



CHARLES E. WOLFF
New Franchise Director

Franchise Firm Adds Professor

Charles E. Wolff, associate professor of marketing at Long Beach State College, and retail advertising consultant to small businesses in Southern California area, has been named director of the greater Long Beach area by Arnold Torsell, president of PARTAKE, Inc., international marketing service headquartered at Oak Brook, Ill. Wolff has established offices at 4102 E. 7th St., Long Beach.

"As a PARTAKE Area Director," Torsell said, "Wolff will recruit men and women interested in establishing their own businesses, or seeking promotion from their present employment to more rewarding positions. He will 'profile' persons according to a special analysis designed to fit the individual to the career for which he is best adapted."

QUALIFIED persons choosing to build businesses around the diversified opportunities offered by PARTAKE's many clients can call on Wolff for help with initial arrangements and for subsequent start-up guidance, sales and management training, financial planning, and controls needed to assure success for the new enterprise.

Bringing a Partake-developed special marketing service to businesses throughout the coast area of Los Angeles County and Long Beach will also be Wolff's responsibility. Called SurvAnalysis, the service provides controls over sales, promotion, distribution costs, prices, customer records, and determination of future marketing actions. If called for, distribution of the client's product or service can be arranged through 300 Partake areas in all 50 states and several foreign countries.

A MEMBER of the faculty of Long Beach State College since 1957, Wolff has had over 20 years of business experience in marketing, advertising, sales promotion and public relations. He has operated his own accredited advertising agency and printing company.

In addition to his retail advertising consultation work, Wolff conducts retail advertising and sales promotion workshops for groups of merchants in Southern California. He was selected by the Small Business Administration in 1959 for special assignment in the Los Angeles SBA office.

Wolff is a member of the American Marketing Assn., former regional dean of the American Academy of Advertising, and member of First Brethren Church of Long Beach.

Accountants Will Meet Wednesday

Torrance members of the Long Beach chapter of the National Assn. of Accountants will attend Wednesday's meeting at the Polynesian Restaurant.

Roy L. Anderson, assistant to the vice president and deputy general manager of the Aircraft Division of Douglas Aircraft Co., Inc., will talk on "Program Management through Cost Control."

Anderson will discuss the need for program management, its organizational concepts, and problems of implementing such a program and the benefits to be derived from a well-defined organized management program.

Sales Tax Changes Will Affect Average Buyers

By VINCENT THOMAS
Assemblyman, 68th District

In addition to the widely publicized changes in major state tax laws passed at our recent special session, which I have discussed in this column previously, a number of changes were made in the sales tax law. No change in the rate was made but the taxability of many items is affected, starting Sept. 20.

The average citizen will most likely be affected by either or both of the two most important amendments of this nature. The first puts the sales tax on all food sold at drive-in establishments. The other puts the tax on the second car sold by a private citizen within a year.

The change in the law taxing food sold in drive-ins was brought about because of criticism from drive-in operators, and the Board of Equalization. Previous law taxed food bought and consumed on the premises, but not that taken away before consumption. Operators complained that it was almost impossible to keep accurate records on this basis, and Board officials had tough problems with reasonable audits. Customers were taxed at one place, but not at another on the same type of purchase.

ONE POINT was tightly nailed down in the new law. It applies only to true drive-ins, that is, to places which have parking space on the premises where food may be consumed in cars. It does not cover specialty houses, such as those selling pizza pie, Chinese or Italian food, or fried chicken, where all food is taken off the premises, or delivered.

To some, this may not seem an important change. But when it is realized that the state expects to gain \$7 million per year in added revenue, it does not look so small. Based on the 4 per cent tax rate, it means food sales of \$175 million per year. A million or more meals per year is not mere hay.

The tax on the second or subsequent sale of a car by a private owner within a year is intended to close loopholes in the law which had been creating some criticism. Competitive individuals were evading the tax by purchasing from private owners, then transferring title directly to a third party without a traceable record of the intervening ownership. The previous limit of three untaxable car sales per year by a recognized salesman was also difficult to administer fairly. Increased revenue from this change is estimated at \$2.5 million annually.

ALSO TO BE taxed hereafter are meals served regularly by employers to several employees. If a fixed amount is charged, the tax will be based on that amount. If none is charged, the value of other things used, such as paper plates, napkins, or cups will be the basis for the tax.

Diabetes sufferers will be relieved of sales tax amounting to \$135,000 per year or more on the insulin which they must buy. The charge is in line with previous legislation exempting prescription drugs from the tax.

