

They'll Do It Every Time

By Jimmy Hatlo

BUY A DRESS WHICH HAS JUST A FEW FIRMLY ATTACHED BUTTONS, AND THEY GIVE YOU SOME SPARES—

BUT THE DOZEN-BUTTON OUTFITS NEVER SEEM TO BE FASTENED GOOD, DON'T COME WITH SPARES AND NO CAN MATCH—



Gents Really Putting on the Dog; Three Out of Four Toupees Crewcuts

By H. D. QUIGG
United Press Correspondent

New York—(U.P.)—There's no doubt about it. Gents are sprucing up. They're gaudier all over. Three out of every four toupees sold nowadays are crewcuts.

That's the word from Ben Kaplan, general manager of the House of Feder, longtime hairpiece makers for both sexes, as to what has happened in his firm.

"You probably never thought of a hairpiece in terms of a crewcut," he said. "But 75 per cent of our customers are under age 40. And, if you want to go a step further, 44 per cent are under 30."

"Most people think of a hairpiece as a thing for the old, bald-pated men. It isn't. There's an entirely new trend—to younger men. We've moved into a younger market."

New Trend
"And as you know, there's a whole trend toward male glamor now. Men are being encouraged to wear gaily colored shirts, Bermuda shorts, scented lotions, showier clothes. And let's face it, the male in the animal kingdom is always the gaudier sex. We're just reverting to nature in showing off."

Well, uh, Mr. Kaplan, since you advocate false tops for men as a point of better grooming, do you also advocate, as a point of better styling, that ladies should... well, umh... put up a false front?

"I don't see any analogy there at all," said Kaplan briskly. "Now as I was saying, we're get-

ting away from the old popular concept of the toupee. You know what I mean—the old gay-nineties, barbershop version of a hairpiece with a part in the middle, which was a dead giveaway. It looked like a toupee. And it wasn't secure."

Kaplan was asked if it was true that bald-headed gents secretly dread the possibility that their toupees will fall off in the middle of a passionate love scene.

No More Fears
"Research has shown that customers experience these fears prior to purchasing a modern hairpiece," he said. "In the old days, jokes about losing your hairpiece were literally true. Nowadays they can be slept in, swum in, worn in a hurricane."

Mr. Kaplan, you advocate sleeping in them?

"Yes, I slept in mine last night, as a matter of fact," he said. "People have told us they've kept them on for weeks at a time, although I would not think that would be too hygienic. But you don't have to take them off every night. Also, you might like to know that in World War II one of our hairpieces was torpedoed—that is, was on a man who was on a boat that was torpedoed—and came out of the ocean secure on its head."

Chicago Bank Sets Up Teen-Age Loan Fund Headed by Youngsters

Chicago—(U.P.)—The latest in high finance is the banker who wears a crewcut or bobby socks.

For example, Judy Redman, 16, She's secretary of the First Commercial Bank's "teen age loan fund."

The bank set up the fund a few months ago as an expression of faith in the character and integrity of teen-agers.

"We're convinced that the majority of today's teenagers are responsible, level-headed youngsters," said bank president Harold H. Stout.

"And we're backing up this faith in youngsters with cash loans."

The fund consists of \$1000 set aside for loans to high school students, who may borrow up to \$50 without co-signers or collateral.

The fund is administered by three high school students—Edward Andurs, 17, chairman of the board; Dick Sjolund, 17, treasurer, and Judy.

Adult Advisor
An adult bank official sits in on their meetings to advise them on bank procedures.

To get a loan a youngster must submit a written application. If the board feels that he's a good risk and wants the money for a worthwhile purpose, the loan is granted.

The borrower must pay 3 per cent interest, considerably lower than the usual rate. But it teaches him that banks don't give money away.

Howard K. Hurwith, board chairman of First Commercial,

said the plan has been "an unqualified success."

"To date, every teen-ager who has received a loan has met his obligations on time, or even ahead of schedule," he said.

Hurwith said the plan has created interest elsewhere.

