

# Collectors, New Machines Reason for Coin Shortage

By REYNOLDS KNIGHT  
The pleasant clink of coins in pants pockets or purse is heard less often in these days of coin shortage, but the Treasury Department has taken steps it hopes will relieve the squeeze on businessmen and the nation's banks.

By order of the Treasury the mints at Denver and Philadelphia will increase their total coin output to 8.6 billion units a year — that's about double today's production — with an ultimate goal for June, 1965, of a rate of 9 billion coins a year. At the same time, Treasury has asked Congress for authority to date coins "1964" indefinitely to forestall disappearance of coins into collections.

Meanwhile, banks, department stores, vending machine operators and food store managers all are scrambling for coins with which to make change.

Illustrating the straits in which banks, even the biggest, find themselves, Chase Manhattan Bank (second largest in the U.S.) reports it is

able to get from the Federal Reserve Bank only about \$7,000 a week in coin, when it normally draws between \$600,000 and \$700,000 each week.

Cause of the shortage? The experts cite three: increased vending machine sales; a sudden and unlooked-for growth in the number of coin collectors; and inability of the mints at Denver and Philadelphia to increase their output rapidly enough to meet the rising demand.

FIRE LOSSES cut by good housekeeping — "Good chemistry and good housekeeping" are helping to curb fire losses at manufacturing plants, according to Harry I. Etelman, president of The Penetone division of the Amerace Corp.

Mr. Etelman noted that industrial fire losses in this country were 7.9 per cent below the 1963 level in the first five months of this year, and he attributed the gain to improvements in housekeeping and the use of safer and non-

toxic detergents, cleaning compounds, degreasers and special chemicals.

Fire losses have been running close to \$1.4 billion a year, Mr. Etelman said, with fully half of the dollar volume accounted for industrial fires. He said that the business loss actually was larger than the figure indicated, since some businesses never fully recovered their former competitive status.

PRICE IS RIGHT — Fancy store designs, exotic interior lighting, kiddie parks, music, amusements, giveaways and similar things may help to attract shoppers to supermarkets, but what customers are basically seeking are quality foods at low prices and friendly service, says Byron Jay, new president of The Great Atlantic & Pacific Tea Co.

The president of the nation's leading food retail firm found in visits to approximately 800 stores in one year that lower prices is the key to the supermarket success.

While the 105-year-old company is interested in increasing sales and profits, its basic concept remains that of offering quality food to consumers at the lowest possible price. "I don't think we will ever change that," says Mr. Jay.

In the quiet evolution that is under way at A&P, all phases of the company's store operations are being studied as part of its efforts to increase sales volume. Signs, displays, store fixtures, architectural design, flooring materials, colors and checkout

cards, and a number of options are usually offered the prospective passenger with such a credit card. The lines are looking especially at the vacation market where the lure of flying today and paying the bill in 3 to 12 months is particularly attractive.

Things to come . . . Backyard chefs can turn to natural gas for their outdoor barbecues and after the cooking is done, tilt the grill over to vertical and provide heat on the patio on chiller evenings . . . If you're tired of writing family letters, try voice letters by mail, made possible by development of a miniature tape-recording cartridge . . . What to do with business cards is answered by a newly developed rotary file holding up to 500 cards.

BITS O' BUSINESS — July Fourth litterbugs left 13 million cubic feet of trash behind, and it cost taxpayers \$10 million to tidy up the nation's streets and highways . . . Only tri-state national bank, California NA, at San Francisco, is now in its second century. It opened its doors on July 5, 1864; has offices in Oregon and Washington as well as California . . . Installment credit rose in May to record high of \$5.5 billion.



DOROTHY DIGGS in the garden

## Cancer Group Has Program For Employees

Richard J. Lescoe, M. D., district education chairman for the American Cancer Society's Centinela Valley-South Bay area office has announced that the Society has free employee education programs available for business of any kind or size.

"Each year cancer costs the national economy 50,000 man years of productivity, and the dollar loss is estimable," he said. "The annual hospital bill for cancer is more than four hundred million dollars. Add to this the tragic loss of human life — often unnecessary."

Dr. Lescoe pointed out that today one cancer patient in three is being saved, but that earlier diagnosis and prompt treatment could save the lives of one out of every two.

"Employers can help protect their employees through cancer education programs," he said.

Any employer wishing additional information can contact the local office of the American Cancer Society at 16503 Hawthorne Blvd., Lawndale, 370-5684.

## Former Torrance Teacher Named

Dr. James Halle, former counselor and mathematics teacher in Torrance, has been appointed assistant superintendent of schools for secondary education in the Santa Ana Unified School District.

Dr. Halle served nine years in the Hemet school system after leaving Torrance in 1955.

BOMBAY Duck isn't duck at all but actually salted bummalo fish from India.

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• Contour Hair Cut  
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The Greatest Cold Wave Shampoo Ever Offered by anyone

**GOLD WAVE SPECIALISTS**

Experience is said to be the best teacher. We give more cold waves than any other in Southern California. Enjoy the chilled heads of excellently trained permanent stylists and save money too.

**SUMMER SPECIALS**

Reg. \$16 CROWN-GLEAM 750  
Including Cut, Shampoo and Set Complete

Reg. \$16 WONDERSOUL 850  
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Reg. \$20 SHAGGIG-GLEAM 1250  
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Downtown Torrance 2008 West Carson (at Gramercy) FA 8-9930	Redondo Beach 213 Palos Verdes Bl. (Across from Plush Horse) FR 8-9004	Gardena 2518 West Rosecrans (Just East of Greenshaw) DA 7-7350
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## FRYING CHICKENS

WHOLE, LB. **27¢**

CUT-UP, PAN-READY 3 1/2 LB.

