

* TREND SPOTTER.



➤ **Bye-bye, greenback.** If current legislation passes in Congress, the dollar bill will be yanked from circulation and replaced by a dollar coin. Although the mint would ultimately decide whose face would grace the coin, the General Accounting Office calls for it to be quarter-size and gold in color. "Public opinion is against it," says Nye Stevens of the GAO. "But the public has no choice." The public can, however, keep an eye on mining companies, vending-machine outfits, and transit companies: All three industries are lobbying for the coin.



➤ **Like hemlines,** car colors soar and sink in popularity. Right now, earth tones and deep hues like midnight blue are in vogue. But new car buyers might think twice before driving off in the mocha-bean colored sedan, cautions Charles Vogelheim, editor of the Kelley Blue Book Used Car Guide. "I'm not convinced those earth tones will be popular down the road in the resale market," says Vogelheim. "I also think teal will peak out and lose its appeal." Safe bets? Red, black, and white cars never go out of style.

➤ A rose may be a rose by any other name, but a company definitely gets a little extra investor attention when it changes its moniker. Professor Chiranjeev Kohli of California State University at Fullerton and intellectual-property lawyer Thomas Hemnes studied the 666 name changes made by NYSE-listed companies between 1960 and 1991. In the short term, they found, a name change often affects a company's stock price—sometimes for the better and sometimes, when investors

think a new name signals corporate uncertainty, for the worse. "When a company changes its name, it signals that something big is going on inside," Kohli says. "Either they are restructuring or repositioning or just looking for a new image."

3 "We don't." So say more Women. The Census Bureau reports that the proportion of females between 25 and 34 years who have never married nearly tripled from 9 percent in 1970 to 26 percent in 1993.

➤ **Crashing for cash is the latest trend among insurance fraudsters.** According to a study released by the Insurance Research Council, the ratio of auto-injury claims to property claims has jumped 64 percent over the past ten years. Staged auto accidents aren't the only schemes for profit. Some folks just fake whiplash or inflate damages following a fender bender. In fact, a 1993 IRC poll found that 8 out of every five adults think it's okay to pad an accident claim.

➤ **Expect to hear more pleas for cash from the nonprofit sector. Fiscally troubled cities, such as Philadelphia and Buffalo, New York, are pressuring charities to pay taxes on property or municipal services for the first time. That, according to nonprofit specialists, will mean higher fees at some colleges and hospitals and lots of additional fund-raising.**

STAKING CLAIMS		
(Loss in billions)		
Property and Casualty Insurance Fraud Each Year		\$20.0
Hurricane Andrew 1992		16.5
Oakland Fire 1991	4.2	
Blizzard of 1993	1.6	
Los Angeles Riots 1992	0.8	

Source: National Insurance Crime Bureau

—Monica Corcoran