State Tax Average

paid an average tax of \$4.18 per still a

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or county, city, school district and other, special or general taxes in Los Angeles county Said \$4.18; L.A.

County Average \$4.93

California property owners paid an average tax of \$4.18 per show a sessed valuation last year. The state-wide average rate represented a 6-cent increase over the previous year.

BRACE YOURSELF FINANCIALLY TO MEET NEXT YEAR'S HIGHER TAXES



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

Bank of America

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HERE'S WHY IT PAYS TO SEE A FORD-MERCURY DEALER!

MERCURY DEALER!
You get the services of a specialist—at no extra cost! Factory-trained mechanics, using precision equipment approved by Ford engineers, know every nut and bolt in your car. Then, too, you get only genuine Ford parts. All work is based on flat-rate labor charges—and guaranteed!

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for only

495 Branches united for strength and service Hit the Highway with a <u>Safer</u> Car.

May Spot Traffic Law Violators

by making drivers more careful.

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

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

cil.

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

them, until they were confronted in court.

Nother the county or the city has funds to hire the police personnel that would be necessary to keep vigil over all intersections in the county. Nance said, His records for the past year show that persons mer death an sparsely-settled as well as in thickly-settled areas.

Read Our Want Ads! mo

WHY DO YOU READ A **NEWSPAPER?**

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

Your neighbor, ensconced this own paper, talls late one or another of those entegories, according to Quincy Howe in his book, "News and How to Understand It." And so do you. The only difference is in the emphasis.

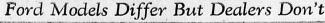
Of course, if your neighbor reads only the funnies, it's easy to pigeon-hole him in the correct group; and his wife as well, who reads only the gossip column and the recipes. But whether your preference is the front page, sports, news or editorials — you're reading for pleasure, profit or escape. Here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

"Some people want to understand the news for bread-and-butter reasons. Others for sheer self-satisfaction.

butter reasons. Others for sheer self-satisfaction. And others, to escape from some personal difficulty."

others, to escape from some personal difficulty."

Being an authority on such matters, Howe is probably right. Being just an editor printing the news, the ads and other stuff we think folks like to read, we've never analyzed it precisely. We can only say that if you don't seem to bracket neatly in eae of Mr. Howe's three groups of newspaper readers, perhaps it indicates a strain that shouldn't be wasted; maybe you're qualified to sit down and write





MARK ANNIVERSARIES . . . Three Southern California automobile dealers, commemprating their 20th anniversaries as members of the Ford family this summer, recently gathered with other Southland automobile industry leaders to reminisee, George Peckham, of Schultz & Peckham, Torrance 20-year dealers, found that two decades has made a lot of difference in automobiles. At the left, where J. E. Coberly, long, low 1941 Super DeLuxe Ford.

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



NATIONAL Home Appliance Co.

1328 SARTORI AVE.

The automobiles of 1942 will, probably be slightly heavier and the more expensive to build than this year's models, but definitely of construction or of materials used. At least that will be the lease of 1942 cares procleded by a class of the ford Motor Company, according to Schultz & Peckham, local Ford dealer, who said they are produced by the first factual statements to Southland motor lists, after a maze of confusing mumors which had predicted everything from no new cars at all next year to "crastz" models, McCairoll's statements were said to answer many important questions of parameturi interest. The thing we want to stress year definitely will not build a may be succeed a seasored. It appears from McCarroll's statements that he cars will cost signify more to build, and will be slightly seen to be added to

County Moves to & Align Channel for Dominguez

Authority to file declaration proceedings to acquire easements for Dominguez channel between Rosecrans ave. and the north ine of Alondra park with the control of the contr the flood control district this week by the board of supervisors.

The proposed alignment is to be a strip of land 125 foot wide,

The proposed alignment is to be a strip of land 125 foot wide, and involves about 16 acres of land, Hedger sigd. His engineers have made field surveys of the locality during the past several months, and determined where the permanent channel shall be located.

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

TRAVEL

by LAND

Greyhound Union Pacific

Torrance Municipal

by SEA Catalina Island

by AIR TWA

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PHONE 180 Information

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