More shipping business is expected to return to California because of the new exemption from the sales tax of fuel oil sold to tramp steamers. Our committees were told that many ships went to competing ports because of this tax.

FALL HARVEST OF FINE HOME VALUES!

FLINT Stainless Steel Cookware

... Magic Radiant Heat Core
Spreads heat, not just across the bottom, but up and around the sides, too! Cool black handles.

Guaranteed for 15 Years!

- 1 1/2 Qt. Sauce Pan with Cover 3.98
- 2 Qt. Sauce Pan with Cover 4.98
- 3 Qt. Sauce Pan with Cover 5.49
- 2 Qt. Double Boiler with Inset Pan & Cover 6.98
- 4 Qt. Sauce Pan with Cover 6.29
- 4 1/2 Qt. Sauce Pan with Cover 6.98
- 10" Skillet with Cover 6.98
- Whistling Tea Kettle 2 1/2 Qt. Size ... Copper bottom, dripless pouring spout. 3.39

AT Sav-on

HOPE "Luxury-Cale" Fine Combed Percale SHEETS

White combed long-staple cotton for luxurious smoothness. Firm, even weave (exceeds 180 per sq. inch) for extra strength. Sturdy tapes reinforce seams. Sanforized for perfect fit.

- Twin Bed Size 72x108" Plain or Fitted 2.33
- Double Bed Size 81x108" Plain or Fitted 2.53
- Pillow Cases 100% Cotton—42x38" 2 for 1.17
- 54x72" Indian Blanket 100% Cotton—Delightfully soft with Western design. Double needle hemmed ends. Assorted color combinations. 1.99
- 27x48" Scatter Rug High-low design for striped effect. Coated back offers maximum non-slip safety. Ass't colors with fringed ends. 3.66
- 27x48" Multi-Striped Rug Ideal for heavy traffic areas around the home. Foam rubber backed for skid prevention. 1.88

PORTABLE Typewriter

ROYAL "Signet"

Ideal for students, housewives, business & professional men. Compact, yet equipped with big machine features. Rugged all metal body, 2-color ribbon & stencil cutter.

44.95

Complete with deluxe carrying case that doubles as an overnight case. Ass't colors.

Free-wheeling CAR COATS

Assorted styles with contrasting trim. Water repellent cotton poplin or cotton, rayon. Choice of attached or detachable hood. Each has a quilt or half-acrylic pile lining. Ass't colors.

Girls and Boys 4.95 ea.
2 to 4—3 to 8
Girls 7 to 14. 6.95 ea.
Boys 6 to 12.

Candy Gum & Mints

All Popular Brands Reg. 5¢

3¢ ea.

COFFEE MAKER

West Bend—12 to 30 cup capacity. Keeps coffee hot for hours. Fingertip pouring control. Detachable cord.

11.88

Cookie Sheet

Aluminum—Generous 12x18" size. 69¢

Dust Pan

Metal—rubber lip, Copper color. 29¢

PLASTIC Paper Towel HOLDER

by Scott Colors. Easy to mount. 49¢

COMET CLEANSER

with Chlorinol Bleaches out Stains Giant 21 oz. Size

3 for 69¢

Sav-on SCHOOL SUPPLIES

Lunch Kits BY THERMOS

Vinyl or metal kits in your choice of flat or dome style. Each is colorfully decorated and contains a 10 oz. vacuum bottle. 1.98

8 Transistor Radio

Full range broadcast band plus 3.9 to 12 mc. short wave band. Earphone, battery and leather case.

Reg. 19.95 **15.88**

Metal Lunch Kit

by Thermos—Workman's "Keepsit" kit in black or grey color. Pint vacuum bottle included.

1.98

SHEAFFER'S Cartridge Pen

with 7 Cartridges ... Choice of fine or medium point. Quick easy filling.

1.49 Value **66¢**

TELEPHONE Shoulder Rest

"Teleflex"—Frees both hands while you are using telephone. Fits all phones. Ass't colors and white.

88¢

Shampoo & Bath Spray

Cleans—Soothes—Invigorates. Complete with rubber massage brush. Fits all faucets. Colors.

69¢

PRO Tooth Brushes

Choice of Tufted (3 row) or Straight (4 row). Ass't textures & colors.

Reg. 69¢ **3 for 1.00**

Brush & Comb

Ladies' PRO—5 row, wide flare, curved brush. Clear or assorted colors.

