7, 1968 Jack Bartalini, President, Responsible Merchants, Property Owners and Tenants, Inc., who is heading a planned recall Mayor Alioto movement, discovered, while checking property tax bills in the Tax Collectors Office, San Francisco City Hall, that Mayor Alioto was assessed at only \$40 for his personal property. (Taking into consideration the \$100 householders exemption and the 25% county ratio the \$40 assessed value reflects a cash value of only \$560.) (Using the present \$10.23 tax rate this means the Mayor paid \$4.09 for his 1968 Personal Property Tax)

Realizing that the taxable personal property of the Mayor must be many times \$560. (\$40 assessed value) Mr. Bartalini on Oct. 9, 1968 called the Pat Michaels' KNEW radio talk show and informed Michaels and his listening audience of the low assessment.

On Oct. 14, 1968, keeping a promise, Mr Bartalini brought copies of the tax bills, (for Mayor Alioto and for his neighbors who were taxed many times higher) newspaper clippings and excerpts from the tax laws to Mr. Michaels. That same afternoon Mr. Michaels used this information in his opening statement and throughout his radio talk program. Half way through the program the S.F. Assessors Office called the station with the information that a S.F. citizen (Bartalini) had brought the low assessment to their attention on Friday (Oct. 11) and that today (Oct. 14) the Mayor came in and paid \$239.00 for two years on a corrected tax bill.

(The explanation by the Assessors office was that a computer had dropped a digit. On further questioning by Pat Michaels they admitted the dropping of not one but two digits and that the assessment should have been \$1400.)

On Tuesday Oct. 15, 1968 the Mayors personal property tax assessment was again the main topic of discussion on the Pat Michaels Show. At this time it was brought out by callers (participating in the talk program) that the new assessment (\$1400) would no where near cover the Mayors reported \$100,000 paintings, or his French provincial furniture or his wifes jewelry let alone the total value of His Honor's taxable personal

OREGON VOTED DOWN TAX LIMITATION

Oregon voters turned down $1\frac{1}{2}$ per cent property tax limitation by a 2 to 1 margin. They also voted against a measure which would have financed various greenbelt, park and beach beautification plans. Oregon has been a progressive conservation state in that all beaches were preserved for the use of the public and there are some very fine state parks. Governor McCall feels the Oregonians actually back the park plans but didn't want to go into debt to finance them. Therefore he has announced plans to develop parkways as financing becomes available.

WELL KNOWN MINISTER GOES ON RADIO

Jack E. Addington, founder of two large New-Thought churches, and a long time friend of the Statewide Homeowners, has moved to San Diego. Now Dr Addington has set up a radio ministry from his comfortable semi-retirement headquarters in Rancho Bernardo. His hundreds of followers can now hear him at times scheduled below. Also, he is still conducting his correspondence classes and writing books, along with publishing the Abundant Living magazine from the Foundation headquarters at 385 S. Oakland Ave, Pasadena, 91106. Truly an inspiring speaker.

Radio schedule:

KRKD 1150 kc Los Angeles 6:00-6:15 p.m.
Monday - Sunday

KGIL 1260 kc Los Angeles 10:00-10:15 p.m.
Sunday only

XEMO 860 kc San Diego 6:45-7:00 p.m.
Monday - Friday

XEMO Saturday 5:15-5:30 p.m.

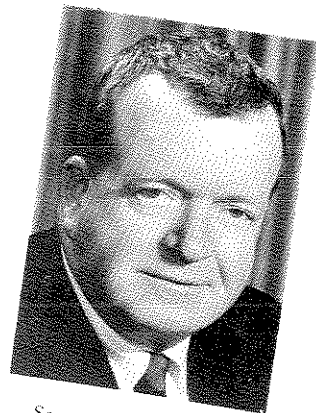
XEMO Sunday 4:30-4:45 p.m.

property. Again the S.F. Assessors office called Mr. Michael's program and this time stated that they were sending two appraisers out to appraise the Mayor's personal property.

On Saturday, Oct. 19, 1968, Ray Levitt, chief assistant assessor, told the Agronaut, formerly the San Francisco Shopping News, that the Assessor is not sending two of his men out to re-assess the Mayor's furnishings because the new \$1400.00 assessment was in line with assessments in the area. END

TILL SOMETHING BETTER COMES ALONG

by State Senator George Miller, Jr.