"The Ann Arbor Bank at Ann Arbor, Mich., has adopted a similar plan," he said, "and the Kansas State Bankers Association is considering adopting the program on a statewide level."

Pet Library for Youngsters Planned

Oakland, Calif.—(U.P.)—A "pet library" is expected to be in full operation within a short time.

Youngsters with an interest in fauna will be able to "check out" many types of animals that they would not normally have access to—monkeys, salamanders, squirrels, white mice, opossums, snakes and de-scented skunks.

The only stipulation for this mammalian lend-lease program is that an adult must accept responsibility for the borrowed animal.

The "library," which will provide instructions for the care and feeding of each borrowed creature, will be operated to some degree on a donation basis. Its first inhabitant—a small fox—has already caused great excitement, and civic minded officials hope that this is a sign of future success.

POLIO CASES DECLINE

Washington—(U.P.)—The Public Health Service said that 459 new polio cases were reported last week, a slight drop from the previous week.

An experimental diet containing 50 per cent protein and several antibiotics produced kittens that grew better and were healthier than a control group.

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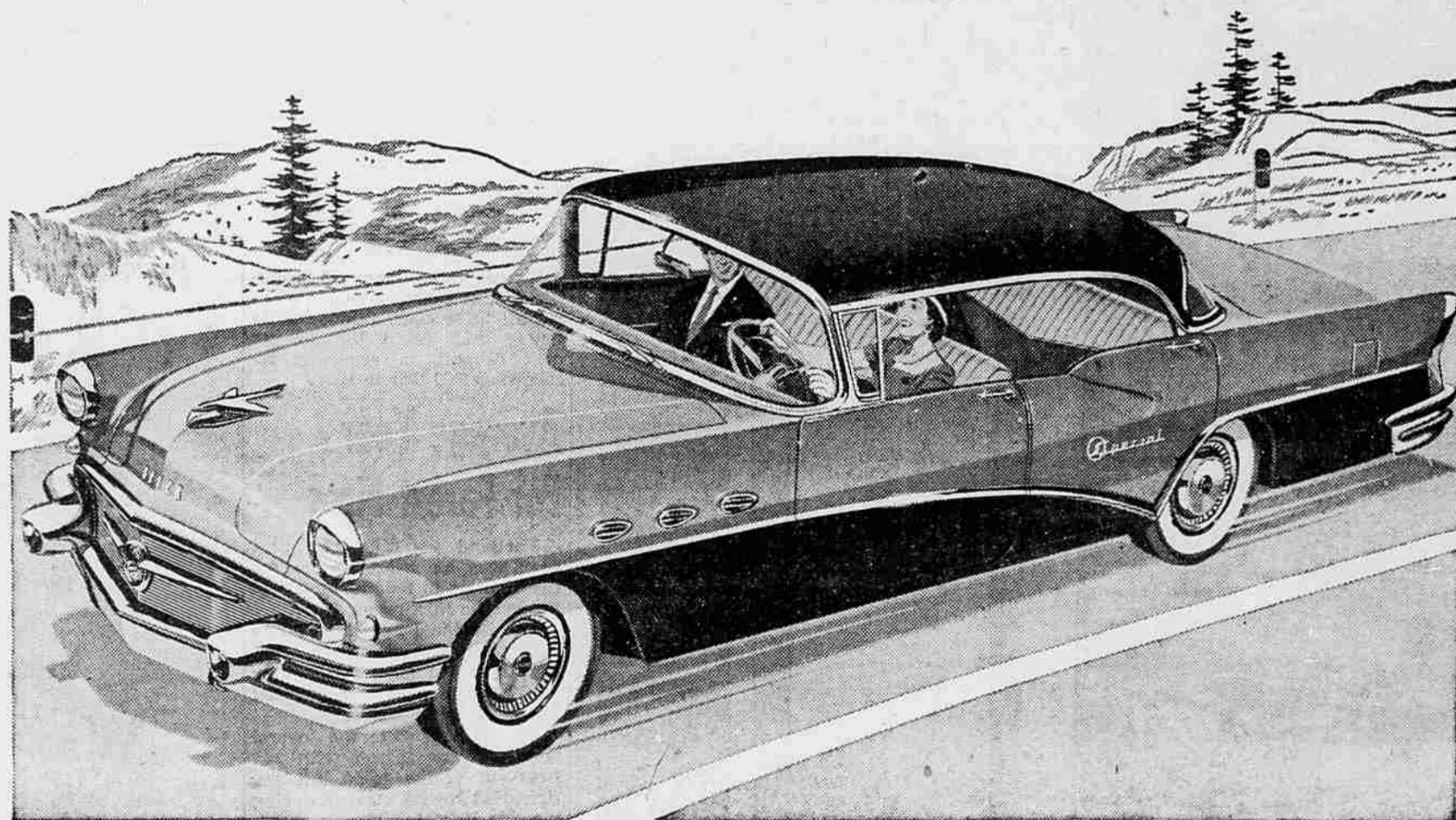
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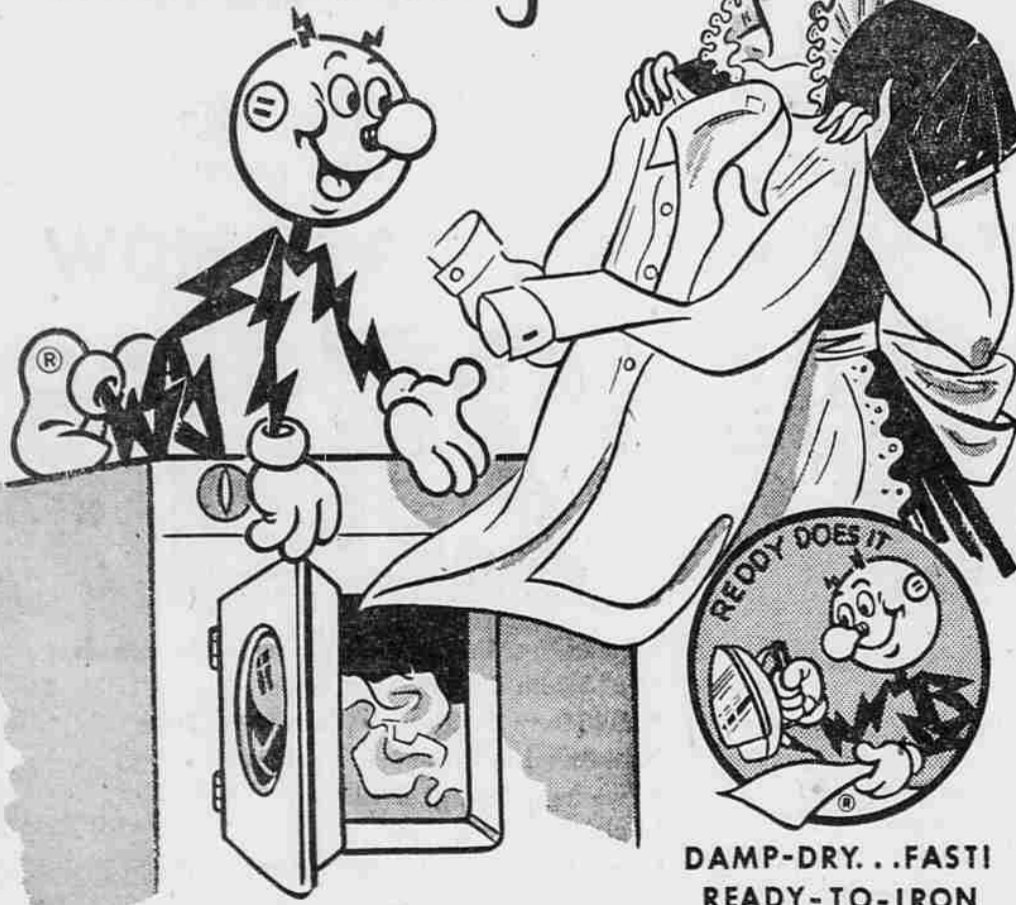
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