



STATE BOARD OF EQUALIZATION

Sacramento

November 20, 1957

To: San Francisco – Auditing (ESA)
From: Headquarters – Sales Tax Counsel (BH: SGL)
Subject: Multiple Listing Service

You inquire whether data printed and distributed among a group of real estate firms showing (1) homes listed for sale (2) corrections and other changes in the listing (3) list of properties that are sold are "periodicals" within the meaning of Ruling 50.

The printed matter in question consists merely of form reference cards, each of which contains certain details about a home being offered for sale, e.g. price, liens, rooms, baths, etc. There are also usually some remarks about the condition of the home and the type of neighborhood in which it is located.

It is our opinion, therefore, that the publications in question are not what one could reasonably call a newspaper or periodical; but they are merely business reference cards. Consequently, we feel that the printed matter in question does not come within the exemption of Ruling 50.

Bill Holden

SGL:ds