Surtax Has Little Effect On Sales in Retail Stores

conservative people."

The Tile Council president noted that the progress

of this "trend toward more

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Christmas sales look good. Many retailers even look for a record Christmas. For the year to date store executives report sales gains of from 1 to 10 per cent, and quite a few have racked up gains as high as 10 to 20

WHAT are the hot items? One store reports that the Nehru jacket has lost its popularity but in its place is the Edwardian look, with tapered vest, wide collars and broad neckties. Sales of dark - colored shirts are booming and men's evening clothes are selling well be-

clothes are selling well because of an increase in formal entertainment.

How about Milady?
Strongly rising sales we renoted for panty hose and pants, bell-bottomed trousers, suits and cocktail dresses. Hard goods sales are up also. Dealers report that color television sales are up also, well and side - by - side refrigerators have caught the public's fancy. Home furnishings sales are picking up.

The future above.

ing up.
The future shows a rosy hue for retailers. Merchants are waiting for the bridal and baby boom that the increasing number of mar-riages portends. As a mat-ter of fact economists for two of the largest department store chains predict sales gains of 6 or 6.5 per cent for 1969.

MOST PUBLICLY held companies are well along now in planning for 1968 annual reports. In fact, many begin thinking about a new one almost the minute they issue the previous year's report.

A recent national survey

shows pictures are playing snows pictures are playing an ever - greater role in an-nual reports. The most pop-ular picture subjects, as you might expect, are prod-ucts and top executives. Lorillard Corp., an award winner this year, for its

winner this year for its shareholders' meeting re-port as well as its annual report, observes that photography is "essential to help casual readers obtain a fast impression of the firm and to aid more thorough readers by adding depth to written descriptions of prod-ducts and operations."

THE TOBACCO firm's Kent, True, and Newport cigarettes and other smoking products, along with subsidiary pet foods and candies, were featured in full color, as were the chairman and president of the company. Protos depict-ing research, manufacturing and other operations were black-and-white. A check of the nation's

be a book that originally ceramic tile over the past was titled "How to be Brief." Now it has a new title: "How to Express Yourself Clearly and Brief-24 years. He said that tile's transformation "from a one-use, one-look product into a colorful, multi - shape surly" — A New Jersey firm reported campaign button sales were booming. How-ever, a West Coast company facing that can be used vir-tually anywhere helped spur this still-growing interest."

SIKES, who is also chief executive officer and chairs a y s sales sagged because "buttons are identified with the hippie movement and this is offensive to the more man of the executive committee of Florida Tile In-dustries of Lakeland, said that the value of being sen-"THE WORLD belongs to sitive to consumer attitudes the individualist, and no-where is this more evident than in the marketplace, is dramatically demonstrated by the growth of the tile industry since the end of World War II. "In less than filled with a broad range of two and a half decades tile usage has increased some

1,200 per cent," he noted.

The tile industry leader added that "more than 400 million square feet of tile in more than 1,000 colors and color combinations, 500 designs and over 100 shapes and sizes—will be used this year to implement imagina-tive decors inside and out-side both residential and non-residential buildings.

"Tile's showing up more and more on the exteriors of private homes and on pa tios and terraces. It's being used in living rooms, rec rooms, kitchens, foyers and imaginative products" par-allels the tremendous in-crease in the popularity of even bedrooms.

City Gets Refund on Sales Tax

Capitol News Service

SACRAMENTO-At least one state department has made some progress in saving the taxpavers of the state money, it was reported today, as the State Board of Equalization announced it is refunding \$110,000 saved in administrative costs in collecting sales and use taxes.

The board will make refunds of \$3,202 to Los Angeles County and \$837 to the city of Torrance.

The refund represents administrative cost of \$1.23 for each \$100 of revenue returned to the cities and counties as their share of the sales and use taxes.

Area Bank **Elects New** Treasurer

Don B. Huglin has been elected treasurer and cash-ier of Centinela Valley Bank, president Rowan Henry announced today.

ing in California.

A Letter To My Son

By Tom Rische High School Teacher and Youth Worke

Dear Bruce,

Why are there gophers?

FRIDAY, NOVEMBER 22, 1968

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 out into the back, found myself clutching a rootless handful of branches and leaves left by a hungry gopher.

You've watched me work myself into a stew trying to outwit the critters-by flooding, poisoning, trapping, 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.

Sometimes, 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 the elements, just to stay in the same place.

About the only good that I can see that gophers Huglin joins the Inglewood-headquartered financial institution with a background of 17 years in bank
Yours for fewer gophers,

YOUR DAD

YOUR DAD



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