

## Some New Ideas on Packaging



**HEADS NEWEST BANK** . . . John M. Heidt, 34, has been picked to head up Union Bank's new regional office which will open here in temporary quarters at Carson Street and Hawthorne Boulevard tomorrow. The bank expects to occupy its new 13-story Union Bank Building here in 1967.

After reading the details of President Johnson's proposed "truth-in-packaging" law, designed to protect the consumer from being misled on non-existent bargains, I am somewhat disappointed.

Granted, it would help if the law required peanut butter to be sold in standard size jars so that you wouldn't get dizzy trying to decide between a 1 pound, 2 oz. jar at 59 cents and a 12-oz. one at 43 cents. (You save five cents by purchasing the larger one, but don't ask me how long it took me to figure THAT out.)

Even more annoying is to bypass hot dogs selling for 59 cents a pound for a package at 49 cents, only to find that you lost five cents because the latter package weighs only 12 oz.

My idea of a "truth-in-packaging" law would be far more comprehensive and would include these additional safeguards:

Ban all signs which proclaim, "Catsup, On Sale, 2 bottles for 46 cents," because there is nothing more frustrating than having a husband shop and return home

with a six months' supply of catsup because he couldn't resist such a "bargain." The bargain being that the regular price is "2 bottles for 46 cents."

Insist that cereal companies quote the actual retail price of the premiums being offered on the back of the box by stating: "The Super-sonic radar spy catching outfit being offered by us and which can be yours by sending one box-top and \$1 (no stamps, please) can be purchased at any dime store for 29 cents."

Penalize (by making them eat their own product) other cereal companies which enclose a free gift inside the box, unless they print this warning: "Parents should be cautioned that the plastic toy inside this package comes un-assembled. We recommend that all 49 flimsy parts be put together by a licensed jeweler."

Insert the following notations — "By actual count there are eight (8) cherries in this frozen pie and any resemblance between the contents and the illustration on

the outside is strictly coincidental."

"The amount of chicken to be found in this chicken pot pie should not be a deterrent to those wishing to abstain from eating meat."

Of course, this would be carrying things too far, but why not this notation on packages of potato chips and cookies?

"A 49-cent bag of our product will disappear equally as fast as one selling for 29 cents, so purchase the less expensive one and save money."

### Condominium Discussion Set

Julian Weinstock, Los Angeles builder and developer, will address members of the California Real Estate Association's Appraisal Division Thursday on "The Future of Condominiums," it was announced by Donald M. Burnett of Los Angeles, division chairman.

The talk will be during the group's monthly dinner meeting to be held at 6 p.m. at the Engineer's Club in Los Angeles.

## Emotionally Handicapped Children Topic of Talk

"How Schools Deal With Emotionally Handicapped Children" will be the topic of the final lecture in a series of parent education lectures currently being presented on children's learning and behavior problems.

The lecture is scheduled next Monday at 8 p.m. at Torrance High School auditorium, 2200 W. Carson St. A prominent child psychiatrist will speak.

Discussion will deal with limitations of special class placements, role of the mental health worker, and mental giftedness.

Co-sponsors of the lecture

series are the adult education division of the Torrance Unified School District, the Torrance PTA Council, and the Special Services Division of the school district.

Admission is \$1 for the series or any part of the series.

Tickets may be purchased at the adult education office, 2220 W. Carson St. from 1 to 4:30 p.m. and from 5:30 to 9 p.m. or at the ticket window preceding the lecture.

Previous lectures have dealt with children's attitudes about learning, why children fail in school, and how to improve children's attitudes about learning and discipline.

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## Union Bank to Open New Offices Monday

Union Bank has named John M. Heidt, 34, to head its regional head office opening here tomorrow in temporary quarters across from the 13-

story Union Bank building now under construction in Del Amo Financial Center. Bank president Harry J. Volk, announcing the opening and the appointment, said Heidt is youngest of the bank's nine regional head officers, and youngest ever to be elected a regional vice president.

## Film About Athletic Club To Be Shown

Members of the Torrance Optimist Club will see the Los Angeles Athletic Club film, "Toward a Better Life," at their regular meeting Monday evening at 7. Arthur Leazenby, membership secretary of the club, will present the movie which shows fitness, recreational, and social activities at LAAC.

The 29-minute film shows children, adults, and Olympic athletes, and includes an introduction by Stan Musial, St. Louis Cardinal veteran and special physical fitness consultant to the President.

## Chamber to Host Area Ministers

The first annual Business-Clergy Day to honor members of the South Bay Ministerial Association will be hosted by Redondo Beach Chamber of Commerce Wednesday, according to Carl L. Rogers, chamber president.

The chamber's Religious Activities Committee headed by Dr. Alfred K. Corwin will sponsor the event with James B. Wood, realtor, acting as chairman.

The day's activities will start out with an informal welcome coffee session at the Golden Hull. A tour of Redondo Beach King Harbor will follow, aboard the "Lani-Kai" courtesy of Gordon McRae of Redondo Sportfishing Harbor Director Harrison O Daigh will conduct the tour.

A bus tour of Redondo Beach will precede a trip through TRW Systems. At the informal luncheon, hosted by Frederick Hesse, chamber director, Rogers will deliver a talk titled "Who Profits From Profits."

A GRADUATE of Stanford, Heidt joined the bank in 1959 and has been a vice president for the past three years. He achieved notice in banking circles last year upon graduation with honors in the commercial class of 1965 at the Pacific Coast Banking School, where he served as class president and commencement speaker. He is at present working toward a graduate degree in finance at the University of Southern California.

Heidt, also a graduate of Culver Military Academy, Ind., served as an officer in the US Air Forces for three years prior to his banking career. He is an active alumnus of Phi Gamma Delta fraternity and Stanford Alumni groups, a past president of Jonathan Juniors Club, Los Angeles, and lives with his wife and two children in Encino.

**Press-Herald**  
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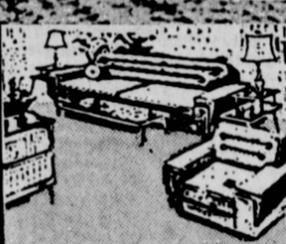
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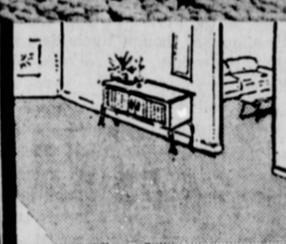
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