

# Industrial Research May Be Hurt Without Corporation Tax Reforms

By REYNOLDS KNIGHT  
Industrial research in the past decades has brought forth new products and services at such a fruitful rate that the man-in-the-street has, it appears, come to take it pretty much for granted. But currently there are some clouds on its horizon.

To finance research, a business obviously must have operated profitably enough so it can put funds aside for this purpose. But before it can, it must pay its taxes and meet obligations on its securities—bonds, debentures, and stocks. Thanks to good profits in the

## Marymount's Pre-College Day Readied

Marymount College will hold its first annual Pre-College Workshop for high school juniors and seniors on Saturday, Feb. 18, on the Palos Verdes Estates campus.

The day-long program will open with registration in the Student - Faculty Center at 9:30 a.m., followed by an address of welcome by Mother du Sacre Coeur, president of Marymount, and brief talks by Mother Gregory, Dean, and a Marymount alumna.

Visits to various classes will begin at 11 with luncheon at 12:15 and a tour of the campus at 1. At 2 p.m. Mother Jean Gailiac, dean of women, will discuss "Activities at Marymount," assisted by Carole Vislay, student body president, and Sandt Goehring, college social chairman.

The remainder of the afternoon will be devoted to a concert of selections from "Meet Me in St. Louis" by students in the Marymount music department, directed by Dr. Roger Wagner, followed by a social hour at which refreshments will be served.

Cindy Jenkins, student body vice president, is campus chairman for the day's activities.

latter 1950s, most businesses have had ample funds to pursue research.

CURRENTLY two factors are cause for worry: the recessionary trend, which has lowered earnings in many fields, and the corporate income tax—which has stood unchanged at 52 per cent since before the Korean war.

A professor at the University of Chicago's Graduate School of Business recently predicted that, if there isn't some relief from the tax bite, industrial research may be cut in half during the years ahead. This, he says, could result in a reduction of 50 per cent or even more in the nation's economic growth.

TAX LOOPHOLE—The federal government loses an estimated \$500 million a year in excise taxes NOT collected from the moonshine industry, according to Lewis S. Rosenstiel, chairman and president of Schenley Industries, Inc. In addition, state governments lost an estimated \$250 million in excise taxes NOT collected from the moonshiners.

The federal government, which had upwards of 2600 agents during Prohibition when no liquor taxes were at stake, today has only 840 men assigned to "Operation Moonshine." Mr. Rosenstiel's proposal is that the government earmark one per cent of the total revenue accrued from excise tax payments on distilled spirits to enforce "anti-moonshine laws." He pointed out that the alcoholic beverage industry presently pays to the federal government about \$3 billion in excise taxes and another billion in similar levies to state treasuries.

TILE CHALLENGE — The Tile Council of America, Inc., expects this to be the most challenging year in the history of the ceramic tile industry, according to a spokesman for the trade association which is made up of leading manufacturers who account for 85 per cent of the ceramic tile produced in this country.

"To move forward we are going to have to sell and sell

hard," the industry spokesman said. "Today's consumer has money, as proven by the fact that personal savings are nearly \$25 billion, but more so than ever before he must be sold. And he wants quality."

IT WAS pointed out that this emphasis on quality offers the ceramic tile industry a great

opportunity because tile is a quality product. It gives prestige to the home, is durable as well as decorative and requires no maintenance.

The Tile Council is gearing its 1961 promotion advertising programs to supply marketing and merchandising aids to its members to help them in their

hard sell campaign, the Council points out.

THINGS TO COME—No further need to use the windshield visor for storing miscellaneous items. A new magnetic car tray has been devised for auto dashboards, providing compartments for cigarettes, tissues, glasses, and even includes an automatic coin dispenser for nickels, dimes and quarters. . . . A new non-slip typewriter pad incorporates countless microscopic suction

cup's molded right into each surface to keep a standard machine from slipping off a table without being bolted to it.

