



HAIRDO CHECKED—Hairdresser Sylvia of 11a attends to the hairdo on the mannequin representing Mrs. Jacqueline Kennedy, as another mannequin of President Kennedy stands alongside. The "personality manne-

quins," by Tero, Inc., are for use in retail stores. It's the first time a president and his first lady have been made up and sold as dress and suit display figures. (UPI Telephoto)

Jacqueline Kennedy's Image In Country's Store Windows

New York — (UPI) — A paint and plastic image of Mrs. Jacqueline Kennedy is staring into the street today from store windows across the country.

In some of them, she's standing beside a toothy store dummy with the head, and name, of President of John F. Kennedy.

And only a blizzard, it ap-

peared, prevented a pair of the mannequins from presiding over a "little inaugural ball" at a swanky New England country club during the week end.

There's nothing unusual about the use of such "reasonable facsimiles" of the president or other respected individual in store windows celebrating a patriotic event,

display firm executives said here. Normally they're made of plaster for such special displays, however.

Tempest Stirred

No one could recall a previous president and first lady who had been made up and sold (\$150 each) as dress and suit display figures. Which may be just because it's a long time since a president's lady has been both a tall, mannequin size 10 and a spectacularly fashionable figure.

It's stirred up something of a tempest about good taste in a fashion world already brimming over with "Jackie Kennedy hats" and "Jackie Kennedy hair-dos" and the overall "Jackie Kennedy look."

Had "Informal Clearance" Steve Carano, president of the mannequin firm which put the president and first lady's names on the models, is hurt by the question. He had "informal clearance" from a "proper source" close to Kennedy, Carano said. "We certainly made it in good taste. I don't know how it's any different from all the newspaper ads and every young girl in the street trying to look like her. Mrs. Kennedy is the biggest thing in fashion today. We tried to compliment her."

A competing mannequin manufacturer said his firm would have no Mrs. Kennedy model — "We thought it was in rather bad taste." But another said his company certainly does have one, sculpted from photographs. They are holding it off the market for six weeks, he said, and then will sell it simply by model number — no name attached — like any other mannequin.

Name of Chemical Is As Long as Alphabet
Akron, Ohio — (UPI) — Bromochlorodifluoromethane, a word as long as the alphabet, didn't turn up in a chemist's nightmare.

It is a processed liquid patented by the Firestone Tire

Motor Hotels Big Business In Heart of American Cities

By HENRY J. BECHTOLD
UPI Financial Editor

New York — (UPI) — Motor hotels now are booming in the last place they once might have been expected to flourish — in the heart of America's big cities.

And the new super expressways in the big cities are responsible

Henry Bechtold for this switch. Highway travelers have stopped shunning the downtown areas of big cities and now prefer to spend the night in a center-of-town motel easily reached via these new expressways and throughways.

No longer is a cornfield considered an ideal motel location, according to Robert L. Stuart, manager of Chicago's Lake Tower motel, located at the edge of the loop. And where motel property was once bought by the acre, it now is purchased by the

square foot in prime downtown locations.

Driver's Delight
It was not the cities the travelers were avoiding, it was the congested streets, Stuart declared. He said motorists who reluctantly passed up an opportunity to see a big city because it would have meant fighting city traffic now are pouring downtown since the expressways have

turned from a chore into a driver's delight.

Once downtown, these motorists look for the same motel convenience, informality and contemporary luxury they would want if they stayed on the highway.

They find it in the new downtown motels, according to Stuart, along with a few big-city twists. The Lake Tower, for instance, has an under-

ground garage and elevators to take guests to their rooms.

Tourists Get Bonuses.
In coming to the center of the city, tourists get some extra bonuses, such as less noise than at highway or airport motels since the downtown area usually is deserted at night. And for those that may want it, entertainment is close.

This does not mean that

the new city-style motel is merely a hotel built late

enough in the auto age to have its own garage, Stuart said. "It is most definitely a motel, keyed to the needs of a nation on wheels."

Where hotels often blend into other city buildings, motels are architecturally designed with eye-catching exteriors. It is an idea that began on the highways to at-

tract attention of passing mo-

torists, and it works just as well in the heart of town, the motel manager said.

Motels are springing up all over the downtown district of Houston, Minneapolis, Denver, St. Louis, Omaha, Washington, Atlantic City, Wichita, Tucson, Phoenix, Cleveland, Memphis, Birmingham, San Diego, Dallas and San Antonio.

Forest Fertilizer Research Started At Oregon State

Corvallis — A new long-range research project on forest fertilizers has been started by Oregon State college, and leaders see good possibilities for the future in speeding tree growth.

Dr. C. T. Youngberg, forest soils scientist in charge of the project, pointed out that fertilizers have helped bring advances in agriculture, and he anticipates they can do the same for forestry.

Youngberg has received two special grants to help get the extensive fertilizer studies under way. One will be used for work in Eastern Oregon on ponderosa and lodge pole pine. The other will be for testing various types of nitrogen fertilizers on fir and pine seedlings and old stands as well.

The studies with pine will be done predominantly in Deschutes, Klamath and Lake counties with the U. S. forest service, Weyerhaeuser company and Brooks-Scanlon, Inc., cooperating.

Oregon has some 11½ million acres of ponderosa pine or mixed pine forests and little has been done to date on possibilities for using fertilizers, Youngberg noted.

OSC studies will include tests with various levels and combinations of nitrogen, phosphorus, potassium, sulfur, boron, and molybdenum. Spring and fall applications will be compared.

Coupled with the field tests, Youngberg has greenhouse experiments under way in an attempt to develop information on symptoms of nutrient deficiency. Work is planned also to determine basic levels of nutritional requirements.

Various types of long-lasting nitrogen fertilizers will be tested in the second phase of the project. Special attention will be given to fertilizers applied at the time seedlings are planted to give them a "fast start" in life.

Helping Youngberg in the studies is Wesley Chichester of Cheshire, Conn., graduate research fellow in forest soils.

Higher Education Board Plans Crackdown

Portland — (UPI) — The State Board of Higher Education plans to crack down on racial bias in fraternities and sororities at University of Oregon and Oregon State College.

The board has decided that it will withdraw recognition after Jan. 1, 1963, of any fraternity or sorority required by its national charter to practice racial or religious discrimination in choosing of members.

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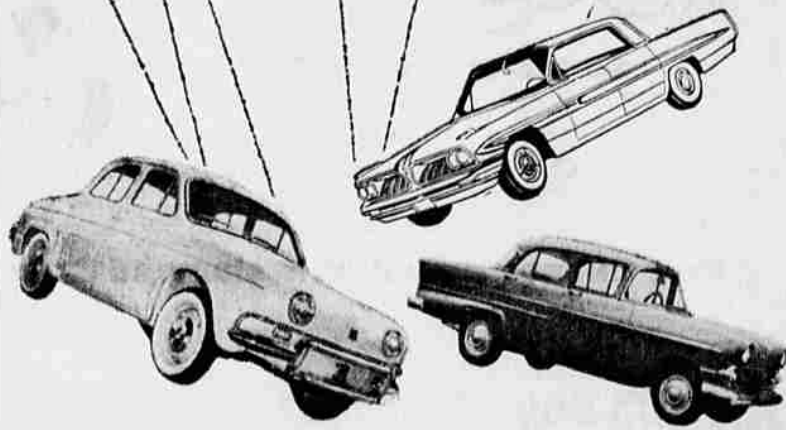
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