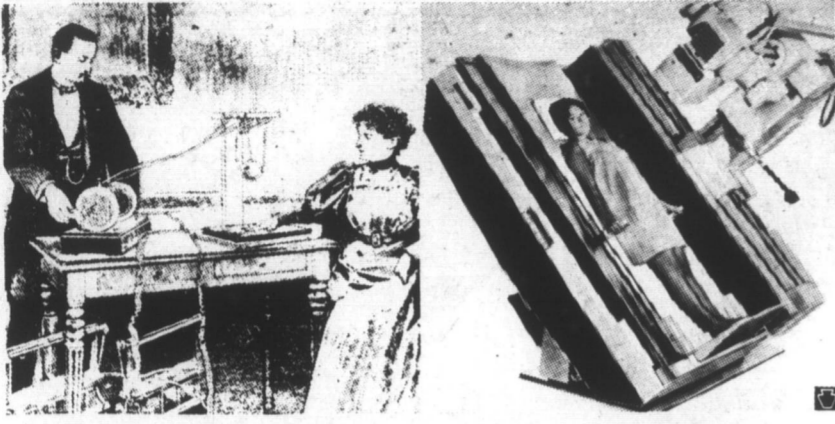


A Light That Shines Through



The making of x-ray films has come a long way since the drawing made around the turn of the century which depicts a physician hand-cranking a generator to obtain the necessary power to make an image of the patient's hand. At right is one of the newest examples of sophisticated x-ray equipment from General Electric—a complete diagnostic x-ray system, run by remote control, which allows the patient to stay in one position while an x-ray examination takes place.

"Is it light?"
"I'm not sure."
"Is it electricity?"
"Not in any known form."
"What is it?"
"I don't know."

Wilhelm Konrad Roentgen was not trying to make life difficult for the reporter who came to his lab in 1895 to interview him about the mysterious "x-ray" the German physicist had recently discovered. Roentgen really did not know just how and why this "wonder ray" could produce a visible image after penetrating flesh, cloth, wood or metal.

Appropriately, he included in his name for the phenomenon the mathematical term "X"—the unknown quantity.

Roentgen's rays were initially viewed with great skepticism by both the public and scientific communities, but he lived to see the application of x-ray in diagnostic medicine and disease therapy.

A new kind of physician became necessary to study and interpret x-ray films—the radiologist. A radiologist receives 13 years of training beyond high school before he has the necessary qualifications to translate the film images into a diagnosis that greatly aids the personal physician in treatment of illness or injury. He is aided by a technologist, a person skilled in the taking of x-ray films.

Each year shortly after Thanksgiving, the Radiological Society of North America convenes in Chicago for its annual meeting. There, radiologists exchange ideas and view the latest developments in the evolving science of x-ray application.

Among equipment on view this year will be the General Electric Company's new system for aiding in the detection of breast cancer. The unit is capable of obtaining accurately and completely the various necessary views of a patient's breasts in a shorter time than previously required.

By harnessing Roentgen's "wonder ray," radiologists over the years have contributed immeasurably to lessening the sufferings of mankind.

PROFILE OF AN AMERICAN



THE ONLY QUALIFICATION FOR A WORKER TO BE PLACED IN A JOB THROUGH THE RECENT EMPLOYMENT INTERPRISES DEVELOPMENT COORDINATION WAS HIS INABILITY TO GET WORK ELSEWHERE. THE ORGANIZATION, SET UP BY LEWALD TAPP, EMPLOYER OF THE "UNEMPLOYABLE," SUCCEEDED IN FINDING JOBS FOR WORKERS WITH MARGINAL PRODUCTIVITY, MENTAL, CRIMINAL OR POOR WORK RECORDS, AND THOSE HINDERED BY AGE OR LACK OF TRANSPORTATION.



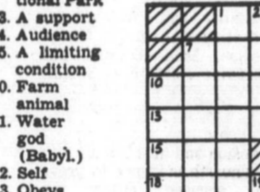
THE IDEA OF THIS DYNAMIC AMERICAN CONCENTRATED ON "ENTRITY"—GETTING THE UNEMPLOYED INTO THE ECONOMIC SYSTEM, AFTER WHICH "THE TRAINING PROGRAM WILL SOLVE ITSELF." EEPDO, HIS UNIQUE EXPERIMENTAL PROJECT NOW COMPLETED, OPERATED SELF-SUPPORTING BUSINESSES TO FULFILL THE URGENT NEEDS OF COMMUNITIES.



