

# Incentive Plan for Home Improvements Proposed

By HENRY C. MacARTHUR  
SACRAMENTO — (CNS) — A plan to encourage repairs and renovation of old residences throughout California has been introduced in the State Legislature by Assemblyman Leo T. McCarthy, D-San Francisco, who says the program constitutes fulfillment of an imperative need throughout California.

The plan, in the form of a constitutional amendment, would allow property tax exemptions amounting to up to \$1,500 per dwelling unit over a five-year period for residential improvements made to bring the dwelling unit up to local building code standards.

He includes multiple dwelling units with a maximum exemption of \$12,000, but does not include hotels, motels, rooming houses, and trailer parks? The amendment also forbids the exemption being used for "frill" improvements such as swimming pools.

"The exemption," he said,

"would apply to both owner-occupied and rented residential property. We are aiming at our relatively stable residential population."

"Recently constructed residential buildings usually would be in conformance with the building codes. We are trying to encourage code rehabilitation of our older residential buildings."

The number of deteriorating residences in California is increasing every year, and many owners are deterred from making necessary repairs by excessive costs of modernizing the residences. However, with a tax break, McCarthy estimates that a good proportion of these older residences, now destined to decay until they are useless, will be brought up to modern standards.

"There would be no tax loss through the exemptions," he said, "as equal or greater tax revenue would accrue to local government in the long run, through increased assessed valuation of improved property."

He pointed out further that aging core cities like San Francisco, would benefit, as his proposal would at least partially be directed against creeping slums, which can be rehabilitated rather than facing the eventual possibility of being torn down.

Not only the large cities have the home aging problem, but the smaller cities and country areas of California face them as well. In many communities, there are old homes, located in choice sections of the community, which stand in need of repair, with no incentives provided by government to make the necessary alterations to make them livable again.

Under his proposal, an owner spending \$1500 to bring a house up to current building code standards would get a like amount in property tax exemptions, spread over a period of five years, which would amount to a considerable sum.

In turn, the older residence would be rehabilitated, modernized, and made livable for owners or renters, thus contributing to the needed housing requirement of a growing state.

The exemptions would not be confined to "needy" cases, but would apply to everyone alike.

Several methods of financing loans for improving older property are available, but these alone, McCarthy says, are not enough to solve the problem.

## Your Right to Know

Is the Key to All Your Liberties

## Comment and Opinion

A-4

MARCH 28, 1969

### Needs Are Many

A six-year capital improvement program scheduled today to cost more than \$14 million has been revealed by Supervisor Burton W. Chace of the Fourth District, a plan which includes new court facilities, law enforcement centers, health centers, a juvenile hall, and major facilities at the South Coast Botanical Gardens.

Compilation of the many major projects — some of them in the study and report stage for several years — points sharply to the growing demands for public facilities to go along with the private development boom which has been under way in the Southwest area in recent years.

The need for new Sheriff's substation facilities to serve the Lomita-Peninsula areas and the Carson area is unquestioned. The ability to offer proper law enforcement to an area from a remote headquarters must be severely curtailed, probably by some formula figured on a square of the distances involved. Quick and adequate response in emergency situations is absolutely necessary.

No less necessary are facilities for quick consideration of those matters assigned to court, and those matters of health which are the concern of every community.

Some may put the botanical garden plans in the luxury stage, but are they really? Perhaps the continued attempts to find the best plants for our moist, seacoast area will give us the plants we need someday to complete the life-cycle man needs for oxygen. Other gardens and scientists are busy with the studies of other climates — desert, mountain, inland plain — testing, studying plants, and trying to determine what will grow where. It could be a life or death study.

Plans for a juvenile detention facility here will not be accepted unanimously in the communities of the Southwest. There are those who probably feel it should be put in some other community — any other. But the Southwest is contributing to the need for the facility, it must share the responsibility of providing space for it.

All of these projected improvements are needed, some are a critical need.

However, many other facilities are needed. In the city of Torrance alone, the need for major street improvement programs is fast becoming one of the community's most critical problems. Traffic is growing to the point of strangulation on the limited street patterns and all predictions indicate traffic will continue to grow daily.

More schools and upgrading of school facilities are needed here and throughout the Southwest. Los Angeles voters will face the tough problems of deciding whether to approve three major financing programs for their school system when they go to the polls Tuesday.

Public transportation, air and water pollution, beach protection and development, parks, airports, recreation centers . . . the list is long. All are needed, most of them will come some day. None is free.

