

It's a pleasure to do business in ultramodern "Kongresshalle" international convention center (top), in Berlin's beautiful "Tiergarten". Steeped in romantic history, Heidelberg Castle (bottom) is just one of the "Old World" sites to

be seen by visiting American businessmen and their families — as is Hamburg (right), West Germany's largest industrial city, with its fine network of waterways, canals and bridges connecting the streets and sections of the city.

Was it business or pleasure? That's what more and more American businessmen are asking themselves as they return home from Germany, delighted by that "Old World" country's new and unconventional approach to conventions.

Spurred by the introduction of "jumbo" jets and economic flight packages, increasing numbers of American companies are discovering what Europeans have known all along: that Germany has some of the most extensive, well-equipped and attractive convention, congress and sales meeting facilities in the world.

And, despite the wide variety of convention sites available (meetings may be held in sophisticated cities, invigorating health resorts, or picturesque smaller towns), each boasts a uniformly high standard of technical and organizational know-how, as well as a decided expertise in conducting after-business diversions the whole family can enjoy together.

In addition to the lure of its unrivaled scenery, cultural tradition and advanced technology, Germany has many more places to recommend it as an international convention center.

Along with its highly developed and decentralized meeting facilities, Germany offers business visitors its central European location, direct air-

HERE'S WOW!



BY HELPING HIM TO BY APPOINTMENT ON HIS ASSETS, YOU CAN AID A TIMID OR SHY CHILD TO BUILD HIS SKILLS. HIS REINFORCED FEELING OF COMPETENCE IN STRONG AREAS WILL SPREAD TO THOSE IN WHICH HE IS DEFICIENT.



THERE'S NO NEED TO GO OVERBOARD ENTERTAINING YOUR CHILDREN'S FRIENDS WHEN THEY COME TO VISIT. YOU'LL HAVE A LOT TO GIVE IF YOU KEEP A COOL HAND FOR THESE THIRTY LITTLE CITIZENS.



WHEN TELEPHONING LONG DISTANCE, YOU CAN CUT DOWN ON COSTLY OVERTIME CHARGES BY GETTING DOWN THE MAIN POINTS YOU WANT TO TALK ABOUT BEFORE YOU DIAL.



MADE IN AMERICA, THE WORLD'S LARGEST BULLDOZER WEIGHS 67 TONS... IS 67 FEET LONG... AND IS DRIVEN ON 6 TIRES ALMOST 3 1/2 FEET IN CIRCUMFERENCE!



WIRES AND COMMUNICATION HAVE MORE TO DO WITH EACH OTHER THAN YOU MIGHT THINK. AN INTERNATIONAL TELEPHONE AND TELEGRAPH SUBSIDIARY, PETERS AND RUSSELL, INC., IS CAUSING INFLATION WHEREVER PEOPLE DRIVE "AS THE WORLD'S LARGEST MANUFACTURER OF AUTOMOTIVE TIRE PUMPS!"

WISTFUL THINKING

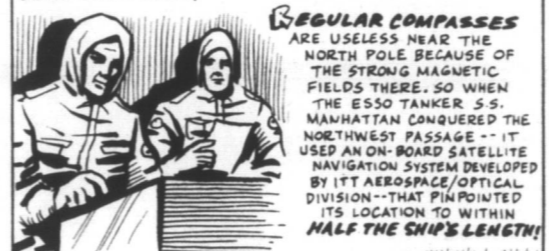


Like millions of other youngsters in underdeveloped lands, this Honduran boy dreams wistfully of a better life. One bright ray of hope is Catholic Relief Services, which aids the poor in more than 70 countries. But the need for overseas available resources. You can help young dreams come true by sending a contribution to the nearest Catholic church or to Catholic Overseas Aid, Empire State Building, New York, N.Y. 10001.

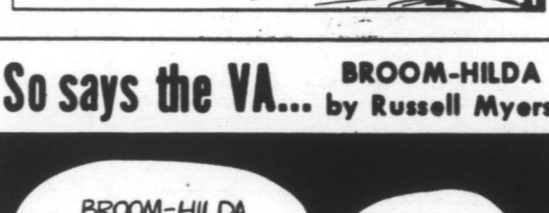
LET'S COMMUNICATE!



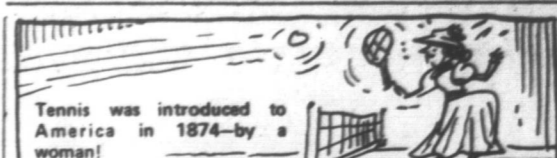
ONE OF THE MOST COMPACT AND CONCENTRATED COMPLEXES OF ELECTRONIC EQUIPMENT IN THE WORLD CAN BE FOUND ABOARD THE APOLLO TRACKING SHIP USNS VANGUARD. OPERATED AND MAINTAINED BY IT'S FCC SUBSIDIARY, THESE 445 TONS OF GEAR... SUPPORT ALL APOLLO FLIGHTS... AS THE SPACECRAFT ENTER EARTH ORBIT!