USED HOMES—A decline in the sales of used homes in many areas of the nation is forcing prices down, according to realtors throughout various parts of the nation. A Los Angeles real estate operator reports that used homes, particularly in the suburbs, are moving slowly and that prices have been forced down. The

situation seems to be similar in other areas, such as Jacksonville and Boston. One realtor stated that in some cases prices on used homes have been unrealistic and that the current situation is bringing them into more realistic focus. In general, it appears that movement of used city houses is easier than for those in suburban areas.

BITS O' BUSINESS—A promotion-minded Florida hotel operator provides guests with

free daily long distance to their home town and guests that they ask about snow. . . . During the four Civil War Centennial celebration, Dixie Life Insurance having policies delivered men in gray uniforms. . . . those whose palates lean toward artichokes there is a news from California, where most are grown. The winter harvest was the largest in five years, bringing the wholesale price down from \$3.50 a year ago to \$1.75.

## Free Gift Wrapping at SAV-ON

### Favorite Valentine CANDIES

<b>Valentine Heart Boxes</b>	<b>2-lb. Maxfield Heart Boxes</b>
MAXFIELD'S	
Assorted chocolates with delectable centers and covered with top quality chocolate. Assorted colored boxes with ribbons and decorator flowers.	
1-lb. Boxes	2-lb. Whitman Deluxe Heart Box
1.89	3.69
2.59	4.49
	Assorted colored boxes with bows & decorator flowers.
	2.75

### SAV-ON BEST BUYS!

Prune Juice 39¢  
Sunsweet—Quart Bottle

Instant Milk 59¢  
Carnation Non-fat—Makes 8 qts.

Kites 17¢ Twine 25¢  
Reg. 25¢ 1,000 feet

Valentine Cards Reg. 43¢  
50 with 1 teacher card. 59¢

### Valentine Card Assortment

Push Out Card Book 20 Kissing Stamps, 20 Envelopes, and 10 Flocked Valentines.	29¢
Glitter Assortment 21 cards plus 1 teacher card.	29¢
Value Package 45 cards with 1 teacher card.	49¢
Super Assortment 25 cards plus 1 teacher card.	29¢
Single Cards Sentimental and humorous by Whitman, Hallmark, etc.	5¢ a doz.

### Plastic Decorator FLOWERS

Large assortment of multiple blooms in authentic true colors. Buds so real, you can almost see them opening. All are washable and crush resistant. Create the bouquet you want, when you want.

Regular 39¢ **17¢ EACH**

### Throw Pillows

Cotton filled with foam latex covers in assorted colors. Needs no fluffing.

87¢

### Anso Film

All-Weather Pan Film — Choice of 127-120-620 for 8 & W snapshots. List 1.39

3 Roll Pak 87¢

### Mens' White Socks

All cotton, cushion sole socks with nylon reinforced heel & toe. 10 to 13. Reg. 39¢ pr.

2 pr. 59¢

### Salt & Pepper Mill

Attractive 10" wooden salt & pepper mill set. Boxed . . . for a gift.

1.98

### Bulb Food

Vigoro — Scientifically balanced for more beautiful roses. 3 lbs.

89¢

### Peat Moss

Bloom-Rite — Pure Canadian Sphagnum. Ideal for softening hard clay soil. 1 1/2 cu. ft.

1.29

### Sweater Drawer

Plastic—2 piece stacking-storage drawer. A real space saver.

2.49

### BRECK BANISH DANDRUFF TREATMENT CREAM SHAMPOO

Beautiful Hair

Now available as a cream shampoo new Breck Banish assures constant dandruff control. Banish leaves the hair clean, soft and shining. For both men and women

### Ladies' Blouses

Variety in solid colors, prints and plaids. Roll-up sleeves, square collar. 32 to 40.

1.98

### Sport Shirts

Men's & Boys' — Wash 'n Wear in assorted patterns, designs & colors. Boys' 6-18, Men's S-M-L.

1.39

### Girls' Cord Slacks

Wash 'n Wear Sanforized slacks with side zipper & band top. 7 to 14. Reg. 1.89.