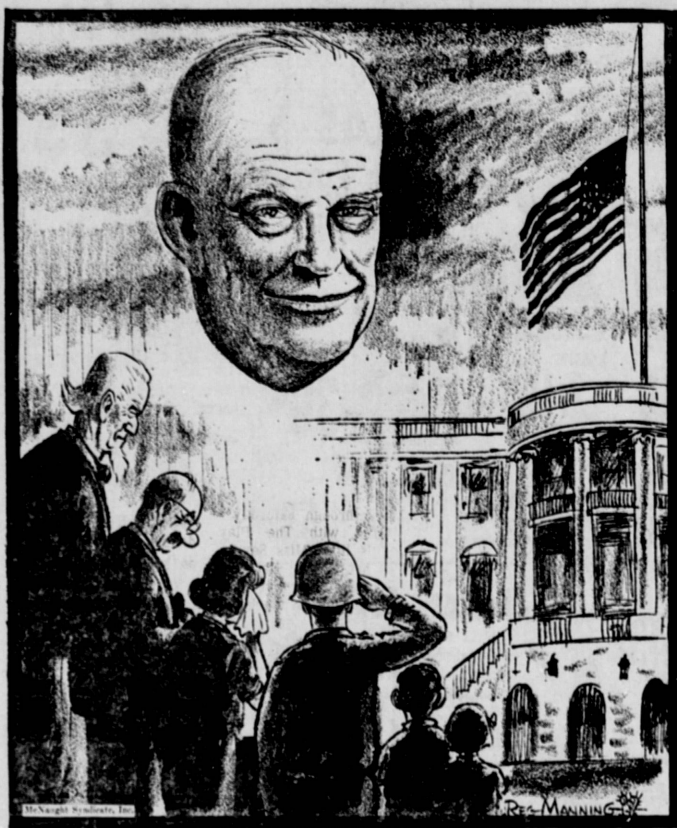
While we may not like it, as taxpayers we can only look at all the things we really need and groan. It looks like we've still got a lot of government to pay for right at home.

## Other Opinions

General Telephone Company, in a house organ titled "General Telephone News," points out the serious acts of vandalism which disrupt outdoor pay phones causing inconvenience to the general public. In times of emergency our first thought is to telephone the police, firemen, or for an ambulance. This cannot always be done at home, therefore, it is imperative that public telephones function properly when needed. Individuals or groups of individuals who deliberately destroy telephone equipment must surely belong at the bottom of the intelligence scale.—Somerset (Pa.) American.

There is no question, of course, that financial remuneration for top federal officials ought to be reasonably competitive with that given for top men in industry. But memory fails to recall any instance where a seat in Congress went a-begging for lack of candidates to fill it. There must be rewards other than money.—Dickinson (N.D.) Press.

## A Heart Just Too Big For One Man To Carry Longer HERB CAEN SAYS:



### FROM THE MAILBOX

## Early Revolutionary Had No Demands for 'Rights'

To the Editor:

We hear a lot about revolutionary days and revolutionary characters. Easter brings to our attention one of the most revolutionary characters of all time — Jesus Christ.

The man Jesus certainly was out of step with the establishment of His era. When He was born, the establishment tried to kill Him — slaying all the newborn male babies in the vicinity. Throughout the three and a half brief short years of His ministry, He was constantly at odds with the establishment. His views were contrary to those of the establishment, so much so that at one time those of the establishment even tried to stone Him.

People listened to His unusual ideas — as many as 5,000 at a time listened. At one time when He entered into Jerusalem, He was greeted by the multitudes as a conquering hero, but He never stormed an administration building. He never incited a riot. He never demanded His "rights."

Talk about flower power and love. The man Jesus truly used love as His weapon. It wasn't just idle talk. Nothing provoked Him to anger. He made no strident noises in His own defense, but even meekly submitted to the agony of the cross.

If the young people of today are honestly looking for something better than the establishment, they don't need to seek strange religions for the answer. It is right there in the Holy Bible — the greatest example of love of all time. Through that love, through His life, His death, and His resurrection, which the churches celebrate at Easter time, may be found the only answer to the salvation of this distraught world.

MRS. LOUISE CARTER

To the Editor:

USO has continued to serve our armed forces for twenty-eight years.

USO is deeply grateful for

the support of your publication in assisting us with our continuing services to the men and women in the armed forces.

