

YOUR MOVE

motel rooms, but will stay abed while the Boeing is parked in a remote part of the airport for the night. After a continental breakfast, they'll be fresh and ready to attend a meeting or take care of other important business.

On the return trip they will leave L.A. at nearly midnight and will be able to spend their five hours aloft in bed. The alternatives are the current late-night L.A.-to-New York red-eyes, or daytime flights, which, with a 9 A.M. departure, get passengers into New York at dinnertime, with the whole day shot.

"There may well be a market for this," says one airline industry stock analyst. "In a deregulated environment, we're going to see ventures such as this popping up all over the place as the airlines try to segment the market. And I've learned that you never reject anything in the airline industry. Everybody laughed when in-flight movies were first proposed, remember?"

If Leonard Greene's flying hotel gets the go-ahead, you could be crossing the U.S. flat on your back by mid-1981—for a fare as high as \$1000 each way. After that, Greene expects to expand it to London and Paris (aircraft with sleepers already fly some Pacific routes). The rich will take the Concorde, but the richer will go by flying hotel. —Stephan Wilkinson

UNCLE SAM GOES CO-OP

The development of consumer cooperatives (customer-owned enterprises) has until recently been blocked by a major obstacle: the lack of capital necessary to establish new co-ops. But now the federal government has gone into the co-op loan business, and cooperatives are expected to blossom on every side in the years just ahead.

The loan program is being handled by an independent government agency, the National Consumer Cooperative Bank, which will potentially provide a hefty \$300 million in loans at the market rate and \$2 million more in technical assistance, primarily for food, housing, and health co-ops, over the next five years.

Food-store cooperatives may have the largest potential. While as recently as four years ago food prices held



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steady, now they're shooting up at 18 percent a year. But by emphasizing the cheaper, unprocessed foods such as whole grains, fruits, and vegetables, co-ops have been successful in keeping prices down.

Shanti Fry, the bank's director of cooperative membership development, expects the co-ops to continue a recent trend to reopen the many inner-city stores abandoned by major supermarket chains, thus making co-ops accessible to the people who need them most. Fry also predicts lower-income renters will use the bank to purchase and run their buildings cooperatively—a move open to few now because of the capital required. In addition, the bank plans to help start cooperative auto-repair shops, day-care centers, legal aid clinics, and various energy and conservation services.

Now that capital for cooperatives will be available, the major problem that remains is ensuring that the various cooperative members continue to cooperate. As Fry wryly observes, "Autocracy is always easier than democracy." But she is confident that the lure of greater benefits at a lower cost should sustain the cooperative spirit. —John Sedgwick

ON THE HORIZON

• A way to get even less exercise out of golf. The microprocessor has enabled a manufacturer to squeeze California's

famed Pebble Beach course into a booth. You whack the ball into the backdrop, and the computer tells you where your shot would have landed on the actual course. No rain, no wind, no walking, no sweat—you thought it couldn't be done.

• An airport computer that finds you hotel accommodations. Visomat, at Tel Aviv's Ben Gurion airport, provides a 24-hour linkup with 60 hotels and guesthouses, plus access to car-rental and travel agencies and airlines.

• Caviar from the Hudson River. The Romanoff Caviar Company of Teaneck, New Jersey, is testing the roe of Atlantic sturgeon that spawn in the Hudson. The researchers say the home-grown caviar is free of any contamination.

• A big band revival on radio. "The Music of Your Life," a 24-hour-a-day syndicated program featuring Goodman, Shaw, and the Dorsey brothers, is netting rating jumps as high as 1,067 percent for 30 stations from Boston to Hawaii. Producer Al Ham, a former bass player for Artie Shaw, says that, unlike background Muzak, this new approach demands emotional involvement. He calls it "foreground music."

• Microelectronics for downhill racers. West German and Swiss manufacturers have demonstrated an SOS transmitter that fits into the sole of a ski boot and is powered by perspiration. Also in the works: an electronic ski binding using microprocessors to analyze the wearer's skill, style, and fitness.

• Wedding vows on videotape. Hidden cameras and microphones are getting Texas weddings down on videotape. Expect to pay at least \$200 for coverage when the service opens in your neighborhood. ■

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