Senator George Miller

Senator Miller, (D), Contra Costa County is chairman of the Senate Finance Committee, the Joint Legislative Budget Committee and the Senate Fact Finding Committee on Finance and Governmental Administration. He serves as a member on Revenue and Taxation, Insurance and Financial Institutions and Education committees of the Senate. He is also a member of the Commission on State Government Organization and Economy, popularly known as the Little Hoover Commission.

For years, in debate in the Legislature, tax relief has been like the weather - everybody talked about it but nobody did anything about it.

Now with voters' approval of Proposition 1-A on the November ballot, meaningful tax relief for California homeowners will be a fact next year and in succeeding years.

To carry the comparison with the weather a little farther, it wasn't so much that nobody tried to do anything about local property tax relief. The trouble was that they tried to do it in faulty or ineffective ways.

An example, of course, was Proposition 9 on the ballot, which the voters wisely declined to approve. It constituted a meat-axe approach that seemed to promise tax relief, but only would have shifted taxes from one source to another and created fiscal chaos for both state and local government. Homeowners would have come out on the short end of the stick.

Much the same was true of most of the so-called property tax relief plans that have been before the legislature in recent years. The most prominent one before the legislature in 1968 would have passed \$145 million dollars in state funds over to the counties without any guarantee that a single dollar would be applied to the reduction of property tax rates. And homeowners would have received only 30 percent of any relief that did trickle down.

With the exception of a reduction in the business inventory tax, all of the provis-

ions of this plan are for the benefit of the homeowner and householder. The tax on household furnishings is eliminated. A \$70 cash payment will be made - in effect a tax rebate - to every qualified homeowner by next June. For subsequent years \$750 will be deducted from the tax assessments on owner-occupied homes. Thus, 86 percent of the relief provided goes to homeowners.

The operation of the plan is simple. Homeowners can pick up forms from their County Assessors to qualify for the cash payment and the exemption. The filing dates are between March 1 and April 15.

Renters will get most of the benefit from another part of the plan which allows all taxpayers a doubled standard deduction on their state income taxes beginning with the 1968 income year.

I had been concerned for years about the burden of property taxes on the homeowner.

About two years ago in a speech to the League of California Cities, I outlined a plan for property tax relief on residences which called for a system of 'Homeowners Credits' on tax payments. It was very similar to the plan now in effect, and like the present plan it provided for reimbursement to local government for the loss of tax income.

Under the new tax plan, the homeowners' exemption cannot be reduced but it may be increased by the legislature. As our fiscal situation stabilizes, further tax relief may be possible. Further, I believe we have broken the log jam on tax reform, so that as other inequities may be demonstrated we can deal with them with reasonable promptness. ■

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PUBLICATIONS

BUSINESS DIGEST, incorporating Pacific Coast Business and Shipping Register. Harlan Tratt, Publisher and Editor. \$3.00 per year. Monthly. 681 Market, San Francisco, Calif.

ORGANIZATIONS

INCENTIVE TAXATION COMMITTEE of CALIFORNIA

P.O.Box 2521, San Diego, Calif. 92112

An organization for business and professional people who want to eliminate the business inventory tax, and the tax on machinery and equipment so the business climate will improve in California.

SAN FRANCISCO COMMITTEE to REFORM ASSESSMENT of PRIVATE PROPERTY, (SCRAPP), 501 Duncan St., San Francisco, Calif. 94117

GRADED TAX LEAGUE of PENN. 710 Bakewell Bldg., Pittsburgh 19, Pa.

Write for, "Pittsburgh's Pioneering in Scientific Taxation."

PUBLIC REVENUE EDUCATION COUNCIL, 705 Olive, St. Louis, Mo.

Write for Property Tax Information.

BOOKS

TIME TO SPEAK UP, a book on public speaking for women. Published by Harper Bros., New York. Author, Jessie Haver Butler, 660 W. Bonita Ave., Claremont, Calif. 91711. Price at book stores, \$3.95 plus tax, autographed copy from author, including postage, \$4.25.

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letters

October 18, 1968

Dear Editor:

In your February 1968 report on a survey of San Diego County one sample involved comparing the reported sales price for 33 parcels to the assessed value of one parcel for a ratio of 1%. However, when you add the assessed value of all 33 parcels, which is the correct way to do it, the ratio is over 21%. Further, this was not an open market transaction, but a negotiated purchase by a University. This is representative of numerous similar errors in the 1% bracket.

