

Offices, Schools, Homes: U.S. Is Air Conditioned

By REYNOLDS KNIGHT
About 70 per cent of all office buildings in the USA are equipped with central or room air conditioning. And going home in the evening to a house that's in an uncomfortable contrast to a cool office is bound to give a fellow the idea that home sweet home would be sweeter if he'd cool it.

That undoubtedly is a factor in the big trend now to central air conditioning for residences. Last year, for the first time, more house units were sold than packaged office-building systems. These home units are now being purchased at a rate of half a million a year.

And when people take to the road they still want to be comfortable. It's estimated that Americans this year will pay about \$700 million for automobile air conditioners—more than 2 million of them! In some parts of Texas a car isn't considered "fully equipped" without a cooler. One Dallas man boasted that he was able to get his car's interior temperature down to

a brisk 42 degrees on a summer's day.

DOUBLE EXPOSURE—The U.S. photographic industry is headed for a \$4-billion retail market level by 1970, according to James H. Binger, board chairman and chief executive officer of Honeywell, Inc. The forecast was made as Honeywell announced two new photo products.

Binger said almost half of the photo industry dollar to-day, currently estimated at \$2.5 billion, will be taken by films, chemicals and other processing items. He added that sales of still and motion picture cameras and accessories should account for about 15 per cent.

Cited as "one of the most overlooked consumer markets" for camera distributors was the American "youth market." Binger said that half the nation's population is under 25 years of age, and that this group represents some 25 billion in purchasing power. "Still," he said, "this huge consumer group buys only about 10 per cent

of all cameras sold. Here is a vast and virtually untapped market."

The two new products were described as "a double exposure in photographic automation." One is an electronic flash designed to produce automatically the proper amount of light for perfect exposures—the other is a slide projector that "focuses itself" with an infrared slide-tracking system.

THINGS TO COME—Ultrasonic high frequency device for driving rodents and other pests from buildings and closed areas. Sound waves are used to induce a state extreme nervousness... New washer and dryer appliance in compact size half that of conventional units... Special carpets that can be sponged in seconds to remove eggs, ketchup, mustard, coffee and other foods... Multi-layer heavy-duty plastic bags with increased resistance to abrasion, heat, and punctures... Sound recording tapes that let users cut play-back and recording speed in half, re-

portedly without losing sound quality. Twice the playing time is obtained per foot of tape.

SAVING WATER—Each solution to the problem of pollution of water resources "must be tailored to the local situation," an expert recently testified before a Senate subcommittee. Practical solutions can be evolved to obtain the greatest possible benefit from our water resources "if industry and government and communities work closely together," said Quintin A. Narum, an engineer for Kimberly-Clark Corp. at its Anderson, Calif., pulp and paper mill.

The new mill, which has been cited for effective pollution control, has a water treatment system that represents an investment of \$2 million, with annual operating costs estimated at about \$200,000, he said.

BITS O' BUSINESS—Tanker is remodeled by Sinclair Refining to carry packaged

lubricants in jumbo containers. In addition to bulk petroleum, tanker will carry 12 separate grades of bulk lubricants and eight separate grades of petrochemical materials... Ford plans a nine-inch portable television set for car or home. In cars, it can be plugged into the cigarette lighter, or powered by a battery pack... There were 1,003 corporate mergers in the first half of 1965, compared with 890 a year ago. Average price paid for all companies, as measured by their price-earnings ratios, was 18.7, against 20.7 times earnings in all of 1964.

SCIENCE NEWS—Ultrasonic waves are now being used to detect brain tumors... Experimental jet engine for helping vertical takeoff aircraft has five times the thrust of conventional engines, but is only for short power surges... In a survey of chemical and pharmaceutical laboratories, women were found to make up 22 per cent of the professional personnel, and most of the women were

in large laboratories involved in long-range research... Scientists are working on a compact, desk-size unit that will permit small vessels, as well as large, to navigate by satellite signal. Reported to be as complex as a color TV set.

Airman 3/C William H. Largent Jr., son of Mr. and Mrs. William H. Largent of 18832 Felbar Ave., has completed U. S. Air Force basic military training at Lackland AFB, Tex.

Airman Largent is being assigned to Orlando AFB, Fla., for training and duty as a personnel specialist. He is a member of the Military Air Transport Service which provides strategic airlift for deployment of U. S. forces world-wide.

Seaman Kenneth L. Florer, USN, son of Mr. and Mrs. Huber D. Florer of 2336 W. 229 Place, is a crewmember of the ocean-minesweeper USS Pivot, participating in the U. S. Naval Armada Parade in Seattle's Elliot Bay

Guide to Medicare Available

Whom does the new Medicare bill affect? When will benefits be available? These and other questions will be answered by Social Security representatives in the Redondo Beach branch of American Savings and Loan, 205 S. Pacific Ave. They will be on hand from 2 to 4 p.m. Wednesday and Friday to give out information concerning hospital and medical insurance provided, and other aspects of the bill.

American Savings will provide every visitor, free of charge, with "Medicare Guide," 24 pages of easy-to-read facts about the bill vital to every family. The association has had the booklet printed exclusively for its customers.

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