KATY COLLEEN O'HARRA  
Assistant Director

To the Editor:

At Christmas time, literally thousands of gifts went out to servicemen in the I Corps area of Vietnam.

More than any other packages, these gifts mean home to the men because each gift was

personal and sent by someone who cared.

Mrs. Clifford Guttie of Palos Verdes Estates has written of the support and help you gave her group in telling others how to share in a Christmas package for a servicemen in Vietnam. Your readers were most generous in their response.

The staff of the USO clubs in Da Nang join me in thanking you for your interest and support.

LUCY McC. CALDWELL  
Associate Director  
China Beach USO

## A Letter . . . ... To My Son

By Tom Rische  
High School Teacher and Youth Worker

Dear Bruce:

Every once in a while, I ask my students to write letters to their parents about anything they want to say. Here's one:

"I was asked to write a letter to you, giving some constructive criticism. So here I sit thinking. I have to say that you're always there when I need you."

"The only thing is that I'm not so sure that's a good thing any more."

"I remember the first day I got my training wheels taken off my bike and I fell off. You were there to comfort me. Then when I had my tonsils out, you were there."

"It seems like whenever I was in a mess, you were always there, and I'll never forget it."

"I'm 15 now, and when I reject your help, you feel hurt. You say I'm rebelling against your principles, but I'm not. All I want is to help myself."

"Once, you told me that at my age you were much more responsible and independent. I try to be, but you try to protect me, so I won't make the same mistakes you made."

"You must care a lot about me if you want to prevent my getting hurt."

"I want to grow up, but I can't do that if you won't let me."

Hoping I know when to let go, Bruce,

YOUR DAD

## A Shoe Shine, European Style, Takes Some Help

Noblesse oblige: The Marquess of Salisbury, basking at the Huntington last week, placed his shoes outside his door at night—in the accepted Continental manner—and was astounded to find them in the same condition the next morning. "Imagine," he complained mildly to his friend, Charlie Fay, "No bootblack in the place." So Fay arranged for a valet from the Pacific Union Club to pick up the Marquess' shoes each morning and run them over to the Mark Hopkins for a shine . . . Seiji Ozawa, the S.F. Symphony's next permanent conductor (why do they call them that when they never are?), has bought a four-bedroom house on Twin Peaks—"with a fabulous view of this fabulous city"—and moves in next spring. Another coup by the fanciest pair of real estate ladies in town, the Princess Ranieri de San Faustino and Elinor Chatfield-Taylor . . .

Note on the riotous aftermath of Chinese New Year's: Gordon Brown, owner of the Pavilion restaurant at Polk and Union, came to work Sunday morning to find 21 bullet holes in his front windows (I don't know what's happening around here but I suggest keeping a suitcase packed at all times) . . . of COURSE there are nice things, too: Mary Jane Rayniak of Milwaukee lost her \$3,000 diamond bracelet at Senor Pico Saturday — and Hostess Fanny Espinosa, who found it some time later, wouldn't even accept a tip because "It was such a thrill just to hold it for a little while."

Our own Laff-in: Did you

hear about the guy whose car was recalled by General Motors for faulty payments? Graffiti on the wall of Neil Davis' no name bar in Sausalito: "A naked woman is Nature's way of saying hi!" . . . "Dr." Hayakawa's headgear is

really a camouflaged ice bag" (Buck Buchwach) . . . Don Wright: "Amelia Earhart is alive and well and in the holding pattern at JFK Airport" . . . George Lemont, shopping for a suit at Hastings: "Do you have something that would make me look younger?" Salesman: "Have you tried going with older women?"

Meet the latest loser of the year: Howard Gossage, the noted advertising consultant. Suffering from Leukemia, he had a blood transfusion and contracted hepatitis from it. Publisher Warren Hinckle, visiting him at Mt. Zion Thurs., said cheerily: "You look fine." Gossage: "And you look awful." Dr. Sander Burstein, who was in the room, agreed, diagnosed his ailment as exhaustion and booked him right into the next room.

Lates from lettuce land: The Rev. Joe Wright of the Alisal Assembly of God would like it known that the Salinas Library commission vote to rename the Public Library in honor of John Steinbeck was not unanimous. "I voted against it," he tells the Salinas Californian. "In examining this gentleman's life and the type of life he lived, it's not

a very exemplary one for young people coming into a library. He roamed quite a bit." In Salinas even Shakespeare would have trouble getting a unanimous vote.

