

Cloak-and-Dagger Spying Stirs Up Industrial War

By REYNOLDS KNIGHT
Espionage is not limited to military personnel and objectives, as many business leaders have found out to their sorrow. Industrial spying, according to recent estimates, is half-again more prevalent than it was just a few years ago.

Part of this may be due to more widespread job-changing. Workers can't automatically forget knowledge when they move to a new company. But there have been some court rulings that they are not allowed to make use of certain inside information in their new positions. Snoopers seem to regard new techniques as fair game, and advance information about new products is a particularly attractive target.

This sort of cloak-and-dagger activity, plus outright thievery, has stirred up a batch of counter-measures, including closed-circuit television and two-way mirrors. Of course, when employees are reasonably happy in their work, they're not nearly so prone to switch to another job, or to reveal trade information to competitors.

'JET FREEZING'—An entirely new concept in freezing has resulted in a highly efficient method of producing truly quick-frozen food. A whirlwind of nitrogen vapor circulates in a freezer at speeds up to 7,000 feet per minute in what the National Cylinder Gas division of Chemetron Corporation calls the Ultra-Freeze process.

Food carried through the Ultra-Freeze jet freezer on a conveyor belt is cooled to freezing temperature, then frozen to the core, and finally tempered to uniform temperature for storage or shipment—all in a matter of minutes. The high-velocity blast "wipes away" the insulating film of still air around the food, so that the nitrogen can come into close contact. Rapid circulation increases the penetrating power of the "super cold" the way that wind intensifies the chill of a cold day.

The process can be installed in a food processor's plant in one-sixth the space and for one-quarter the cost of a conventional quick-freeze system, Chemetron says.

BITS O' BUSINESS—Ten million motor vehicles may be sold in the U.S. this year. This might include 1.6 million trucks, 600,000 imports, and 7.8 million American-made passenger cars. But a steel strike could change that outlook quickly and severely. Nostalgia in the automotive field: two famous names are slated to reappear on real live cars. One is the Cord, a stylish, front-drive car similar to the last previous model, made in 1937, but scaled down a bit in size. The other is the world-famous Duesenberg, which was known for its performance and styling. Surprise

Hahn Fights Export Block On 'Titus'

International assistance to bring Rembrandt's famed painting of his son, "Titus," to Los Angeles County is being requested by Supervisor Kenneth Hahn. It is being forwarded through diplomatic channels to the British Foreign office in London by British Consul General PGF Dalton of Los Angeles.

Export of the painting, recently purchased at auction by Los Angeles County art patron Norton Simon for \$2,234,000, is being blocked by certain leaders in the British art world who want to keep the masterpiece in London.

The Board of Supervisors recently supported Hahn in his request to "give all possible assistance to Mr. Simon" in bringing the painting here for display at the new Los Angeles County Museum of Art.

The board directed letters to American Ambassador David Bruce in London and to Consul General Dalton, with copies being sent to Secretary of State Dean Rusk. Consul General Dalton informed Supervisor Hahn that he is "referring this matter to the British Embassy in Washington and the Foreign Office in London for their consideration."

plan of Armour & Co., second largest meat packer, to offer stock for that of Baldwin-Lima-Hamilton Corporation, construction equipment and diesel engine maker. . . . Printed magnetic ink identification of banks on checks is becoming more popular. More than 92 per cent of the checks cleared through Federal Reserve Banks recently had this identification, compared with 19.5 per cent in 1951, two years after the

printing specifications were established.

MOUSETRAP MYTH—The New York Sales Executives Club recently heard Michael D. Roman, national sales vice president of Bulova Watch Company, debunk one of the myths of the rewards of industriousness that "if a man builds a better mousetrap the world will beat a path to his door." Not so, said Roman, he cited Bulova's introduc-

tion of the Accutron, the world's first and only electric wrist timepiece.

The world did not beat a path to Bulova's door; instead Bulova had to explain the merits of the new product to retail jewelers. Believability was a problem because the product was so revolutionary and so accurate.

"What we really had," he noted, "was a hot potato." The marketing campaign that followed stressed close retailer-manufacturers cooperation, and today more than 250,000 consumers wear Accutron timepieces.

Roman added that suppliers forget that no product—including a better mousetrap—gets sold until it

moves across the retailer's counter and into the customer's hands. Unless the retailer understands the new product and is enthusiastic, the product won't make that move very often, he said, pointing out that the education job is initially the manufacturer's.

SCIENCE IN THE NEWS—Researchers have found that there are hundreds of so-called hot spots on the moon, with temperatures above surrounding areas, but still below zero Fahrenheit. Theories are that the reason the spots have higher temperatures is because their surfaces are made of denser or more un-

even materials. . . . New laboratory is scheduled for Oak Ridge to study heavy, man-made elements that are created in nuclear reactors of high-energy accelerators. The elements include those above uranium in the periodic table with an atomic number above 92. . . . New tests tend to show that some life is possible on Mars despite the dryness, extreme cold and lack of oxygen on that planet. Certain life forms in a laboratory have been able to adjust to a combination of some, but not all, of the conditions believed existing on Mars.

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