REGULAR COMPASSES ARE USELESS NEAR THE NORTH POLE BECAUSE OF THE STRONG MAGNETIC FIELDS THERE. SO WHEN THE ESSO OILER S.S. MANHATTAN CONQUERED THE NORTHWEST PASSAGE... IT USED AN ON-BOARD SATELLITE NAVIGATION SYSTEM DEVELOPED BY IIT AEROSPACE/OPTICAL DIVISION... THAT PINPOINTED ITS LOCATION TO WITHIN HALF THE SHIP'S LENGTH!

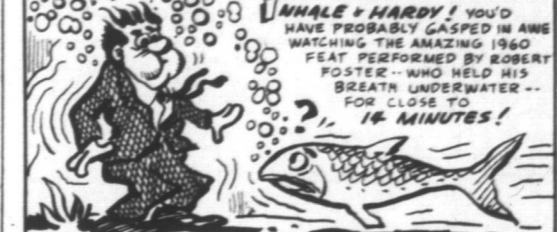


SERVING PEOPLE AND NATIONS EVERYWHERE, INTERNATIONAL TELEPHONE AND TELEGRAPH HAS YET ANOTHER DIVISION... WHICH IS THE ONLY COMPLETE SUPPLIER OF A RADIO NAVIGATION SYSTEM... CALLED TACAN... IN USE THROUGHOUT THE WORLD!

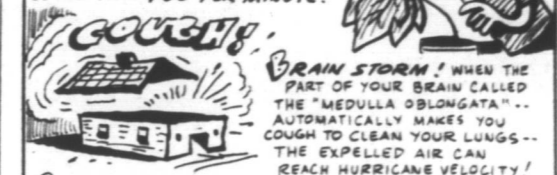


Tennis was introduced to America in 1874—by a woman!

BREATHTAKING EXPERIENCES



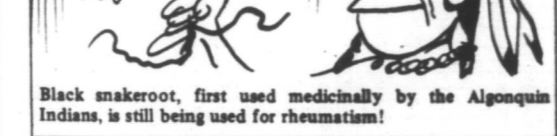
UNWHALE & HARDY! YOU'D HAVE PROBABLY GASPED IN AWE WATCHING THE AMAZING 1960 FEAT PERFORMED BY ROBERT FOSTER—WHO HELD HIS BREATH UNDERWATER... FOR CLOSE TO 16 MINUTES!



WHAD'E SAY? UNTOTORED SPECTATORS AT RHODESIAN TOBACCO AUCTIONS NOT ONLY FIND IT IMPOSSIBLE TO UNDERSTAND THE AUCTIONEER'S... BUT ARE LEFT WONDERING HOW THEY BREATHE BETWEEN WORDS... SHOUTED AT BETTER THAN 400 PER MINUTE!



COUGH! BRAIN STORM! WHEN THE PART OF YOUR BRAIN CALLED THE "MEDULLA OBLONGATA"... AUTOMATICALLY MAKES YOU COUGH TO CLEAN YOUR LUNGS... THE EXPELLED AIR CAN REACH HURRICANE VELOCITY!



SAFETY FIRSTS! HEALTH CONSCIOUS HOME CRAFTSMEN AND FARMERS CAN TAKE ADVANTAGE OF NEW AND INGENUOUS SAFETY PRODUCTS FIRSTS... LIKE THE VARIETY OF LOW-LOST SAFELINE RESPIRATORS FROM AMERICAN OPTICAL CORPORATION... THAT PROTECT THE LUNGS AGAINST DUST, MIST, SPRAY AND VAPORS... FROM SAWING, GRINDING, PAINT AND INSECTICIDES!



Black snakeroot, first used medicinally by the Algonquin Indians, is still being used for rheumatism!

Salute to Cats and Kittens.



JUNE HAS BEEN NAMED CAT AND KITTEN MONTH. A TRIBUTE TO THE NATION'S 21 MILLION PET CATS AND THE MANY OTHERS WHO NEED HOMES. JUNE IS AN IDEAL TIME TO ADOPT A CUTE KITTEN AT THE ANIMAL SHELTER.



CATS COME IN A VARIETY OF SHAPES, SIZES AND COLORS. ONE OF THE MOST UNUSUAL IS THE REX, A PURE-BRED CURLY COATED CAT. CAT FANCIERS BUY OVER 300,000 PEDIGREED KITTENS A YEAR AND HOLD 200 CAT SHOWS.

TELL ME



IS IT ACTUALLY DARKEST BEFORE THE DAWN?

NO! LONG BEFORE ANY LIGHTENING OF THE SKY CAN BE SEEN, THE DARKNESS HAS FADED SOMEWHAT, WHILE THE SUN IS STILL WELL BELOW THE HORIZON!



