

Note Hike in Self-Assessed Business Transaction Tax

Self-assessed business transactions subject to California's 3 per cent retail sales and use taxes rose to an all-time third-quarter high of \$5,832,070,000, Richard Nevins, Fourth District Member of the State Board of Equalization, announced this week.

The one-half of one percent gain in sales over those reported for the third quarter of 1959 failed to keep pace with the state's growth in population and personal income. The sales of non-durable goods were generally higher than those of the third quarter of 1959, Nevins observed, while the dollar volume of durable goods failed to achieve the levels of last year.

TAXABLE

Taxable transactions in the eight southern-most counties that make up the Fourth Equalization District totaled \$3,282,071,000 or 56 per cent of the total for the State. Nevins stated that Orange County had the greatest relative increase from the level of the third quarter of 1959 with business up 9 per cent. Business rose 4 per cent in Ventura County and 3 per cent in Imperial County while San Bernardino and Santa Barbara Counties had small increases. Los Angeles County's third-quarter taxable sales were very slightly under the level of a year ago. San Diego County transactions were 10 per cent below those of the third quarter of 1959, and those of Riverside County 4 per cent.

Taxable transactions in Los Angeles County amount to \$2,396,900,000, a decrease of 2 per cent from the level of

a year ago.

TAXABLE SALES

On the state-wide scene, Nevins reported, the taxable sales of general merchandise stores, which represent one-tenth of all transactions, rose 4 per cent above those of a year ago. Taxable business of both food stores and drug stores were up 6 per cent; that of eating and drinking places 4 per cent. Apparel stores reported a 2 per cent improvement in business. Specialty stores, with an overall gain of 3 per cent, had three soft spots. Sales of jewelry stores, gift stores, and musical instrument stores all selling goods that represent optional purchases for the consumer rather than necessities, were down from 3 to 6 per cent.

NEW CAR DEALERS

The taxable sales reported by new car dealers were 6 per cent below the high level of the third quarter of 1959 while those of used car dealers were off 17 per cent. The dollar volume of both new and used car sales has been adversely affected by the number of compacts that sell at lower prices than standard cars. Then too, compacts are competing with used cars of recent vintage driving down their prices. Lastly, the large inventory of 1960 models on hand at the beginning of the 1961 model also contributed to the downward trend in prices.

The reported business transactions of trailer, boat, motorcycle, and plane dealers were 10 per cent below that of the like period of 1959, another indication that consumers are now postponing the purchase of optional goods. Sales of this group has risen rapidly for over 5 years until the second quarter of 1960, when they began to slow up.

BUILDING MATERIALS
Sales of hardware stores, lumber and building material dealers, and paint, glass and wallpaper outlets, declined from 5 to 10 per cent below those of the third quarter of 1959.

The taxable sales of service stations climbed 13 per cent above the 1959 third quarter level, while those of auto supply and parts stores were virtually unchanged. Other groups of establishments that reported improved business included farm and garden supply stores, fuel and ice dealers, and plumbing and electrical supply outlets.

Nebraska State Alumni to Meet

Southern California alumni and former students of Nebraska State Teachers College, Peru, will meet at a 12:30 p.m. luncheon, Saturday, Jan. 28, at the Chapman Park Hotel, Los Angeles, according to Donald K. Carlile, executive secretary of the Peru Alumni association.

Dr. Neal S. Gommon, Peru State president, will present a progress report on Nebraska's first college.

More than 500 Peruvians in the Greater Los Angeles area have been invited to attend this first Peru State-sponsored gathering in Southern California. The program will include slides of the recent building program at the 93-year-old institution.

Mrs. Phyllis Halferty, 4031 North Mamie, Lakewood, Calif., is in charge of arrangements.

'HIDDEN TAXES'

The Tax Foundation recently counted the number of "hidden taxes" that are imposed on items in everyday use. It found that there are 100 taxes on an egg, 116 on a man's suit, 150 on a woman's hat, 151 on a loaf of bread and 600 on a house!