1.00 Value **66¢**

EXCEDRIN

Pain Reliever ... 36 Tabs 49¢

Thermometer

Hospital accuracy ... with case. 69¢

Gillette

Blue Blades. Double Edge. Pak 77¢

VASELINE

Hair Tonic ... Checks dry scalp. 6 oz. 98c Size 69¢

MAALOX

ANTACID 1.49 Size 12 oz. 1.00

Lavoris Mouth Wash

New Decanter. 15 1/2 oz. Size 69¢

Polident

& Cleansing Kit Reg. 98c 69¢

McClellan's

Tooth Paste 2:1.00

Aqua Velva

After Shave Lotion & Shaving Cream 59¢

DENALON

Denture cleanser for false teeth. 98c Size 66¢

SQUIBB B-Complex w/B12

FREE 30 day supply with purchase of 100's.

3.59

VIGRAN

Multi-Vitamins with Dispenser 60 Caps 1.98

Spectrocin-T

Relieves sore throats. 10 Tabs 1.00

VIGRAN Chewable

Multi-Vitamins. 90 Tabs 3.29

Spectrocin

Nasal Spray 1.00

Aspirin (5 Grain)

2:1.39

BEAUTY SALON Hair Spray

Preferred by Professionals "Regular" or "Hard to Manage"

13 oz. 2:1.00

MERIT Liquid Detergent

For dishes and all fine fabrics.

qt. 39¢

SHINOLA 7-DAY Shoe Polish

Paste or Liquid (with applicator top) Ass't colors. Reg. 19c

11¢

Filler Paper

Stuart Hall ... Wide or narrow rule. 200 Sheets 39¢

ZEE Sandwich Bags

Pak of 30 3:19¢

Canvas Binder

3-Ring—Handy clip on inside for loose paper. 69¢

Zipper Binder

3-Ring with booster. Washable vinyl. Ass't colors. 2 inside pockets. 2.19

Typing Paper

Stuart Hall ... Fine quality white. 300 Sheets 69¢

Scratch Pads

5x8" Size. Fine quality white. 4:39¢

Primary Tablet

10x8"—Light and heavy rule. 21¢

Metal File Box

3x5" Size for recipes and small cards, loose papers. 29¢

Plush Dogs

Soft, cuddly dogs with fluffy rayon hair, cotton filled. Each child will delight in owning one.

• 24" Fluffy • 15" Hound • 22" Sitting Dog

Values to 3.98 **2.88 ea.**

Facts About PHARMACY TODAY'S BEST BARGAIN IS THE PRICE YOU PAY FOR DRUGS

While it's true that prescriptions cost more than they did twenty years ago, it is also true that they do a lot more. Modern medicines can save you much misery, discomfort, lost income ... and sometimes, your life! Bring your next prescription to Sav-on for fast, courteous service.

AD PRICES PREVAIL: Sept. 15th to Sept. 18th Sunday through Wednesday

Sav-on SELF-SERVICE DRUG STORES

OPEN 9 A.M. to 10 P.M. — 7 DAYS A WEEK

TRANSISTOR Radio Batteries

9 Volt Size **19¢**

CURITY Gauze Diapers

21x40"—Convenient fold line. Extra Absorbent, quick drying.

Doz. **2.58**

Groom & Clean Cleansing Hair Tonic

Crystal clear! Cleans as it grooms!

1 1/2 oz. **49¢** 3 1/2 oz. **79¢**

Garden Hose

60 Ft. 3/4" Bore **2.98**

"Signature"—Green plastic with heavy full flow brass couplings. Will not harden or crack. Guaranteed for 10 years.

- Whittier — 15731 Whittier Lane
- Anaheim — 407 North Loara St.
 - Anaheim — 2120 East Lincoln Ave.
 - Los Angeles — Western & Venice
 - Los Angeles — Crenshaw & Santa Ana
 - Los Angeles — National & Sepulveda
 - Northridge — 11739 Rosecrans Ave.
 - Palmdale — 9089 Woodman Ave.
 - Rosemead — 18419 Sherman Way
 - San Bernardino — 470 "E" Street
 - San Diego — 3151 University Ave.
 - San Diego — 3331 Rosecrans Blvd.
 - San Pedro — 950 N. Western Ave.
 - Santa Ana — 1413 West 17th St.
 - South Gate — 4414 Tandy Blvd.
 - Spring Valley — 661 S. Sweetwater Rd.
 - Studio City — 12143 Ventura Blvd.
 - Torrance — 8620 West 190th St.
 - Westchester — 8601 So. Sepulveda