

'Luxury' Appears To Be Vogue For Average American in 1960s

By HENRY J. BECHTOLD
UPI Financial Editor

New York — (UPI) — Leisure became a byword in the American standard of living this past decade, and it now appears that "luxury" will be the vogue of the average American in the 1960s.

One of the nation's oldest Henry Bechtold liquor importers reports that luxury items are selling better than ever, and they are selling to a broader base of people.

Julius Wile Sons & Co., Inc., discovered this during an intensive marketing survey which was prompted by an "interesting" change in the sales graph of one of its important products.

The graph showed that the bulk of the sales of a rather popular cordial was shifting to the moderate-priced stores and bars. Until recently the company had pegged its promotional efforts on this product to the finest hotels and liquor stores.

Gracious Living
The survey disclosed that the average American now is interested in "gracious living." The company stressed that this trend was not just confined to imported cordials.

The average housewife is buying and preparing more unusual, exotic foods; she is

concerned with more expensive Paris fashions; and replicas of fine sculpture and paintings are finding their way into more "average" homes.

The reasons for this broadening of the base of fine living are many. The average family income, for example, has gone up appreciably in recent years, freeing added dollars for non-necessities.

European travel no longer is a monopoly of the rich — one million Americans are expected to visit that continent this year.

Dring Tastes Back
Julius Wile said these people not only acquire a taste for certain niceties of living while abroad, they bring these tastes back with them and influence their friends and neighbors.

The mass communications media also have a part in popularizing many aspects of good living, heretofore unknown to many average families.

And the greater availability and lower price of fine, well-publicized imports also have contributed to the picture.

This new economic reality, the firm said, has forced the luxury importer to orient his sales and distribution efforts to nearly all of the American people.

Required Basic Change
This certainly has required a basic change in the thinking of the Julius Wile firm, according to its president Richard Blum. While the firm is

not yet mass merchandisers, Blum said it certainly is not a purveyor of an unusual product to a chosen few knowledgeable.

The market of the luxury importers is the vast middle-income class, he stated, "and we are learning to sell that market."

Inadvertent Libel Law Repeal Voted

Salem — (UPI) — The Senate Judiciary Committee has voted to repeal Oregon's inadvertent libel law.

As it now stands, the law prevents collective or punitive damages for libel if subsequent corrections or retractions have been published.

The committee had been considering a bill to amend the law, but tabled that measure in favor of doing away with the law altogether.

Sen. Anthony Yturri (R-Ore.) cast the only dissenting vote.

Communist Leaders View Laos Situation

Moscow — (UPI) — Military and political leaders of the Communist world met within the walls of the Kremlin Tuesday to discuss "measures to strengthen Red combat capacity" and enforce demands for "restoration of the neutrality of Laos."



DAMAGES AWARDED—Damages of \$180,000 have been awarded to Kenneth M. Kudson, a 9-year-old Portland boy who received an anti-Polio inoculation on April 20, 1955, and soon thereafter developed a general paralysis of the entire body which left him permanently disabled. Cutter Laboratories of Berkeley, Calif., who have claims outstanding to the tune of \$11 million on similar charges, was ordered to pay the damages. The youth is shown in his home, displaying his artistic talents to his sister.

(UPI Telephoto)

THE CURRENT RAGE

New Spring Hair Styles Show Trend To Furnishing of Chemical Elements

By DICK WEST

Washington — (UPI) — Last year about this time I attended a showing of new spring hair styles and came away greatly encouraged.

Hairstylists, I observed then, had about quit trying to make American girls look like Italian boys and were tending toward more "natural" lines, whatever they are.

In the past few months, however, I have noticed some rather alarming trends. So when the 1961 hair style show opened here this week, I dropped by to see what was in the wind.

Consequently, I can tell you that about the only thing that nature has to do with hair styles this year is to furnish the chemical elements for the tints and sprays.

Apricot glow, pink silver, frosty platinum and baby beige — these, so help me, are the names of some of the colors that women will be tinting their tresses with.

Rainbow Hues
And some of them, so help me further, will be using more than one color at a time, thus giving their hair a tri-toned effect, like brick ice cream.

In one corner of the exhibit hall, I saw a hair dresser demonstrating what he described as a "figure eight" coiffure. He took a model who was sort of an off-blond and lumped up her hair so that the ends cascaded down over her forehead.

