

# Pranksters Now Operating On Year 'Round Schedule

REYNOLDS KNIGHT  
Pranksters' Day usually  
out the best in prac-  
jokers, but to the dis-  
of many American  
anies a lot of prank-  
are operating on a  
round basis.  
New York Post Office  
ives about 700 com-  
s a year from persons  
receive goods and ser-  
they did not order.  
this figure is not  
it could be because it  
not take into account  
phony orders that do  
volve the mails and  
bogus orders that  
go unreported to law-  
ement agencies.  
e companies that take  
the chin from prank-  
are those that offer  
erships and subscrip-

tions. For instance, one pub-  
lishing executive recently  
received a subscription to  
his own newspaper, books  
from a book club and a  
membership in a phono-  
graph record club. Alto-  
gether, he received unor-  
dered merchandise from 17  
different companies.

**WHY DO** people play  
practical jokes of this na-  
ture? According to one psy-  
chologist they think it is all  
in fun but underneath it's  
really anger or envy, aimed  
at someone they consider  
more important than them-  
selves.

A good example of this is  
the case of a New York  
state trooper who received  
continued delivery of books,  
records and department

store items that he didn't  
order. He found the culprit  
by laboriously checking sig-  
natures on summonses he  
gave out with the signatures  
on the orders. The prank-  
ster turned out to be a  
man the trooper had arrest-  
ed some months previously  
for speeding!

**ANNUAL SALES** of photo-  
graphic products in the  
United States will surpass  
\$4 billion by 1970, Stephen  
F. Keating, president of  
Honeywell, Inc., predicted  
recently.

Speaking at the dedica-  
tion of a new 70,000-square-  
foot plant in Littlejohn,  
Colo., for Honeywell's Pho-  
tographic Products Division,  
Keating said: "At present,  
quoting retail prices, pho-

tography is a \$3.3 billion  
business in the United  
States. We feel that by 1970  
it will surpass the industry  
forecast of \$4 billion.

"In the past four years,"  
Keating said, "the photo-  
graphic industry has shown a  
growth rate twice that of  
the gross national product.  
During this time Honeywell  
photographic has grown at  
a rate four times that of the  
photographic industry. Over  
the past seven years Honey-  
well photographic has had  
a compound annual growth  
rate of 25 per cent.

"**HONEYWELL'S** Photo-  
graphics Division had fore-  
cast a 22 per cent growth  
for 1968," Keating said. "In-  
dications from the first half

of the year are that we will  
go beyond that figure."

The company maintains a  
network of some 5,000 photo  
dealers in the United States.  
It is exclusive distributor  
for the Pentax, Rollei, Elmo  
cameras and projectors, and  
Nikon darkroom equipment.  
Honeywell also manufac-  
tures its own line of Strob-  
onar electronic flash units,  
slide projectors and a num-  
ber of accessories such as  
shutter cords and camera  
brackets.

**DO YOU DRINK** scotch?  
Well, a major distillery con-  
ducted a survey that came  
up with the following statis-  
tics: The survey showed that  
70 per cent of scotch drink-  
ers are under 50 years old,  
52 per cent attended col-

lege, 72 per cent earn more  
than \$8,000 a year, and 53  
per cent drink it on the  
rocks. Anyone for an extra  
dry martini?

Japanese restaurants are  
flourishing. San Francisco  
has 38 Japanese restaurants,  
compared with only three a  
decade ago. Denver, Dallas  
and Houston, and other  
cities, are also experiencing  
a growth of Oriental eat-  
ing places.

**CONSUMER AND** indus-  
try buying of paper and  
paperboard this year will  
push consumption in the  
United States to 53.7 million  
tons, or about 533 pounds  
per person, according to a  
recent economic analysis  
made by Kimberly-Clark  
Corporation.

Total consumption in 1968  
is expected to rise 4 per  
cent above 1967 levels, whe-  
ther the total was 51.6 million  
tons of paper and paper-  
board — equal to 518 tons  
per person.

William A. Brehm, Kim-  
berly-Clark corporate econ-  
omist, said in his report that  
"sanitary tissues, writing  
and business papers, paper-  
board packaging grades and  
construction papers and  
board are all expected to  
benefit from current up-  
turns in retail sales and  
home building, and higher  
levels of general business  
activity."

**ACCORDING** to Brehm,  
"mounting demand for tis-  
sue products, business  
forms and packaging mater-

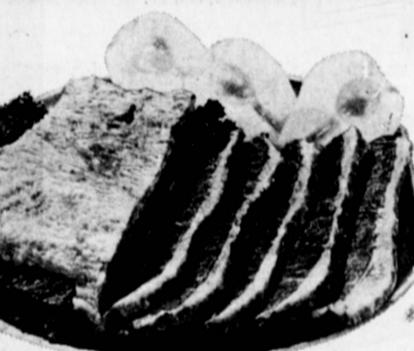
ials will lead the paper in-  
dustry to record consump-  
tion in 1968."

Paperboard packaging  
materials will account for 40  
per cent of total U. S. paper  
tonnage consumed, and the  
expected volume of 21.5  
million tons will be about 5  
per cent above the 1967  
level. Strong consumer  
goods sales so far in 1968  
point to better-than-average  
growth this year for paper-  
board.

About 6 per cent of U.S.  
consumption of paper and  
paperboard is in sanitary  
tissue papers and products,  
and these should total about  
3.5 million tons in 1968.  
Growth rates in this sector  
have averaged 6 per cent  
a year since 1961, the high-  
est rate in the industry.

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