



TRENDS

by

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A TREND FOR USE IN THE U.S. ???

"The answer to world-wide juvenile delinquency may have been found in France: Credit goes to Maurice Herzog, "Author of Annapurna", de Gaulle's High Commissioner for youth sport. Reason is spectacular success of his personally-directed plan for cutting France's spiraling J. D. rate. In two years, the number of youthful offenders appearing before Paris courts had dropped more than 60% (5,000 a year in 1960; less than 2,000 last year). Key factor in the plan involves the setting up of "maisons de jeunes" (young people's homes), where offenders are brought to live and given personal projects of accomplishment -- anything from a scientific study to farm work to writing a novel. The project chosen must be completed before the youth is released. French officials report the impressive results of this program are now being studied eagerly by foreign authorities. Originally designed as a pilot experiment for the Paris region, Herzog's scheme will soon be extended to the rest of France. The French point proudly to the fact that theirs is the only country in which rising prosperity since 1960 has produced a sharply declining youth crime rate." -- INSIDER'S NEWSLETTER

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HELP FOR HOSTS:

The liquor industry will move toward liquor stores having food cabinets filled with the complete makings for anything from hors d'oeuvres to a wedding reception, so that if you're going to entertain you will have to make only one stop. Psychologists interested in alcoholic problems are also going to support this move for it insures less drinking on empty stomachs. This is a trend toward total abolition of "dry" states.

ANOTHER AIDE IN COMBATING JUVENILE DELINQUENCY:

Surprising news but the family that has the swimming pool finds it easier to control children, since they stay home more of the time. Within the next two years, physical fitness via the daily dip will be as routine a part of every suburban summer as the cook-out. Cost for pools will come down in some areas.

SLIMMER AND STRONGER:

Don't be afraid to buy the new plastic zippers, especially if made by Talon. Metal zippers are on the way out and the new Zephyrs are almost invisible, far more flexible and just as strong as any metal zipper.

NEW GAME FAD:

Knob twiddling. You manipulate the picture dials (vertical and horizontal holds, contrast and brightness) for odd visual effects. An expert twiddler can transform a pompous commentator into a surrealistic bowl of fruit or a giraffe. Some parties are giving prizes for the oddest or most attractive "creations."

CHANGE IN SPACE-AGE PROPAGANDA:

Instead of propaganda for the purpose of raising funds for the Moon shot being based on the value to science, the new trend will be propaganda for rocket-firing space platforms and U.S. air cover from outer space in terms of national defense.

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GOOD SHOPPERS' CHECK-UP:

Watch for a new MacFadden book, "How to Lower Your Food Bill." I think it is terrific and while I don't agree that it will "cut several hundred dollars a year" at the check-out counter for a family as claimed, it's definitely worth the price of sirloin-every-Sunday. Some of the chapter headings: "Which Special Is the Phony?", "How to Make Your Own Special," "Who pays for the Premiums?" and "How to Save on Egg and Milk Products." Very good.

ROMAN CHANGES OF WIND:

Two reforming schemes in the Church organization and religious unity, will bring big changes in the Roman Catholic Church in the next Ecumenical Council sessions. Changes already in effect in one Indianapolis Catholic Church: Singing of hymns and preaching in the aisles.

MEDICAL PROFESSION INVADES BEAUTY SALON?

A drug, Mephenesin Carbonate is not only a tranquilizer but tints hair. Four women who used the drug were transformed from brunettes to platinum blonds and the same reaction has taken place in male users. All the subjects were delighted with the effect.

SOMETHING NEW FOR WOMEN'S WARDROBE:

A new yarn that is crush-resistant, and gives a cool rough-linen look without wrinkles is available. Only in top speciality stores but Matchicoulis and Barbacane can be purchased for \$8.00 to \$10.00 a yard, depending on width. The new fabric is already sweeping the high-fashion world.

A NEW TREND FOR FAMILY ENTERTAINMENT!

Watch for drive-in burlesque shows to pop-up around the country.

EASY PHOTOGRAPHY:

I am much impressed with the new Eastman camera. You simply drop a film cartridge--no threading necessary--into the camera and you can do this in bright light. The eleven-ounce camera--measuring four inches by two inches by two and one-half inches--automatically positions exposures, has a pop-up flash holder, a shutter that works at one/ninetieth of a second and shifts automatically to one/forty when flash unit is up. About \$16.00 and film cartridges are available for color, black-white snaps and color slides.

NEW SAFETY DEVICE:

I was very impressed by a campaign throughout Indiana to put "daylight running lights" on automobiles. The light is mounted on the grill of the automobile and burns whenever the car is in operation. It has already lowered the accident rate, vehicular and pedestrian, in Indianapolis. Various civic and service organizations are getting behind it and it is a worthy project for any service organization to promote. Some make a few bucks out of the sales of the device.

STRETCH SUITS FOR MEN:

I tried the new suits made out of stretch material, which will

be in full scale production in the Fall. It is wonderful because pants will not sag in the seat and the suit will flex with the muscles of the wearer, even expanding for a too-hardy lunch.

Because the legs of slacks made out of stretch material do not restrict movement as ordinary materials do, the currently popular "slim" trousers will be trimmed even more. We will go through a fashion phase of leotard-like pants, such as those worn in the 18th Century.

The thing I liked about it is that the material does stretch but does not cling as previous efforts along this line did.

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WHEN GOVERNMENT REPORTS ARE RELEASED IT WILL BE SEEN THAT WE ARE MOVING INTO AN ALL-TIME BUSINESS HIGH.

However, on the basis of my study of planetary cycles, I advise everyone not to get the idea that this is the beginning of the new or prolonged boom.

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PAIN RELIEVER:

A new needle containing two radio-isotopes which emits short radiations will be used in many cases on patients with painful terminal illnesses where major surgery cannot be withstood.

TEEN-AGE MARCH AT THE HEAD:

Any business that neglects teen-agers in the long-range plans is foolish. By 1970 half of the total U.S. population will be under 25 years of age. Of these 13,000,000 will be teen-age girls. Business should plan accordingly.

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FURTHER RACIAL STRIFE QUITE POSSIBLE:

Unless a tremendous effort to bring such matters into the courts are successful, many cities will be scenes of racial strife in the very near future. Alabama will have a tragic University situation in the near future and the state of Virginia will be hard hit by something similar unless reason comes to the fore and enough people see the trend of the future is integration.