

Patent Office Gives Key Protection to Inventors

By REYNOLDS KNIGHT
 Ever hanker to invent something and make a million dollars, more or less? First thing to do is make sure it hasn't already been invented, and the place to find that out is the United States Patent Office.

The 176-year-old Patent Office has a permanent record of each of the 3,200,000 patents issued by the United States since George Washington signed the first one. Every day some 25,000 copies of old and new patents are sold to researchers, inventors, and others who need to know what has been patented, and in a year's time this total rises to some 11 to 12 million copies. To cope with this growing problem, the government now has decided to put in the latest retrieval systems with the hope that even mail orders can be filled in one working day instead of four

as at present. Just how important are patents? Well, the government has followed out a mountain at Boyers, Pa., just to store three copies of every patent that has been issued, as a precaution against nuclear destruction.

CLEANERS CLEANING UP—Recent market surveys indicate that electronic air cleaners are one of the fastest-growing products in the \$4-billion home comfort field today. They're being installed in nearly one out of 25 homes now, and could hit a rate of one in 10 by 1970.

K. L. Wilson, corporate vice president and general manager of Honeywell, Inc.'s residential division, estimates retail sales of electronic air cleaners reached about \$20 million in 1965, and that it could more than triple to \$70 million by 1970.

Wilson reported annual growth of Honeywell's air cleaner volume has exceeded 30 per cent in each of the past two years and that a 25 per cent gain is expected in 1966.

The electronic units, rated up to 10 times as efficient as standard fiber filters, have been sold largely as separate units on a direct dealer-to-customer basis. But new-home buyers in the next two years will find electronic cleaners an integral part of a "total comfort" package; at least four furnace manufacturers soon will be using Honeywell units in this way.

Wilson said independent surveys of more than 200 homeowners indicate electronic air cleaners are most popular among people with houses valued at more than \$25,000. The most frequent reason given for purchase of a unit is an "allergy problem."

BITS O' BUSINESS—As business, industry and government move ahead in 1966, spending for research and development is expected to rise about eight per cent over 1965, to \$22 billion. Both government and industry are accelerating their R & D programs. Big city bankers even in New York, are beginning to look to farmers as a source of new loan business. Today's big-scale farming, which requires sizeable financing, is the reason for the changed outlook. Cash dividends in December and for all of 1965 were up 10.5 per cent over the year-ago totals. Pay-outs last year totaled \$19,488,200,000. Paper towel use in 1965 exceeded one billion rolls, or double 1960 volume. Toy manufacturers are looking for a record 1966 sales total approaching \$1.36 billion, or nearly seven per cent above 1965.

INSTANT PARTY—There's no telling to what extent some companies will go to introduce a new product. Recently executives of Schenley Distillers Co. logged over 2,000 air miles in a four-day period to stage surprise cocktail parties in New York, Miami, New Orleans, San Francisco, and Chicago.

This was Schenley's novel way of introducing its new line of instant cocktails. In each city an unsuspecting housewife was the "victim" of the party although her husband was in on the plans from the beginning.

This instant party entourage included French movie star Jean Pierre Aumont, a musical combo, bartenders, waitresses, a hostess, and instant hours d'oeuvres.

The company president, Ernest Feldman, predicts that sales of prepared cocktails will more than double in the next five years and will be especially popular with the young housewife who wants to serve her guests easily and quickly.

The new Schenley cocktails include Manhattans, whisky sours, martinis, and daquiris and are made with nationally known name brands such as I. W. Harper Bourbon, Imported Plymouth Gin and Cruzan Rum.

SCIENCE NEWS—A new theory of the origin of the Ice Age has been developed by an expert in the use of radioactivity to date ancient rocks and sediments. Dr. Wallace S. Broecker of Columbus University says his studies indicate the Ice Age was caused by changes in the

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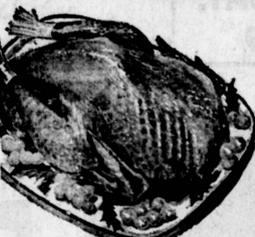


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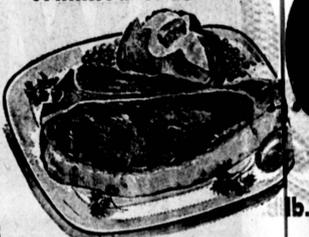
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