

Air Conditioners Selling At Record Pace This Year

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By REYNOLDS KNIGHT
Keeping cool is big business these days. People are buying more and more air conditioners every day and power companies are working hard to keep up with this constantly rising summertime demand for electricity. For instance, the Louisville Gas & Electric Co. has just finished installing four aircraft jet engines to generate extra power to meet the summertime peak demands created largely by growing use of air conditioners.

Manufacturers of room air conditioners expect this year's sales to reach nearly 2.5 million, a gain of more than half-a-million over 1963. And most of them optimistically expect sales to rise again next summer, since it seems that whenever a homeowner buys one unit to cool a bedroom, say, he usually buys another the next summer for a different room in the house.

The market is growing, too, for central air conditioning systems, the kind used to cool stores, restaurants, offices and even schools and churches.

HOOP ON STEEL—A new tire that "lays down a roadway of steel" as it rolls along will provide motorists with 50 per cent more mileage and a greater degree of safety than conventional tires, according to its developer. B. F. Goodrich Tire Co., which recently announced the first radial cord tire for passenger cars produced in the United States, said it soon will offer limited quantities of the tire for special service. The tire gets its name from the fact that fabric cords run radially across its carcass at right angles to the rim. Two bands of steel beneath the tread allow it to roll "as easily as a hoop" and stabilize the tread to practically eliminate distortion and squirming action. Engineers say this combination means longer tread life and improved traction, skid resistance and cornering ability.

SCOTS' BEST EARNER—Almost unknown in the United States until Prohibition, Scotch whisky today is Britain's biggest dollar earner, bringing in some \$140 million annually, and far surpassing other Scots exports, such as cashmere sweaters, electronic devices and heavy equipment.

This was disclosed when Theodore Gommel, president of Schenley Import Co., signed a contract renewing his company's distributorship in the United States for Dewar's White Label scotch, which has increased its sales nine-fold in the last 14 years. Gommel, taking a look at the growing taste for scotch in this country, predicts further gains for his major brand.

SCIENCE IN NEWS

Sheriff Lists Safety Rules For Children

An all-out exercise of caution by parents, students and motorists following the opening of Los Angeles County Schools has been suggested by Sheriff Peter J. Patches.

Motorists are requested to be exceptionally careful when driving in residential and school areas and to be alert and prepared to stop for school buses loading or unloading passengers.

Patches offered the following set of rules to keep children safe:

- Ride your bicycle on the right side of the road, in single file.
- Walk your bicycle across all busy intersections.
- Obey all traffic laws; use proper arm signals when making turns or stopping; do not dart out from behind parked cars.
- Always look carefully in both directions before entering an intersection or making a turn.
- If you ride at dusk or later, equip your bicycle with headlights and tail lights.
- Don't clown around. You may get hurt, cause an accident, or even be killed.

Danny R. Niles, son of Mrs. June L. Niles of 21810 Orrick Ave., recently began nine weeks of basic training at the Recruit Training Command, U. S. Naval Training Center at San Diego.

Secrets of the camel's resistance to thirst may some day help increase man's immunity to desert heat. Researchers have found the camel's blood to be the key in that animal's case. His blood has an extraordinarily high albumin rate, which enables it to retain its water content even when water in other body tissues has been depleted. Dead fish are probably telling tales of a serious threat to America's streams from the insecticides and pesticides being used to increase farm crop yields. The Public Health Service is closely studying otherwise unexplained fish fatalities in the Mississippi and Missouri rivers, looking for some link to farm practices. . . . No one can argue that the Federal Government spending for research is not huge, as indeed it is at \$15 billion per year. But there is a strong and growing demand for spending more of the government's funds for basic research in universities, research that has been described as "like a savings account; it should be the last to go."

THINGS TO COME—Auto with a turn of a non-drip tap introduced that automatically sorts the coins as they enter. Has a plexiglass face so the saver can tell at a glance how much has been saved. . . . Ink stains disappear almost instantly when a newly introduced liquid ink remover is applied directly. . . . For do-it-yourself woodworkers there is a new attachment for the power drill with which it is possible to cut circles from 1 1/2 inches to 12 inches in diameter in wood and light metal.

BITS O' BUSINESS—The Treasury reports that while increasing numbers of large-size bills are being printed, for the past two years there have been only 418 bills of \$10,000 denomination available. . . . Manufacturers' orders and shipments in July rose 4 per cent to a new high of \$39,393 million. . . . Steel industry expects 1964 to be a record year, surpassing previous 1955 peak. . . . Plant and equipment spending for 1964 is now estimated at \$44.2 billion, up 13 per cent over 1963.

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