FRESH FRYING CHICKEN PARTS

**Frying Chicken Legs** (DRUMSTICKS) LB. **49¢**

**Chicken Wings** LB. **25¢**

**Breasts or Thighs** LB. **59¢**

U.S.D.A. GRADED CHOICE BEEF

**Chuck Roast** MEATY, TENDER... BRAISE WITH VEGETABLES LB. **39¢**

**7-Bone Steak** OR ROUND BONE STEAK — GREAT FOR FAMILY BARBECUES! LB. **49¢**

**Plate Boiling Beef** WELL TRIMMED LB. **15¢**

**Standing Rib Roast** LARGE END, SHORT CUT LB. **79¢**

**Boneless Family Steak** LB. **79¢**

SHORT CUT

**Rib Steak** LB. **89¢**

BONELESS STEAK

**Spencer** LB. **\$1.59**

BONELESS BEEF

**Brisket** LB. **69¢**

WHOLE OR POINT CUT

PATMAN'S LEAN

**Corned Beef Rounds** LB. **69¢**

**Fresh Ground Shoulder** LB. **59¢**

GROUND ROUND, LB. 69¢  
GROUND SIRLOIN, LB. 89¢

HYGRADE CENTER CUT

**Smoked Pork Loin Chops** LB. **89¢**

HYGRADE FIESTA QUEEN BONELESS, FULLY COOKED

**Hams** LB. **\$1.19**

FRUIT TREATS 20-OZ. JAR **3 FOR \$1**

MOTT'S **Apple Sauce** 25-OZ. JAR **3 FOR \$1**

WISH-BONE DELUXE FRENCH, ITALIAN, RUSSIAN **Dressing** 8-OZ. BOT. **35¢**

COOKIES 49¢

SUNSWEEP LARGE **Prunes** 32-OZ. PKG. **63¢**

EX. LARGE, 32-OZ. PKG. 69¢

INSTANT COFFEE

**Nescafe** 6-OZ. JAR **\$1.09**

PRICE INCLUDES 10¢ OFF

BETTY CROCKER OR PILLSBURY SWEET OR BUTTERMILK

**Biscuits** 3 PKGS. OF 10 **25¢**

TENDERLEAF—2 1/4-OZ. JAR

**Instant Tea** **99¢**

PRICE INCLUDES 20¢ OFF

CAL-FAME

**DRINKS** 4 **\$1**

ORANGE, GRAPE, BOYSENBERRY, PINEAPPLE-ORANGE, OR PINEAPPLE- GRAPEFRUIT

BEST FOODS

**MAYONNAISE** 32-OZ. JAR **39¢**

NIBLETS

**CORN** 3 **49¢**

WHOLE KERNEL, VACUUM-PACKED

DETERGENT

**FAB** 49¢

PRICE INCLUDES 10¢ OFF

SWANSON FROZEN TV

**DINNERS** 49¢

ASSORTED VARIETIES

EACH

SUNSHINE STATE FROZEN

**Lemonade** 12-OZ. CAN **15¢**

FOR SALADS OR COOKING

**Wesson Oil** 38-OZ. BOT. **45¢**

GLORIETTA—46-OZ. CAN

**Tomato Juice** 21¢

SWANSDOWN—6 ASSORTED FLAVORS

**Cake Mixes** 19-OZ. PKG. **29¢**

JERSEYMAID CATERING

**Ice Cream** 1/2-GAL. CTN. **59¢**

County Fair Apple, Boysenberry, Peach or Apricot

**Frozen Pies** EACH **29¢**

SO HANDY TO USE

**ScotTowels** GT. ROLL **29¢**

SEEDLESS GRAPES 2 **29¢**

OR CARDINAL GRAPES

**Tomatoes** SLICING SIZE 2 LBS. **29¢**

**Cucumbers** LONG GREEN 3 FOR **15¢**

**Romaine** CRISP LETTUCE 3 FOR **15¢**

VITA PAKT ASSORTED 6 PACK

**Double Buddies** **39¢**

ALL PURPOSE

**Ajax Cleaner** 28-OZ. BOT. **60¢**

PRICE INCLUDES 13¢ OFF

LIVER-CHICKEN OR KIDNEY-CHICKEN

**Calo Cat Food** 2 1/2-OZ. CANS **31¢**

AJAX

**Cleanser** 2 14-OZ. CANS **33¢**

150 SHEETS, 6"x9" PLAIN OR RULED WRITING

**Tablets or Envelopes** 2 FOR **59¢**

6 1/2-INCH BOX OF 100 MIX OR MATCH

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**Blades** REG. OUR \$1.29 \$1.45 PRICE

COLGATE FAMILY SIZE—REG. 83¢

**Dental Cream** OUR PRICE **67¢**

VOS—7-OZ. SIZE—REG. \$1.50

**Hair Spray** OUR PRICE **\$1.29**

PALMOLIVE—11-OZ. CAN—REG. 98¢

**Rapid Shave** OUR PRICE **89¢**

**Purex** 1/2-GAL. BOT. **35¢**

MARKET BASKET LIQUID

**Detergent** 3 22-OZ. BOTS. **\$1**

PEPSODENT, REGULAR 83¢, 6 1/4-OZ. (FAMILY SIZE) TUBE. PRICE INCLUDES 10¢ OFF LABEL

**Tooth Paste** 2 FOR **\$1**

PEPSODENT ADULT, REG. 69¢—ASSORTED TEXTURES

**Tooth Brushes** 3 FOR **\$1**

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