

# Suburban Areas Face Handyman Shortage

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By REYNOLDS KNIGHT

If you're a suburbanite and you dodge work around the house by telling your wife you're not "handy," forget it. There's a shortage of handy-men so it's either do-it-yourself or else.

No one seems to know why but carpenters, gardeners, handymen, and even plumbers are becoming harder to find in suburbia. The net result is that many husbands are unhappy, but the \$4 billion-a-year do-it-yourself industry is grinning from ear to ear.

Manufacturers of do-it-yourself equipment are taking full advantage of the handyman shortage. One large hardware-houseware concern in New Jersey is currently expanding its 115-store chain of do-it-yourself "supermarkets." In addition, book publishers are printing hundreds of books informing the harried husband how to fix that leaky faucet and repair that stuck door.

Over the past decade, publishers have reaped tremendous profits from the sale of do-it-yourself books. A large publisher reported that over the past several years it has sold over 50 million copies of 600 different do-it-yourself books. Another publishing firm put out a how-to-do-it manual last June. The manual

is now in its third printing. Don't feel too bad if you're forced to do your own home repairing. Be consoled by this fact provided by the Labor Department. The cost to homeowners for professional services in maintaining and repairing homes rose 5 percent last year.

NO MATTER which candidates emerge triumphant in November voting, surest winners of the campaign are the companies that manufacture the campaign buttons.

"Pictorial and sloganized campaign buttons are a big business today," says Joseph Stevens, general manager of the Oakville division of the Scovill Manufacturing Co. of Waterbury, one of the country's largest producers of the pins that are the foundation of these buttons.

Says an important local political strategist: "A campaign button to a candidate is like war paint to an Indian. It has a magical quality. It may be the single greatest asset to a candidate in rallying his supporters."

ACCORDING to Stevens, campaign buttons first became a part of the American political scene in the 1828 Presidential election. First candidate to use them was Andrew Jackson. He got his

money's worth on the button. It read, "General Jackson, The Gallant and Successful Defender of New Orleans and Candidate for the Presidency of the United States of America, 1828."

Stevens thinks the two most popular campaign buttons of all times were "Tippecanoe and Tyler Too" (1840) and the more recent "I Like Ike."

Throughout America are a growing number of campaign button collectors. Experts in this field nominate the collection of Elmer Piercy of Victorville, Calif., as the most complete. Using the latest catalog prices, Piercy estimates his collection is worth more than \$20,000. He has more than 6,000 varieties of national and local campaign buttons.

RETAILERS are following their own advice as the holiday season approaches. They're doing their Christmas shopping early. Wary retailers are laying in Christmas goods now to avoid possible shortages of certain items later.

Housewives, take note! Beef prices are lower than last year and are expected to drop further before Christmas. A larger number of cattle coming into the market is responsible for the price drop. However, prices are expected to rise again

early in the new year. The Department of Commerce estimated that total sales of all retail stores in the United States in the week ended Oct. 22 were \$5.8 billion.

A top watch industry executive reports a growing trend toward ownership by women of a "multi-watch wardrobe."

"In a recent survey in New York City, better than 65 percent of the women interviewed owning a watch for everyday business or school use another for social usage," said Michael D. Roman, vice president of Bulova Watch Co. "More than 20 percent of the interviewees said they also owned either a pendant or a charm model timepiece."

"THE HAPPENING that's changing the picture is the new role of watches as fashion accessories, plus the explosive popularity of pendant, brooch, and pin timepieces for use on anatomical locations other than the wrist," he said. "This is giving a fashion design flexibility to watches for the first time."

Reflecting the trend, he noted, is the fact that his company this year has 63 more women's styles in its Accutron, Bulova, and Caravelle lines than ever before. Forty of these are pendant

styles. Other favored models are large-face watches with very wide straps of leather or fabric, and a line of smaller watches with straps of "fun fur" to complement the fur trend in costumes and millinery.

If for some reason you want indoor furniture that folds, there's a new line available called the "Fabulous Folders." A chair, for instance, is said to fold to a depth of five inches. A towel dispenser, called "Towel-O-Matic, automatically unrolls a towel at the touch of a button. Would you like to view television in three dimensions. Viewing glasses, called "Marks 3-Dex," which make use of special light filters, reportedly provide the effect.

## Employees Cited By Pep Boys

Forty-five employees of the Pep Boys Auto Supply Stores shared more than \$20,000 in service awards on the 27th anniversary of the company's five-year club.

Presentations were made at a special meeting held last week by Murray Rosenfeld, executive vice president and general manager of the firm. Also on hand were Leo Fitzpatrick, manager of Pep Boys South Bay store, and Fernando Sepulveda, assistant manager of the local store.

Gold service pins, cash awards, and certificates were awarded 20 new members of the club. Nearly half the firm's employees now hold membership in the service club.

EIGHTEEN employees received \$500 bonds on completion of 10 years of service. They included Stephen Daniellian, Gilbert Delahoussaye, Ronald M. Fisher, Richard Fitzpatrick, Frederick Halliday, Harold E. Krause, Clarence A. Leavitt, Gilbert H. Parton, W. J. Randles, Melvin Rosenberg, Carmine Santoro, Billy R. Smith, Roscoe N. Smith, Jesse Y. Valenzuela, Raymond W. Walker, Lemar Watkins, Cliff Whetstone, and Lloyd M. Wolford.

Four new members joined the roster of 20-year veterans, George Schuster, Edward W. Schwab, Bernard Sheinberg, and Lucian E. Warren received gold service pins and \$1,000 savings bonds.

Three more employees, all of whom have completed 30 years with Pep Boys, received diamond pins and \$1,000 bonds. They were Charles Goldstein, George B. Jones, and William Klein.

## Troop 755 Court of Honor Held

Boy Scout Troop 755 was dedicated as the Thomas E. Ivey Junior Memorial Troop in special Court of Honor ceremonies held last week at the 223rd Street School.

An American Flag and a troop flag were presented to Scoutmaster Frank Marcus by Robert Ivey and his son, Tom, in memory of Thomas Edward Ivey Jr.

Special guests at the Court of Honor included Mrs. Thomas E. Ivey Jr., Mr. and Mrs. Frank Schmidt, Mr. and Mrs. Stanley Smith, Mrs. Marie Elliott, and Mr. and Mrs. Robert E. Ivey and Tom.

AWARDS WERE presented by William Carney Sr. and Richard Alibee, assistant scoutmasters, after Troop Chaplain Chris Hober delivered the invocation.

Tenderfoot awards were presented to Louis Hino, Lance Mullin, and Douglas Smith. Second class awards were given to William Carney Jr., Robert Brown, Joseph Danford, and Kevin Kelly.

KENNETH MARCUS, John Cameron, and Chris Hober were awarded the rank of Star Scout.

Troop neckerchiefs were presented to Robert Ivey and his son, Tom, while neckerchiefs, certificates of appreciation, were awarded to Mrs. Thomas E. Ivey Jr. and Frank



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