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Piggybankers Keep Lowly Penny In Short Supply Around Nation ing for animals, notes a Nu-trena official.

by Reynolds Knight

There has been a shortage of pennies in the U.S. recently, a situation which has been ata situation which has been at-tributed to various reasons, in-cluding piggy banks and a ru-mor certain 1960 copper coins with a small "o" might have an intrinsic value as a collect-or's item.

more, buys more insurance and spends less of his dollar getting from place to place.

The so-called collector's item among pennies has been dis-counted since first rumors came out, but chances are that the penny bank will still pre-vail in some thrifty house-holds. **PUSHBUTTON FARMING**— Automation and cost-saving technological developments are increasingly noticeable on the U. S. farm scene. And it ap-pears that private industry is fully as concerned as govern-ment with helping the farmer improve his operating me-thods.

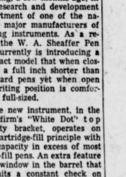
BEETS FOR SWEETS—The ban on Cuban sugar may prove a boon to U. S. sugar beet growers now that the restriction on acreage has been lifted. The nation's growers plan to poultry farmers, introduced reconstructions on acreage has been lifted. The nation's growers plan to plant about 1.1 million acreas this year, 10 per cent more than they were allowed in 1960. The yield, barring unfavorable weather, should be up to 2.7 million tons of sugar compined with the record 2.4 million from last year's crop. Sugar beets are grown in 22 states, but farmers in other states are now considering them as a source of additional income.
BITS O' BUSINESS— Cold

or's item. Individually, the lowly penny may not be too important to the nation's economy, but col-lectively they be come the mouse that roared. One penny of the consumer's dollar, for instance, represents \$3.13 bil-lion in business today, accord-ing to Sales Management, a leading publication in the mar-keting field. This compared with \$2.54 billion in 1955.

COMPACT PENS- With fa-

CHANGES IN Mr. and Mrs. America's buying habits a re also important to marketers, whether they spend pennies or dollars, so it is interesting to note these changes, which are listed by Sales Management as follows: The nation's consumer, for instance, spends more of his dollar on fun and less on food. He enjoys his home more, takes better care of his healthand such as improving his happear-ance. He also saves and investi-more, buys more insurance

THINGS TO COME— Hypo-chondriacs can now be right on schedule with their medi-cinal intake if they own a pill box with a built-in timing de-vice and pill container which sounds an alarm to remind of the corrare About the size of









and the state