

Push-Button Toothpaste



Robert Goulet is trying to get rid of toothpaste tube jokes. Actually he may get rid of toothpaste tubes. M. Goulet is the inventor and manufacturer of PRESSDENT, a dentifrice that comes in a push-button bottle. It was introduced in Canada last January and in the United States in March and is selling well, particularly in California.

M. Goulet says the advantage is that PRESSDENT eliminates mess and waste and is cheaper since a bottle gives about 365 brushings. Once-a-day brushers can set aside one day a year for buying it. The bottle costs \$3.59 so a brushing costs .09 cents, compared with 1.7 cents for regular toothpaste. PRESSDENT is described as creamier than the regular stuff, and the brusher need not wet his brush. For more information write Certalab International Inc., Place Val des Arbres, 1600 boul. St.-Martin est, Tour B, Suite 655, Laval, Quebec H7G 4S7, or telephone their Montreal office: (514) 384-6165.

Silent Taxis

Taxicab passengers in Ottawa, Winnipeg, Hamilton and Edmonton are no longer serenaded by radio dispatchers.

Cab drivers in those cities are dispatched (and their fares are metred) by digital computers. The information is flashed on small video screens. The system also has advantages for the cab companies. It can handle 500 cabs on a channel (instead of 150).

It works like this: The driver pushes a button on a keyboard, and his screen shows a list of cab zones and the number of empty cabs in each. He then signals to the computer the zone he's headed for. When he gets a call a buzzer sounds and the fare's location flashes on the screen. No other driver gets the message.

For more information write or call Canada Systems Group Ltd., Advanced Technology Systems Division, 1736 Courtwood Crescent, Ottawa, Ontario K2C 2B5, (613) 225-1171, which markets the mobile terminals made by Gandalf Technologies Inc. of Ottawa.