HOW MANY LETTERS IN THE HAWAIIAN ALPHABET?

ONLY 12... THE 5 VOWELS AND THE CONSONANTS H, K, L, M, N, P AND W.



HOW MUCH GRAPEFRUIT DOES AMERICA PRODUCE?

97% OF THE WORLD'S SUPPLY OF GRAPEFRUIT IS GROWN IN THE UNITED STATES!



WHEN A PERSON BREATHES THROUGH ONE'S NOSE IN ZERO WEATHER, DOES THE FREEZING AIR CHILL THE LUNGS?

NO! AIR ENTERING THE NOSE IN FREEZING TEMPERATURE IS WARMED TO SUMMER HEAT BY THE BLOOD BEFORE IT REACHES THE LUNGS!



PRATTLE & TATTLE YOU'D BE SURPRISED, LADIES, WHAT A DIFFERENCE THESE INCUBATORS MAKE.



WE CAN HATCH OUT TWO OR THREE HUNDRED CHICKS A WEEK. GOOD GRACIOUS!



HOW DO YOU MANAGE TO FIND NAMES FOR THEM ALL?



THE FIZZLE FAMILY



So says the VA... BROOM-HILDA

by Russell Myers

BROOM-HILDA, DID YOU KNOW THAT VOCATIONAL REHABILITATION AND TRAINING IS AVAILABLE FOR DISABLED VETERANS WHO NEED IT?

DO YOU THINK THEY COULD REHABILITATE SOMEONE SUFFERING FROM SEVERE UGLINESS?

If you think you'd like to make more of your skills, think about the Army Reserve.

HOW TO MAKE YOUR WIFE A WIDOW

You may be well on the road to making your wife a widow — without knowing it! If you're not yet a candidate for membership in the Coronary Club, you can become one soon by assuming the role of one of the following short-lived characters:

- The Workhorse.** This part is a snap; all you have to do is try to get to the top in the shortest possible time and put your job ahead of all personal considerations. Go to the office evenings, Saturdays, Sundays and holidays. Or, at least take your brief case home; it's a good opportunity to review all the worries of your working day. It's also wise to stay up late working every night, because too much sleep may dull your senses.
- Never say "No" to a request — no matter how "best" you are, and don't delegate responsibility.** You're the only one that can be counted on, so carry the ball yourself at all times. And it's also a poor policy to take all the vacation time you have coming.
- The Weekend Athlete.** When you assume this role, you'll be joining thousands of others who are on their way to "the happy hunting grounds" in a hurry! It's far easier to kill yourself having a good time than you may realize — especially if you've spent all week sitting behind a desk. Tempt the facts by lifting weights, running a mile or two before Sunday breakfast, or by indulging in a fast game of basketball or handball with the kids. Then, be sure to top that off by lugging one of those heavy, old-fashioned rubber hoses all over your lawn. Light plastic hoses, like Monsanto's vinyl and rubber Flex-Prene® (the one that's Wear-Dated® and guaranteed for life), are for the next guy — who just can't shoulder a weekend load.
- The Jet-Setter.** When you travel, make sure you wear yourself to a frazzle. One good way is to get up at the crack of dawn, catch a plane to your destination, work all day, then late at night jet back home — to save the few bucks a hotel or motel would cost you. If you drive on business or pleasure trips, instead of flying, drive all day and night to see your client or your friend — then head back immediately to the office or home.
- If you sometimes feel that you can't catch up with yourself and that you're out of tune with your surroundings, you're probably a victim of "Jet Pace Fatigue."** That's just fine! But don't listen to doctors, who have discovered that jet travel which crosses back and forth over time zones, upsets the body's metabolism. And don't believe that adequate rest and comfortable lodgings are important to your health during a long trip. After all, it's your life.
- The Meal-Misser.** Here's another easy ticket to the Coronary Club; just forget about your eating habits. A balanced diet at three regular meals a day is great for kids, but you're a busy grown man. A restful meal is a waste of time for the man-on-the-go. You'd probably get more done by working at your desk or cramming an extra conference into the meal hour. Missing meals has a way of making you hungry between meals. So keep plenty around to nibble on during the day. In the process of feeding your frustrations, you may eat your way into the hospital — and maybe even an early grave!
- The "Teacher."** When on the road make sure you're the fellow who teaches the other guys a lesson. It's really important. After all, the teacher should feel that he alone has the job of protecting the public — and that's a real service. On the highway, he zooms out around the offending driver or refuses to dim his lights if the other guy doesn't. He is often a knight in an older — model — new car owners rarely do this. His common curse is, "I'll teach those dope!" He's already worked himself into a wreck; the next wreck may be his car!
- If you find yourself falling into any of these five roles, get out your shovel and start digging.** The standard size for graves, by the way, is nine feet by thirty inches.