



TOMORROW: A PROPHECY CONTINUED

## SHOWCASE FOR SHOPPERS OF FUTURE

The eager young salesman on the flying platform at left is introducing his potential customers to the wares of 1975. From the family helicopter (top shelf) to the replaceable plastic heart (bottom shelf, right) the goods on display give the premises the look of a shopful of dreams. But many of the items—like the various aircraft and the automated highways—are already on the drawing boards. Everything else shown here is an estimate based on present population growth and current consumer trends projected for 1975 by the Research Institute of America under the guidance of Executive Director Leo Cherne.



LEO CHERNE

The Institute's basic over-all prediction is that in 15 years, given a peaceful world, America will be a consumer's utopia. By 1975 more Americans (230 million) will have more money (average national family income up from the present \$5,000 to \$7,500) and more time to spend it (15% fewer work-hours, 50% more holidays). Technology and salesmanship and industry will conspire to make every American's life safer and easier. Rockets will whisk special delivery mail anywhere in the world and relay stations on orbiting space satellites will speed his radio messages on their way. Electronic devices will cook his food faster, purify his air supply, diagnose the weather and also his health. If something goes terribly wrong with his insides, tiny, complex self-powered spare human parts— hearts, kidneys and livers—will be available.

The American of 1975 will travel—and then some. On long hauls electronic guides will keep his car on the road. If he feels like going on foot, moving sidewalks will help him glide around town. For foreign trips he will have a choice between giant jet airliners shuttling across the world at 1,500 mph or giant ocean liners (already in the planning stage) which will serve 6,000 passengers cafeteria-style meals and get to Europe in four days for just \$50 fare. Along with regular commuter helicopters, the family helicopter will be as attainable as a fancy convertible is today.

With 45% more young people and 25% more old people than today, schools will be running on night and day schedules and spare-time pursuits will boom astronomically. With so much time and cash people will turn to cultural diversions like painting and amateur theater, and hobbies as costly and complex as home astronomy or making stained glass. If all else fails the American of 1975 will be able to fall back on good old television by then adapted to low-cost tape so that the viewer can choose his own program by slipping a taped show into the machine.

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