

The Snow Shovel Really Is Obsolete Now

By REYNOLDS KNIGHT
Snow is very pretty, but to most of us its aftermath is miserable. Galoshes and boots are a necessity, snow tires are a must and the snow shovel is a symbol of strains and sprains.

But the makes of snow removal wear big smiles when the snow starts to fly. And why not? In the 1962-63 season (the peak sales year) these manufacturers sold about 200,000 snowblowers. This season they're expecting to do better.

The snowblower has made the snow shovel almost obsolete. It's a machine that has a big spiral blade that churns through snow and shoots it through a chute off to one side, often in a very rewarding and impressive white "plume."

One reason snowblowers have gained in popularity in recent years is that they so easily do the job that for many would present a real threat of a heart attack from overexertion due to shoveling.

The snowblower or power shovel can clear a path 14 to 16 inches wide. They are lightweight, generally weighing from 22 to 33 pounds. They range in price from \$75 to \$110. However, there are bigger, self-propelled models that cost three to four times as much.

Snowblowers have also, of course, become a status symbol among suburbanites.

AS TIME ticks on into 1967, the watch industry—viewed in its world-wide context—is enjoying excellent health, thank you.

So observes Harry B. Henshel, president of Bulova Watch Co., leading manufacturer of jeweled-lever timepieces.

World watch production, following the end of World War II, was about 30 million units annually, says Henshel; today's production is at the rate of about 140 million units and growing steadily. On a world-wide basis, the industry now is in the billion-dollar category.

Domestically, sales of watches in 1966 are expected to total around 40 million units when all the returns are allied. The American watch market has risen 33 per cent since 1963, and most of the nation's jewelers expect the upward trend to continue throughout the coming year.

A "NEW ERA in timekeeping" has been created since Bulova introduced the Accutron electronic timepiece in 1960, Henshel says, and the company expects this watch to be the world's sales dollar leader by 1971. The space-age flavor of the product is said to be a major factor in its

popularity; Accutron devices have been aboard all space-craft in the Gemini series and in five families of satellites, and have been designed for the upcoming Project Apollo's moon-landing vehicle.

A New York firm specializes in keeping wives of conventioners happy. For a fee of \$10 the service takes wives on tours of the United Nations, art galleries and other places of interest while husbands attend meetings.

The cost of attending the opera is going up. Higher wages to singers, musicians, and ushers are responsible for the price hike in most cities. . . . A company in Illinois provided 73 hours of reading and spelling instruction for under-educated employees. After the instruction 38 employees raised their average scholastic ability by three grade school levels. Their work ability improved by four steps in job classifications.

ONE OF America's industrial giants, the Bendix Corp., claims the distinction of being the first company to supply both dual-brake master cylinders and caliper disc brakes to all four of the major auto builders.

A. P. Fontaine, Bendix chairman and chief executive officer, said in a year-end statement that until in 1966 American Motors and the Cadillac Division of General

Motors had been the only and advanced research and development in 1967, Fontaine said.

IN ANOTHER automotive area, technical effort was devoted to advanced research on friction materials, with special emphasis on brake linings, he said. In recent months a series of quality control and performance tests for brake lining received wide attention in the automotive industry.

The Bendix major automotive program for 1967 also includes expansion in five of its seven automotive operations as well as a new \$5-million foundry and machine shop, he said, adding that the Bendix Automotive Development Center at South Bend, Ind., will be used to evaluate and test automotive products.

Just about everything eventually changes. The old familiar clothespin has given way to a gracefully curved plastic object. The new pin, called Safe-T-Maid, bends but reportedly will not crack, splinter or break. . . . New shutters that look like wood but really are plastic-based and coated are said to be able to last 10 years without painting. They are called "Pax-Shutters." . . . If you're a do-it-yourselfer there's an insulating pad that provides protection for apartment dwellers so they can solder with safety in their homes.

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Edison Co. Gets Order From CPUC
An order to cease and desist from entering into contracts with developers and subdividers under conditions of a tariff has been issued by the Southern California Edison Co. by the California Public Utilities Commission.
The tariff in question would require no financial contribution from a builder for extension of underground facilities into a new subdivision if all major energy uses were supplied by electricity.
The tariff was filed by Edison July 28, and on Aug. 23 the CPUC instituted an investigation to determine whether the tariff is unreasonable or unlawful in any respect.
A series of public hearings were held beginning Oct. 17 and hearings are scheduled to resume in San Francisco Feb. 15.
The CPUC order states that there is evidence Edison has entered into certain contracts which specifically relate to the tariff. It directs Edison to cease and desist from entering into such contracts until a further order from the CPUC.

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