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Advertisement

Why Can't You Control Your Memory?

A noted publisher in Chicago reports there is a simple technique for acquiring a powerful memory which can pay you real dividends in both business and social advancement and works like magic to give you added poise, necessary self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by remembering accurately everything they see, hear, or read. Whether in business, at social functions or even in casual conversations with new acquaintances, there are ways in which you can dominate each situation by your ability to remember.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in remembering anything you choose to remember, the publishers have printed full details of their self-training method in a new book, "Adventures in Memory," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Memory Studies, 835 Diversey Parkway, Dept. 540-012, Chicago, Ill. 60614. A postcard will do. (Adv.)

AIR POLLUTION

Cars Are Poison

Emission standards for 1969 models are only a taste of what's to come

Automobiles, America's symbol of galloping affluence, annually befoul the air with an estimated 95 million tons of assorted noxious exhaust products.

Scientists have identified, among other irritants, unburned gasoline, lead compounds, vaporized oil, carbon monoxide and a variety of oxides of nitrogen in the ever-present smog from auto exhausts.

Despite the pollution control measures required by Federal law on all 1968 model cars, total emissions are expected to double by the year 2000.

Stiffer exhaust standards are in the works for 1970 model cars, but for 1969 only evaporation of raw gasoline will be curbed under a new standard proposed last week by Secretary of Health, Education and Welfare John W. Gardner.

Every year, about a billion gallons of gasoline is wafted into the atmosphere through evaporation from fuel

tanks and carburetors, he points out. Carburetor losses occur after a car has been driven when the heat from the stopped engine evaporates gasoline left in the carburetor.

On an average trip, most cars now lose about 10 grams of gas in this way and 30 grams from the gas tank, according to HEW estimates. The proposed standards would limit this to 2 grams per trip.

The use of devices recently developed to cut these losses could result in saving 900 million gallons of gasoline a year, according to HEW—a 90 percent cut in evaporative losses.

One device, developed by the Standard Oil Company of New Jersey, simply pipes fumes from gas tank and carburetor to a canister of activated charcoal which is vented at the other end. The charcoal traps outgoing fumes and returns the gas to the tank when the car is running.

RESOURCES

Secondhand Everything

Civilization is rapidly approaching the point at which natural resources, once taken for granted, will no longer be able to supply man's insatiable need for raw materials.

The word for tomorrow is "recycle." It means that today's trash is tomorrow's resource, today's sewage effluent tomorrow's drinking water and today's smoky, poison-laden air tomorrow's fresh mountain breeze.

Recycling has already begun, of necessity, with water and air pollution abatement facilities. Now, it is becoming apparent that something must also be done about the piles of solid wastes—old tin cans, junk autos, empty glass bottles—that are accumulating.

The Department of Interior's Bureau of Mines is already working on a scheme to get rid of the ubiquitous junked car. J. Cordell Moore, Assistant Secretary for Mineral Resources, told the House Interior Committee.

Bureau of Mines' metallurgists have found a way to process the scrap autos with nonmagnetic taconite iron ores to produce an artificial "ore" that can be fed to blast furnaces.

In their process, the scrap is torn up

and mixed with the raw taconite. The mixture is then roasted in a large furnace. After the roasting, the ore is magnetic and can easily be separated from contaminants such as dirt, stone and non-magnetic ores of other metals.

The final, separated product is then made into pellets and fed to blast furnaces in the same way as higher grade ores.

A demonstration plant will be built in Itasca County, Minn., at the cost of \$4.5 million. It will use up to 15,000 tons of scrap yearly to process 150,000 tons of taconite ore.

Some five million automobiles will be junked this year, Moore estimates. If the process works out well, recycling that amount of scrap iron will have the effect of multiplying this country's iron ore resources several times.

Eventually, the Assistant Secretary predicts, man may turn to mining the rich deposits of metals laid down over the last half-century in rubbish dumps. It may not be long, he points out, before there is more value in scrap metals than in natural ore deposits.

So save those tin cans. They may be worth something!