Then he tinted some of the descending strands a pinkish color and some on the other side a purplish hue. The result looked like champagne laced with cherry and grape flavoring.

Watching this made me feel kind of queasy, so I relinquished my seat and went over to have a chat with Andre Anouge of Paris, who once won two international hair styling contests in a single day.

"Whatever happened to the ponytail?" I asked, hoping to impress him with my ability to talk shop.

The Current Rage
Anouge ignored the question but I subsequently was able to draw him into a discussion of the latest trends. From it I learned that the big thing nowadays is a hair-do that resembles an artichoke.

I had some trouble understanding Anouge's accent, but I distinctly heard him say "artichoke."

Thus, in just a few short years, the pattern for female hair styles has changed from Italian boys to livestock to vegetables, with a detour, by

way of the beehive, into insects.

Another hair stylist told me that there is a trend toward darker hair this season.

"I don't know if Mrs. Kennedy had anything to do with that," he said.

I suppose the showing made me hair conscious because I noticed when I got home that night that my wife's hair looked as though she might have been standing on her head all day.

"When are you going to get your hair fixed?" I asked.

"I just did," she replied.



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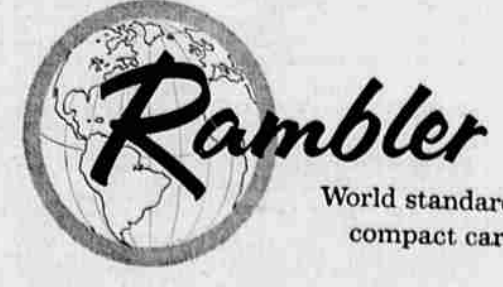
...or into one of the small compacts

but

if you want to seat six adults in comfort



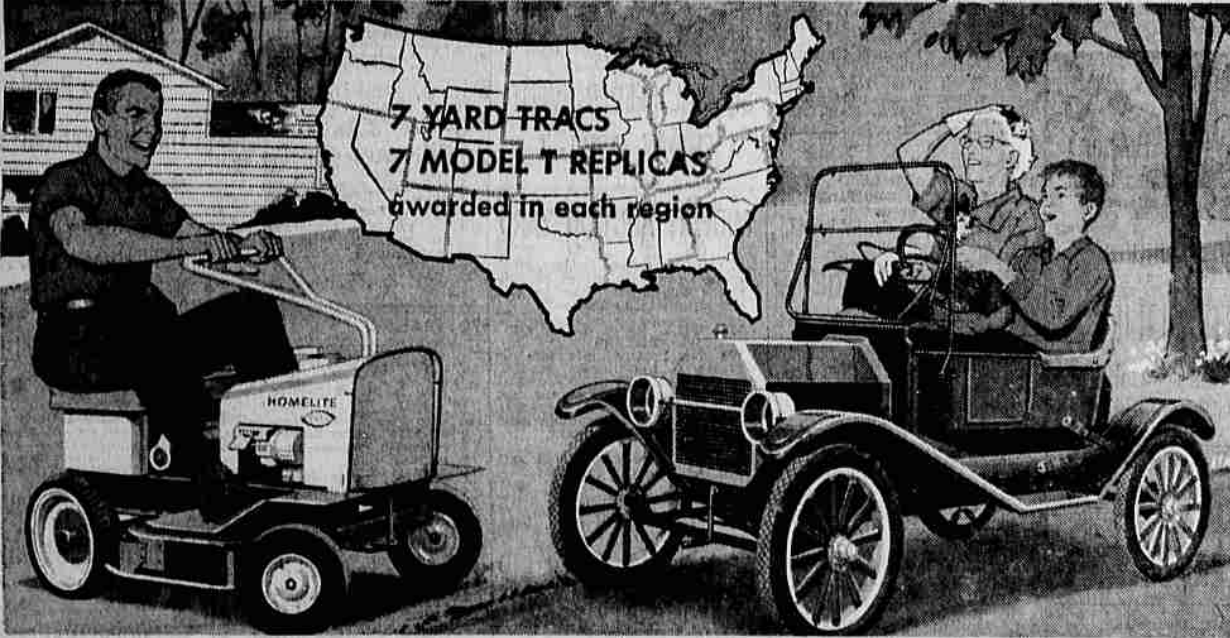
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