1.29

### Ladies' Slacks

Popular solid colors in wash 'n wear woven Bedford Cord. Size: 10 to 20.

3.49

### Ladies' Panties

100% fine cotton. Assorted prints, elastic legs. 5-6-7.

Reg. 2 for 1.00 2 for 66¢ **17.88**

### Spring Bulbs HOLLAND

Large assortment of top grade bulbs. Now is the time for spring planting.

59¢

### Clock-Radio

G. E. — Wake-up-to-music . . . automatically. Antique white cabinet. 4" speaker.

17.88

### No. 1 Rose Bushes

Year 'round blooming plants, field grown in Calif. Waxed stems, moss lined bags. Some climbers.

79¢

- Crimson Glory
- Pink Radiance
- The Doctor
- Golden Rapture

All are fully guaranteed.

### RED CROSS COTTON BALLS

HUNDREDS OF USES . . . IN THE NURSERY! FOR FIRST AID! FOR COSMETICS!

39¢ 69¢

### SAV-ON BEST BUYS!

Neckties Assorted designs . . . 2 for 1.00

Vano Liquid Starch—1 Gal. . . . 39¢

1.23 Pledge 98¢  
Spray wax for furniture. 14-oz.

Windex Window Glass Cleaner. 1 1/2 pt. 29¢

### Tie Bar & Cuff Links

Large assortment of styles in silver or gold color. Boxed and fully guaranteed.

3.50 value **1.49**

### SAV-ON Self Service Drug Stores

Ad Prices Prevail: Feb. 5-8 Sunday through Wednesday

Open 9 A.M. to 10 P.M. 7 Days a Week

5020 W. 190th St., Torrance  
3 Blocks W. of Hawthorne Blvd.

### BEST BUYS FOR THE WEEK

In Torrance Markets

### PROTEIN FOODS

You have noticed that there is not much change at the meat counters, except for market features. LAMB of exceptionally fine quality is here . . . and what better for a change than a succulent roast or delicious stew.

Of course there is also BEEF, some VEAL, and PORK . . . fresh, cured and smoked. While many families think in terms of roasts, stews, and pot roasts at this season you will find many markets featuring steaks. And if ever there is a time for sauerkraut it is now. Treat your family of four to this —

**Delicious Kraut and Ribs**

- 1 medium onion, chopped fine
- 1 medium apple, chopped fine, unpeeled
- 1 can (lb. 11 oz.) sauerkraut
- 2 pounds spare ribs
- Salt and pepper to taste
- 1 tablespoon prepared horseradish

Mix onion, apple and kraut. Place in 2 quart casserole. Season the ribs and brown in heavy skillet. Place on top of sauerkraut. Spread meat with horseradish. Cover, bake about 2 hours at 350 degrees.

### ON THE PRODUCE STANDS

FRUITS: Pricewise you'll find ANJOU PEARS as a real value in many markets. Still a wide variety of APPLES, fine AVOCADOS, GRAPES (particularly Emperors), GRAPEFRUIT and TANGERINES to tempt you.

The price of CHICKENS is "firming," but chicken provides one of the least expensive meals. Get your money's worth. Look for the U.S. Grade A identification when comparing costs from market to market. The best quality chickens carry the U.S. Grade A tag.

This little chart will help you to decide whether to buy cut-up chicken or parts versus whole chicken. (To compute the cost per edible portion, divide the price by per cent of edible meat).

Whole fryers—51% edible meat

### VEETABLES

Top quality BROCCOLI is here, and some BRUSSELS SPROUTS. Ample supplies of both CELERY and CAULIFLOWER in market. CABBAGE a February favorite. Make a Sesame Cole Slaw. Brown sesame seeds in shallow pan in hot oven . . . a few minutes. Mix equal parts commercial sour cream and mayonnaise. Season with minced onion, prepared mustard, salt and toasted sesame seed.

### Dependable Insurance

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