The students at Barrows Hall at UC-Berkeley Friday witnessed an educational incident: a Highway Patrolman asleep in the hall, with one of his comrades giving him a hotfoot . . . And was it the rain — or was somebody else playing games? Thursday night, the big red neon sign atop the UC Storage warehouse at Shattuck and Telly read "UC RAGE"

Via UPI from Castel Gandolfo, Italy: "A bull gored a cowboy to death Sunday on a farm owned by the Vatican" — and Jim Negley wants to know if this was a papal bull . . . Whereas the Rev. Donald Fado, pastor of First Methodist in B'lingame, was properly brain-boggled when a lady gushed: "Your sermons are just wonderful—each one of them is better than the next one!"

For your "Only in America" file: Last January, the big Peter Paul Candy Co. of Salinas, Calif., stopped making Walnettos (born in 1926) because the demand had just plain petered-and-paused out. Then came those hilarious "Laugh-In" TV scenes during which the Dirty Old Man (Archie Johnson) mumbles to Ruth Buzzi: "You want a Walnetto?" Now EVERYBODY wants a Walnetto. Result: They are back on the assembly line at the Peter Paul Candy Co. (Funny, they don't LOOK CHEWISH.)

## THE MONEY TREE

## An Old-Fashioned Circus To Get a Smart New Look

By MILTON MOSKOWITZ

"The Greatest Show on Earth" has been a bust in the financial league.

Ringling Bros.-Barnum & Bailey, the famed circus, lost money in seven of the ten years between 1955 and 1965.

Although it made money last year, the profits were just about enough to cover a \$600,000 payment it must make annually to the Wells Fargo Bank on a \$4 million loan negotiated in 1967.

No dividends have ever been paid on its stock and none are expected to be paid "in the foreseeable future."

This bleak picture emerges from a prospectus filed in connection with the company's first public offering of stock. Yes, the "big top" is going public. It's going to sell about ten per cent of its stock. If you ever wanted to own a piece of circus, here's your chance.

Read the fine print carefully, though. While Ringling Bros.-Barnum & Bailey is under new management, its track record does not exactly inspire confidence.

For example, a note in the prospectus reveals that the circus toured Europe in 1963 and 1964, piling up a loss of \$174,000. The note also explains that the records of this tour are so incomplete that it's not possible to identify income and expense items.

At the start of this year the company had a working capital deficit of \$350,000.

On the other hand, you might be cheered by the expansion

plans of the new management people, who are logical descendants of P. T. Barnum, who founded his circus in 1871. He combined with James A. Bailey in 1881, Bailey became sole owner after Barnum's death in 1891 and the Ringling brothers, who had their own circus, took

A Look at the World of Finance

it over in 1907 after Bailey's death. The Barnum & Bailey and Ringling circuses were combined in 1919.

John Ringling North and his brother, Henry Ringling North, sold the circus in 1967 for \$8 million. The buyers were Roy Hofheinz, builder of the famed Houston Astrodome, and two entertainment promoters, Irvin and Israel Feld. The Norths, in addition to their cash, got lovely employment contracts. John Ringling is signed as a consultant at \$75,000-a-year for life; Henry Ringling is retained in a public relations capacity for \$50,000-a-year until Dec. 31, 1972, when he can retire on \$20,000 a year for the rest of his life.

Meanwhile, Hofheinz and the Felds have a lot of new balls in the air. They plan to tie the circus into areas such as television programming, motor cars you see your kids imploring you to stop at the next Ringling Bros.-Barnum & Bailey motel?

The circus played last year

to some three million persons, racking up revenues of \$10 million, but the gate should be much bigger this year because, for the first time, two separate units are touring.

A "Red Unit" opened Jan. 6 in Venice, Fla., and will tour for 47 weeks. The "Blue Unit" opened March 14 and will tour 36 weeks. Each unit will play a two-year itinerary so that a completely different circus will be shown in every city in successive years. Ringling Bros. played 44 cities last year. It expects to double this now.

Anyone who has seen the Houston Astrodome will not doubt the circus ability of Roy Hofheinz. And he certainly has motivation enough to succeed with Ringling Bros. In addition to his current holding of 20 per cent of the stock, he has warrants entitling him to buy 1.5 million more shares, giving him more than 50 per cent control.

And those warrants are exercisable at \$1.41 per share. You will have to pay considerably more for any shares you buy on the over-the-counter market.

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