

# Power Blackout Triggers Run on Transistor Radios

By REYNOLDS KNIGHT

The big runaround may not be limited to Saratoga and Santa Anita — it may also include the complaint department of some stores that sell lots of merchandise but are lackadaisical or careless about service.

Not every one returns a defective radio and waits months for it to be repaired, but there are people who have had that experience. Complaining customers always make more noise than satisfied ones, but all complaints are not justified either. Many merchants bend over backward to make any reasonable adjustment or to give substance to "guarantees."

The head of one of the nation's important store chains recently said retailers have not given as much attention to customers services as to merchandising. His own chain is starting immediate steps to improve matters, he said.

Look for better customer relations to spread, as retailers and service organizations realize that complaints and adjustments should be handled more tactfully and promptly. It's just good business, and it pays dividends in the long run too.

**BLACKOUT AFTERMATH** — Cordless transistor radios, which some adults have come to identify as ear decorations worn by strolling teen-agers, gained new respectability — and a big jump in sales — as a result of the recent power

failure that darkened the Northeast. "By the end of the business day following the blackout many retail outlets in New York and other urban centers were sold out of transistor radios," reports Robert Mayer, radio specialist for Bulova Watch Company, Inc.

"Some stores experienced sales six to 10 times above normal," he said, "and field reports show sales at twice the previous pace. Our East Coast warehouse more than doubled its shipments 24 hours following the power failure and operations proceeded on an around-the-clock basis for the balance of that week."

Bulova, which produced its first radio in 1929, believes that heightened public interest in cordless transistor radios will continue, especially during the Christmas season. Says Mayer: "Retailers tell us that many people have decided to have more than one transistor radio at home, and the power failure seems to have prompted large numbers of businessmen and office workers to keep a transistor radio at the office."

**THINGS TO COME** — Alarm-ashtray signals when cigarettes burn down too far. Heat causes bending of a bimetallic strip around the ashtray, which turns on the alarm. . . . Time-saving pick-up device for office use in sorting and turning cards and papers. It's mounted on plastic, has reusable adhesive, and is shaped

to slip over a finger or to fit on top of a pencil. . . . Small leatherette disk, felt lined, for handling phonograph records without touching them with the hands. . . . Car waxer and polisher that plugs into the automobile cigarette lighter socket. . . . Desoldering tool for repairing printed circuit boards, vacuums away the solder it melts.

**PAPER ECONOMY** — The household "paper economy" is growing rapidly. Household use of paper products which has been a billion-dollar-a-year market, is now growing

## Controller Named to New Post

Robert Jacobs has been appointed vice president and controller of Great Western Savings and Loan Association, C. W. Ford, president, announced today.

Jacobs joined Great Western Savings three years ago as manager of general accounting. He was later named controller. His previous experience includes accounting supervisor, auditor and corporate budget manager of Cannon Electric Co.

Jacobs was named the manager of the year in West Covina by a Parent-Teachers Association for his community work with youth in 1964.

He is a member of the Controllers Society and is active in Little League, and Pony League baseball.

Great Western Savings and Loan Association is a division of Great Western Financial Corp., whose five California Savings and Loan divisions have consolidated assets of more than \$1.5 billion.

Donald R. Fox, whose wife is the daughter of Mr. and Mrs. Ralph Stokes Jr. of 3352 W. 157th St., has been promoted to airman first class in the U. S. Air Force. He is an aircraft instrument repairman at Ramey AFB, Puerto Rico.

Dionicio Aguilar, son of Mrs. Antonia Aguilar of 1224 W. 226th St., has been promoted to airman second class in the U. S. Air Force.

Airman Aguilar is a fabric-leather-rubber repair specialist at Travis AFB, Calif. He is a member of the Military Air Transport Service which provides global airlift for the nation's military forces.

The airman is a 1962 graduate of Narbonne High School at Harbor City.

the household paper market will nearly double to a two-billion-dollar-a-year market.

**BITS O' BUSINESS** — A record 74.8 million kilowatts of new generating capacity is scheduled to be placed in service in the first nine months of this year. . . . P. Lorillard Co., one of the oldest names in the tobacco field, has acquired a candy manufacturer on the west coast. Indications are this will be the

start of a candy division on a national scale. . . . Rheingold Breweries acquired most of Jacob Ruppert, Inc., another brewer. The Justice Department withdrew its request for a temporary injunction against the acquisition, as Rheingold promised to operate Ruppert separately for the present, but kept the right to sue for a permanent injunction. . . . Sears, Roebuck & Co. plans capital expenditures of \$200 million next year, which

will include opening of 56 retail stores.

**SCIENCE IN THE NEWS** — A simple chemical, fenuron, has been found very effective against honey mesquite, a destructive plant that invades livestock grazing lands in the Southwest. First stable deep-sea structure has been installed off South Carolina coast, 110 feet below the surface of the water. Saucer-shaped float is held securely to ocean bottom by four long

steel cables, and scientific data on currents, temperatures and sounds are fed to a surface buoy, and in turn to an oceanographic vessel. . . . New synthetic skin, already tested on animals, may be applicable to humans with large areas of third degree burns where skin grafts are not now used. It appears to produce very few antibodies, remains moist and flexible during healing, and protects wounds from airborne infection.



**TOTEM CALL** . . . The common telephone booth can be a distinctive and charming addition to any neighborhood reports J. P. Leggett, local exchange manager for Pacific Telephone. This totem pole booth was built on special order by Western Electric for a curiosity shop on Seattle's waterfront to blend in with

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apart piece by piece to come up with improvements that, incredibly enough, make our Pontiacs smoother, quieter, more enjoyable to drive. Really, though—we don't care which feature gets you inside a new Pontiac, as long as it gets you there. And it will. At least judging by the number of Pontiacs you see on the road.

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