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**STATE BOARD OF EQUALIZATION**

June 16, 1966

Gentlemen:

Under date of February 18, 1952, we informed you by letter in answer to your inquiry of February 7, 1952, that your price/ order book, issued every other week, would be regarded as a periodical exempt from sales tax under sales and use tax ruling 50 as it then read. A recent review of the entire subject of the application of sales and use taxes to periodicals leads us to the conclusion that such publications as price/order books may no longer be considered exempt periodicals.

Sales and use tax ruling 50, Newspapers and Periodicals, was recently amended to provide a more comprehensive and specific definition of a periodical than the prior ruling which defined the term in most general language. The current ruling, which was adopted in amended form March 9, 1966, following publication and notice as required by law, is far more specific in its definition of the term "periodical." A copy of the ruling is enclosed. You will note that the term is limited to those publications which appear at stated intervals, "each issue of which contains news or information of general interest to the public or to some particular organization or group of persons." It also specifically excludes "catalogs" from the definition.

We are of the opinion that our previous position that these price/order books were within the exemption can no longer be justified. You are, accordingly, notified that our letter ruling of February 18, 1952, is rescinded. Accordingly, the tax is applicable to charges to users for the publications in question, or for the printing of the publications for those grocers or other business firms acquiring them for use from printers and such charges should be included in the measure of tax reported with sales and use tax returns.

Very Truly Yours,

James W. Tieman  
Tax Counsel

bcc: Mr. ---