In case you're wondering who ultimately pays these taxes, the answer is simple. You do!

Use classified ads for quick results. Phone DA 5-1515.



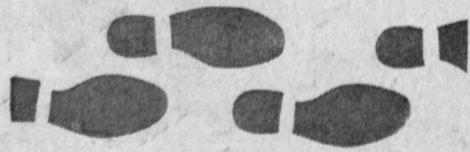
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Now—so comfortable, so undetectable—contact lenses are for just about anybody: the self-conscious teen-ager, hating to admit she needs glasses... the society miss who feels that conventional glasses subtract from her youthful charm... the man or woman afflicted with forgetfulness who too often leaves her regular glasses at home. Whatever your reason for being interested, come in and see what Science has done about contact lenses to make them wonderful to wear.

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This is the finish of one of Redondo's well known stores. Prices have been slashed and profits given no consideration. This is a complete sell-out and liquidation of all the stock in the store, everything must go, nothing held back! We must quickly sweep clear every last dollars worth of merchandise. We suggest that you come early and make your selections while stock is plentiful because we know at these prices stock will not last!

PRICES SLASHED AGAIN AND AGAIN ...PRICES SLASHED FOR QUICK SELL-OUT...BUY NOW!

WE BID YOU GOODBYE WITH THIS SALE! EVERYTHING GOES—NOTHING HELD BACK!

LOOSE ZIPPERS 12" to 22" Lots of Colors While they last... 10¢ ea	COTTON CRASH Looks like Indianhead, for curtains, dresses and play clothes. 36" wide. Reg. 79¢ yd. SALE PRICE 49¢ yd.	ALL WOOL JERSEY All colors. 52" wide. \$1.98 Reg. \$2.98 yd.	BUTTONS We have just thousands of buttons of all kinds and varieties! You'll just go wild when you see our wonderful selections! SALE PRICE AT JUST 5¢ Card	NAUGAHYDE & BOLTAFLIX For upholstery. All high style colors. 54" Reg. \$2.98 yd. SALE PRICE yd.
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YARDAGE LOOK FOR THE YELLOW TAGS!

