# Public Notice  



| $\begin{aligned} & \text { The p } \\ & \text { a happy } \\ & \text { causen } \\ & \text { whong thet } \\ & \text { twoultr } \\ & \text { contrary } \\ & \text { the for } \end{aligned}$ |
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Christmas sales look good.
Many retailers Many retailers even 1 ook
for a record Crristmas. For
the year to date the year to date store exec-
utives report sales gains utives report sales gains of
from 1 to 10 per cent, and quite a few have racked up
gains as high as 10 to 20
per cent gains as high as 10 to 20
per cent. WHAT are the hot items? One store reports that the
Nehru jacket has lost its
popularity but in its place Nehru jacket has lost its
popularity but in its place
is the Edward is the Edwardian look, with
tapered vest, wide collars tapered vest, wide collars
and broad neckties. Sales of and broad neckties. Sales o
dark. colored shirts are
booming dark - colored shirts are
booming and men's evening
clothes are selling clothes are selling well be-
cause of an increase in forcause of an increase in for
mal entertainment. How about Milady?
Strongly rising sales wer Strongly rising sales were
noted for panty hose a n d
pants, bell bot noted for panty hose and
pants, bell-bottomed trouspants, bell-botomed trond and cocktail dress-
ers. suits and
es. Hard es. Hard goods sales are up
also. Dealers also. Dealers report th a
color television sales are do ing well and side $\cdot$ by -sid refrigerators have caught
the public's the public's fancy. Hom
furnishings sales are pick ing up. future shows a ros hue for retailers. Merchants are waiting for the bridal
and baby boom that creasing number of mar-
riages portends. As a mat-
ter ter of fact economists fo
two of the largest depart ment store e chains predict
sales gains of 6 or 6.5 per
cent for 1969 . cent for 1969
MOST PUBLICLY he Id
companies are we 11 along
now in planning for 1968
annual reports. In fact,
many begin thinking about
a new one almost the mina new one almost the min-
ute they issue the previous ute they issue the
year's report.
A recent national surve shows pictures are playing
an ever - greater role in ansh ever - greater role in an-
an
nual reports. The most pop nual reports. The most pop
ular picture subjects, as
you might expect, are pro you might expect, are pro
ucts and top executives. Lorillard Corp., an awa winner this year for its
shareholders'
meeting
reshareholders meeting re-
port as well as its annual
report, observes that pho-report, observes that pho-
tography is "essential to help casual readers obtain
fast impression of the firm and to aid more thorough readers by adding depth to
written descriptions written descriptions of pro
ducts and THE TOBACCO firm's Kent, True, and Newport
cigarettes and other smokcigarettes and a along with
ing proucts,
subsidiary pet foods and candies, were featured in full color, as were the
chairman and president of
the company, Protos depictthe company. Protos depict-
ing research, manufacturing and other operations were
black-and-white. A check of the nation's
largest corporations reveallargest corporations reveal
ed that most produced their annual reports on smalle
than-normal budgets la s year. ${ }^{\text {Bits }} \mathrm{O}^{\prime}$ Business - Com ing off the press soon will

## Births

TORRANCE MEMORIAL


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be a book that originally ceramic tile over the past
vas titled "How to be 24 years. He said that tiie's
was titled "How to be 24 years. He said the that tiie's
Brief." Now it has a new transformation "from tion Brief." Now it has a new transformation "from a one-
title: "How to Express use, one-look product into title: "How to Express use, one-look product into
Yourself Clearly and Brief- a colorful, multi- shape sur-
ly" reported campaign button facing that can be used virles were booming. How- this still-growing interest."
ever, a West Coast company says sales sagged because SIKES, who is also chief
"buttons are identified with "buttons are identified with executive officer and chair-
the hippie movement and man of the executive comthe hippie movement and man of the executive com-
this is offensive to the more mittee of Florida Tile In. conservative people." $\begin{aligned} & \text { mittee of Florida Tile In- } \\ & \text { dustries of Lakeland, said }\end{aligned}$ "THE WORLD belongs to $\begin{aligned} & \text { - that the value of being sen } \\ & \text { sitive to consumer attitudes }\end{aligned}$ where is this more evident ed by the growth of the tile than is this more evident ed by the growth of the tile
filled with a broad range, of World since the end of filled with a broad range of World War II "In less than
creative" products that ca- two and a half decades tile ter to the consumer's frae two and a half decades tile
usage has increased some pirit," s a y s James Sikes, 1,200 per cent," he noted. The thile industry leader
in of America.
In Tile Coun-
added that "more than 400 nation's tile industry lead- in more than fint of tileers at the Tile Council's in more color combinations, 500 said: "Demand is growing and sizes-will be used this rapidly for products that year to implement imagina permit more freedom of ex- tive decors inside and out toys, foods or building be side both residential and cerials."
Th. The Tile Council presi- and more on the exteriors
dent noted that the progress of private liomes and on pa of this "trend toward more tios and terraces. It's bein
imaginative products" par. maginative products" par- used in living rooms, re
allels the tremendous in- rooms, kitchens, foyers an


City Gets Refund on Sales Tax

SACRAMENTO-At least one state department has ing the taxpayers of the state money, it was reported

today, as the State Board Equalization announced it is dministrative $\$ 110,000$ saved in lecting sative costs in col The board will unds of $\$ 3,202$ to make re geles County and $\$ 837$ to
The refund represent administrative cost of $\$ 1.23$ for each $\$ 100$ of revenue
returned to the cities ounties as their share of
he sales and use taxes.

Area Bank Elects New
Treasurer

## B. Huglin has b

 elected treasurer and cashier of Centinela Valley Bank ier of Centinela Valley Bank,
president Rowan Henry anpresident Rowa
Huglin joins the Ingle ood-headquartered finan ground of 17 years in bank ing in California.


Buy Bonds where you work. He does.
He's working in Vietnam-for freedom. And he's supporting freedom with his dollars, too. Every month he invests in U. S. Savings Bonds . . . saving up for a college education or a home, perhaps. There's a good way to show him you're on his side. Buy Savings Bonds where you bank or join the Payroll Savings Plan where you work. You'll walk a bit taller.

## Buy U. S. Savings Bonds

RRIDAY, NOVEMBER 22, 1968 PRESS-HERALD D-1

## A Letter

 To My SonBy Tom Rische Dear Bruce,

Why are there gophers?
That's a question I ask myself when I see the little mounds of dirt which which periodically dot our
yard. A couple of times, I've even seen a plant bouncing up and down, and running nut into the back, found myself clutching a roatless handful of hranches and leaves left by a hungry gopher

You've watched me work myself into a stew trying to ouiwit the critters-by flooding, poisoning, trap-
ping, or gassing. All my efforts, however, win only ping, or gassing. All my efforts, however, win only
a temporary reprieve, as the mounds of dirt and holes which cause the lawn to collapse underfoot soon make their appearance in other parts of the yard. The only suggestion I haven't tried is getting a gopher snake and putting it down the hole

It's almost a game, with me determined to have a lawn and flowers for show, and the gophers determined that our lawn makes good food.

Sonetimes, it seems that I spend too much time fighting gophers and weeds and other similar things Why is it necessary to spend so much time battling elemens, Just fo stay in the same place.
Avout the only good that 1 can see that gophers $\mathrm{l}_{0}$ is to strengthen my competitive spirit, and I'm not sure that needs sharpening.

Yours for fewer gophers,
YOUR DAD