Similarly, there are a significant high number of errors in the 5% bracket, and the 20% bracket. In fact, after cleaning up the numerous errors in your survey, results are highly complimentary to this office.

In analyzing and evaluating the erroneous approach as well as the numerous errors in your survey, one might suggest you consider determining whether your so-called assessment specialists are purposely slanting their findings or have overstated their credentials.

If you are paying anybody for this type of work, you are getting cheated unless you find that in using this biased data, it supports some of your political premises.

Very truly yours,
E. C. WILLIAMS
COUNTY ASSESSOR
S.D. COUNTY ASSESSOR

November 12, 1968

Dear Mr. Williams:

Thank you for your letter to the editor dated October 18, 1968.

It is unfortunate you chose to write a letter to the editor, and previously a letter to the County Board of Supervisors about the San

Diego Survey, yet, to this day, I have not had access to the report pointing out the errors in the survey, which reportedly cost your office over \$6,000.00 to compile, and should be part of the public record.

We are willing to go to the expense of making any necessary corrections and publicly announce the new findings if you will be so kind as to make your report available to us.

Also, we are in the process of another San Diego survey, which we hope will not have "the numerous errors" and we can compare with the findings of the State Board of Equalization's triannual survey presently being made of San Diego County.

Please consider this a request for your report identifying the errors.

Sincerely yours,
John Nagy
President

Editor's note:

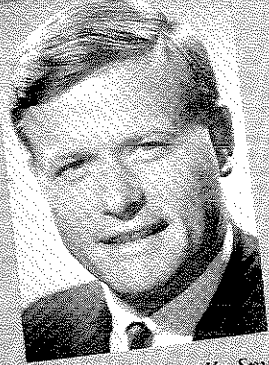
At time of going to press, Dec. 2, no reply had been received to the above letter from County Assessor Williams.

Dear Editor:

It was interesting to note that the study done by Senator Petris of Alameda County assessments proves as my study of San Diego County assessments did that the homeowners continue to bear an unequal burden in supporting government. I hope that those charged with assessing property in other counties of the state will assume their obligations and not make it necessary for studies such as this to be carried out in every county in the state. I would like to commend the Statewide Homeowners Association for their willingness to assist both myself and Senator Petris in our studies.

Daniel A. McCorquodale
Mayor, Chula Vista

ROBERT CLANCY
50 EAST 69TH ST
NEW YORK NY 10021



Councilman Arthur K. Snyder

The Council Resolution below is a sensitive approach to find answers to budget problems by cities. Councilman Arthur K. Snyder, author of the resolution, became aware of the revenue problem during his six years as Legislative assistant. When he was elected to the Council himself, he was determined to do something about it. He called for a citizen's committee to help with a complete review of revenue sources for the City of Los Angeles. He said, "I certainly hope that after we finish stumbling our way through this year's tax program, we'll try to settle down to some permanent solutions. I have been giving some thought to a tax structure which would provide incentives to those wanting to make the highest and best use of their property. I am happy to see that others are giving some thought to this idea."

Snyder is a member of the Revenue and Taxation Committee.

WHEREAS, the present revenue base of the City of Los Angeles has grown, piece-by-piece, over many years past as reaction to the immediate needs of the City as they appeared yearly at budget time, and

WHEREAS, this growth has often been without adequate attention to the incidence of taxation upon the various elements of our economy and the various segments of our urban society, taken jointly with their ability to participate, and

WHEREAS, a complete and comprehensive survey of present and potential revenue sources should properly be conducted outside of the immediate pressures of budgetary needs, and

WHEREAS, in order to assure the greatest participation in such a survey by persons representative of our entire economy, a committee of citizens should be formed to conduct such a survey, with adequate assistance and staff drawn from City personnel,

I MOVE that the City Administrative Officer and the Revenue and Taxation Committee of this Council be requested to jointly prepare and present to this Council a procedure for the establishment and operation of a Select Committee on Municipal Revenue, to be made up of the members of that Committee, representatives from the offices of the City Administrative Officer, the Legislative Analyst and the Mayor, and members of the community from the areas of commerce, industry, labor, academicians, and homeowner organizations, which Committee shall have as its purpose a complete review of City revenues and the making of recommendations for future actions by this Council to modify or replace its present revenue structure.

by: Arthur K. Snyder