PLASTIC AWNINGS In stripes, Regular 98¢ yd. SALE PRICE 69¢ yd.	CORDUROY Fine Wale, 36" wide. SALE PRICE 79¢ yd.	HEAVY COTTON FOR DRAPES Children's Print, 36" wide. Reg. 88¢ yd. SALE PRICE 69¢ yd.	PROVINCIAL PRINTS For curtains, bedspreads, drapes. 36" wide. Reg. 79¢ SALE PRICE 49¢ yd.	ARNEL CHECKS All Colors. 45" wide. Reg. 98¢. SALE PRICE 79¢ yd.
MUSLIN Good quality Stock up now! SALE PRICE 3 yds. \$1	BURLAP The finest quality. Black, Beige, Red, Gold, Dark Green, Brown and Orange. 36" wide. Reg. 79¢ yd. Sale PRICE 59¢ yd.	OUTING FLANNEL Prints, Plaids 36" wide. SALE PRICE 39¢ yd.	NYLON SHEERS GOOD QUALITY Delightful shades. 45" wide. Reg. \$1.29 yd. SALE PRICE 69¢ yd.	EMBROIDERED COTTON Reg. \$1.39 SALE PRICE 79¢ yd.
FIBER GLASS CLOTH For Drapes & Curtains. 45" wide. SALE PRICE \$1.00 yd.	TRIMMINGS 50% Off	ONE UPHOLSTERY CLOTH This is a large variety of textiles and colors. 54" widths. Values to \$3.98 yd. (White stock lasts). SALE PRICE \$1.98 yd.	POLISHED COTTONS All the desired shades & patterns. 36" wide. Reg. 98¢ to \$1.19 yd. SALE PRICE 79¢ yd.	ORLON LACE Gray only. \$1.00 yd.
GEORGETTE CREPE For Snow Dresses—36" wide. Gray and Beige. Reg. \$1.39 yd. SALE PRICE 98¢ yd.	COTTON PRINTS All fast colors. 36" wide. Reg. 79¢ yd. SALE PRICE 29¢ yd.	NUBBY COTTONS FOR DRAPES OR DRESSES 45" wide. Colors: Green, Blue and Red. Regular \$1.98 yd. SALE PRICE 98¢ yd.	PURE SILK WONDERFUL! WONDERFUL! 40" widths. Always a \$2.98 seller. SALE PRICE \$1.79 yd.	POLISHED COTTON 500 yards left. Gold only 2 yds. \$1
WOOL By the pound for braided rugs. Dark colors. Reg. \$1.25 lb. SALE PRICE 75¢ lb.	WORSTED WOOLENS Tweeds, Plaids, Stripes, Plaids. Black, Brown, Gray and Charcoal. All wool flannels. 54" wide. Reg. \$4.98 SALE PRICE \$2.98 yd.	ONE UPHOLSTERY CLOTH In this group we have Tweeds, Nubbies, Boucles. VALUES TO \$4.98 SALE PRICE \$2.98 yd.	BOUCLES DRAPERY Good substantial quality. 45" widths. Always sells for \$1.79 yd. SALE PRICE, yd. 69¢	TAFFETA CHECKS Stripes and plain colors. Was 49¢ to 98¢ yd. NOW 2 yds. \$1
TAFFETA IN STRIPES AND CHECKS 45" wide. Reg. 98¢ yd. SALE PRICE 2 yds. \$1	ALL WOOL Formerly priced at \$3.98 and \$4.98 54" wide. SALE PRICE \$1.98 yd.	ONE UPHOLSTERY CLOTH Another fine group of Fine Fabrics. We have both Tweeds and Brocades. 54" widths. Val. to \$3.00. Sale Price yd. \$1.29	DAN RIVER CHECKS Good selection of this material on hand! 36" widths. Reg. 89¢ yd. Sale Price 2 yds. \$1	ORLON AND SILK 45" wide. Plaids in colors Only 2 for \$1
FAILLE FOR DRESSES AND COATS 45" wide Reg. \$1.79 yd. SALE PRICE \$1.19 yd.	RAYON SUITINGS 45" widths. Values to \$1.29 yd. SALE PRICE 50¢ yd.	DENIMS In both plaids and stripes. 36" widths. Reg. 98¢ yd. SALE PRICE 2 yds. \$1	EMBOSSED COTTON You'll love this cotton material. Colors: Pink, White, Aqua. 36" widths. Reg. 98¢ yd. SALE PRICE 2 yds. \$1	NYLON NET 72" wide SALE PRICE 29¢ yd.
ONE GROUP ODDS AND ENDS Fine Drapery and Dress Goods. 45" wide. Values to \$1.98 yd. SALE PRICE 59¢ yd.	BEAUTIFUL! GLO-SHEEN PRINTS You will find plenty of uses for these lovely prints at half price! 36" wide. Values to \$1.98 yd. SALE PRICE \$1.00 yd.	DRIP DRY BROADCLOTH Plain Colors. 36" Wide. Reg. 98¢ yd. SALE PRICE 2 yds. \$1	TERRY CLOTH Best Quality. Plenty of colors to choose from. Reg. \$1.29 yd. SALE PRICE \$98¢ yd.	NEW SPRING COTTONS 45" wide. Reg. \$1.39 yd. SALE PRICE 79¢ yd.

Look for Yellow Sale Tags
ALL SALES FINAL!
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127 S. BENITA EAST OF PACIFIC
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PUBLIC NOTICE

After nearly 20 years here at this location we have come to one of the great decisions in our business career... and after due consideration REALIZING THE GREAT LOSS THAT MUST BE INCURRED we have decided to GO OUT OF BUSINESS, closing our doors never to open them again! We say with this sale, Good-bye Redondo Beach forever. Everything goes... we must sell out to the bare walls. Here is your opportunity to make savings that are tremendous! Buy now at savings you will never see again!