

Business Program Brings Firms, Colleges Closer

By REYNOLDS KNIGHT
Time was, only a few years back, when the electric utility industry looked forward to its wintertime peak in power production. But today the industry does its biggest business in the summertime and experts are predicting still further gains in summer demand for electric power in the years just ahead.

Nor does anyone have to grope in the dark for an explanation. It is generally agreed that rapidly expanding demand in virtually every part of the country for air conditioning, especially in the home, is at least a very major factor, if not the primary one. Support for this view is found in some figures of the air conditioning industry itself, which reported a few weeks ago that 1964 sales of room air conditioners for private homes would approach 2.5 million, a gain of 500,000 over 1963.

To keep pace with this rising demand, the electric industry today has on order some 60.8 million kilowatts of new generating capacity—to be delivered before 1968—a total capacity greater than the 56.6 million kilowatts actually in service in 1948. Today's capacity, exclusive of Hawaii and Alaska, is 209,556,000 kilowatts, in itself a vivid demonstration of the explosive demand for power since the end of World War II.

COLLEGE ADOPTION — The nation's business and industrial firms have been urged to join the "Adopt-A-College" program to bring the firms into closer relationships with individual schools of their choice to help meet the demand for more and more young people for higher education.

Robert J. Keir, president of C.I.T. Educational Buildings, Inc., which provides pay-as-you-go lease-and-ownership of financing of college dormitories, said the colleges' "great need today is for more widespread business support, including but not limited to direct financial contributions, if they are to meet these great educational needs."

"Obviously, the average corporation can hardly afford to provide substantial financial and other support to all the many colleges that appeal for help," Keir said. "Any company, no matter what its size, might choose at least one college with which to establish very close relationships in any number of practical and helpful ways. If a large number of companies were to do so, many schools would receive more aid than they do and the end result would be a totally new source of substantial assistance to the field of higher education."

Keir's firm is a subsidiary of C.I.T. Financial Corp., one of the nation's largest diversified financial institutions.

CHRISTMAS GIVEAWAY — Santa Claus will give away 13 million new watches at Christmas, according to researchers at Bulova Watch Co. More ladies, more men and more teen-agers can expect Christmas gift watches than ever before.

Millions of women can expect new high-fashion watches, and an estimated 500,000 can anticipate diamond-ornamented watches. The availability this year of

Miller Plans Physics Talk At El Camino

"Some Dramatic Demonstrations in Physics" will be presented by Julius Sumner Miller, El Camino College instructor of physics, at the campus theater, 7:30 p.m., on Friday.

The science instructor, who will lecture on the summer science program for children in Australia, is currently featured on the Walt Disney Mickey Mouse Club series.

Miller will autograph copies of his current record, which relates stories of Sir Isaac Newton, at the close of his lecture. Records will be available for sale by the college book store.

The lecture is without admission charge.

such tantalizers as Bulova's new "First Lady" line, starting at \$39.95, has dramatically broadened the market for diamond watches.

Far more women than men have or want more than one watch—to match their latest ensembles. But more men, too, are becoming two-watch owners, with a second watch for special business and social occasions. Male emphasis on super-accuracy explains why

the best seller in the men's prestige market is an electronic timepiece 99.9977 accurate on the wrist.

The latest fad are watch charms and pendants that can be worn as accessories. Once upon a time, they were available only from master jewelers catering exclusively to the custom trade. Not so today. Charms and pendants, such as those by Caravelle starting at \$17.95, are an irresist-

ible temptation to the fashion-conscious. And the jeweled movement will offer years of service.

SCIENCE NEWS — Paralytics unable to talk with those around them may some day be able to communicate with others through manipulation of their brain waves. An Air Force medical researcher has found that brain waves can be controlled by the individ-

ual and he hopes to develop a system in which brain waves can send out messages in some Morse Code fashion.

In the midst of prosperity, America's industrial companies seeking to reduce operating costs have found they can cut fuel bills by burning just about any kind of waste material as boiler fuel. Sugar cane fibers, coffee grounds, peanut hulls and tree bark

are some of the materials going into furnaces. . . . Discovery of particles of organic matter in deep-sea bubble may be a link in the food chain that maintains life far below the ocean's surface and also lead to finding out how the first living things in the sea came to be. . . . Sound waves have been found four times more sensitive than X-rays in locating tumors within the orbit of the eye.

THINGS TO COME — An odorless deodorant that neutralizes nearly every odor when sprayed within a room, can also be mixed with scrub water to scour odor-catching corners. . . . An oscillating electric heater that also can be set for stationary operation. Has three heat controls, to 1650 watts. . . . Miniature flashlight, only 5½ inches long, can be recharged by plugging into household outlet. Also has flasher. . . . Instant plastic cleaner for use on vinyl household and patio furniture, auto and boat seats. Remove imbedded

grime, restores brightness. . . . Fold-away bar for living room or patio, 38 inches long, 15 inches deep and 38½ inches high. Comes with two 30-inch swivel stools. **BITS O' BUSINESS** — The Labor Department reports a rise of 2 to 5 per cent in 1964 salaries of white collar workers, from clerks to lawyers, based on a survey of firms employing 250 or more men and women. . . . Room air conditioners led a September gain in sales of all electrical appliances with a year-to-year rise of 33.7 per cent. Food freezers, up 22.5 per cent, were next in popularity.



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