LEWALD TAPP, SENIOR MEMBER OF THE AMERICAN INSTITUTE OF INDUSTRIAL ENGINEERS, WHOSE PROJECTS HAVE MET WITH GREAT SUCCESS IN ANN ARBOR, MICHIGAN, BELIEVES JOBS SHOULD BE CREATED BY REALITIES. TRAINING PROGRAMS, HE ASSERTS, DON'T SOLVE THE ENTRY PROBLEM, BECAUSE THEY DON'T OVERCOME THE PROBLEMS OF APTITUDE, POLICE RECORDS, PRIOR WORK EXPERIENCE OR FEAR OF FAILURE.



THE PROJECT WAS BEGUN IN 1965 WITH A BUSLOAD OF HOSPITAL PATIENTS. PAGE PUT THEM TO WORK IN HOUSEHOLD CLEANING, REALTY MAINTENANCE, CITY-JOB AND VARD CARE SERVICES, A HOUSING RELOCATION ORGANIZATION, AN EQUIPMENT RENTAL SERVICE, A BOARDING HOUSE, A CAR WASH AND THREE GAS STATIONS. THEY WERE SOON JOINED BY FETTERED PAROLEES, ALCOHOLICS, HIGH SCHOOL DROPOUTS, AND OTHERS CONSIDERED UNEMPLOYABLE.



APPLICATION OF INDUSTRIAL ENGINEERING PRINCIPLES AND PRACTICES BEYOND PLANT GATES MAY, SOMEBODY, ACCORDING TO PAGE, BECOME A NEW SCIENCE KNOWN AS "SOCIO-ECONOMIC ENGINEERING."

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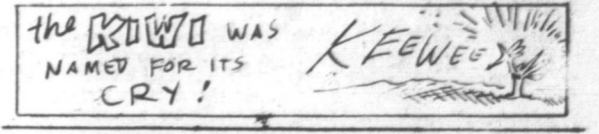
IT'S A FACT



4000 years ago the Egyptians found that candy made life sweeter. They had a well-established confectionery art, using honey, flavors, spices and herbs... the first corner candy store in history.



Greek and Roman physicians used the first sweet taste treatment in history. They induced their patients to down a bitter draught by smearing the rim of the cup with honey. Today millions of persons don't blink an eye—but they savor the taste—as they nurse minor throat irritations with a variety of Luden's cough drops. Flavored wild cherry, honeylicorice, menthol, honey-lemon and menthol-eucalyptus, they're all made by Luden's, Inc. of Reading Pa.



WORLD'S LEADING CASINO

Casino du Liban, the pride of the Lebanese and one of the most attractive and imposing gambling casinos of the world, is but 10 miles north of Beirut, the Lebanese capital, known as the "Paris of the East".

The Casino stands atop a rainbow-colored cliff overlooking the bay where the whale is supposed to have put Jonah ashore. From the casino is a commanding view of the Lebanese mountains sloping down to the blue Mediterranean.

Although casinos are primarily for gambling, Casino du Liban has a lot of other entertainment to offer in the way of a dazzling floor show, haute cuisine dining, an ultra-modern theater with a seating capacity of 1200, bars galore, two restaurants and a large dancing floor in the Casino night club.

Every evening there are performances by world-renowned theatrical companies, or a concert by the Stuttgart Philharmonic, for instance, and a night club with first class bands and orchestras.

The international floor show features artists from famous European or American cabarets and exotic dancers from the Orient. The two restaurants, which comfortably accommodate 2,000 persons, serve the finest in European and Oriental dishes.

The Casino has two gambling rooms: conventional gambling in an oriental decor; and American gambling—craps, blackjack and slot machines—to the accompaniment of the latest rock music or beguiling oriental tunes.

The plush setting serves as an excellent background for the floorshow, which is one of the sickest and fastest moving shows in the world. A recent show featured a train full of lovelies that puffed its way around the auditorium; a swimming pool and ice-rink on stage and three white horses that galloped through the show; a nude beauty swimming inside a bubble, and petalled cages, full of girls, that appear from the ceiling for the finale. The show, of which the Lebanese are justifiably proud, adds up to an exhilarating experience.

Casino du Liban has it all. It is a must stop for any traveller to the land of 300 sunny days, Lebanon.

TELL ME

IS THERE A DESERT IN NEW ENGLAND?

YES! IT IS CALLED "THE MAINE DESERT" AND LOCATED IN THE VICINITY OF FREEPORT!

HOW FAR BACK DOES THE RECORDED HISTORY OF MANKIND GO?

NOT MUCH FURTHER THAN 3000 B.C. HOWEVER THE HUMAN RACE IS MUCH OLDER AND THERE IS GROUND FOR BELIEF THAT MAN EXISTED IN THE EASTERN HEMISPHERE AS EARLY AS THE 4TH GLACIAL PERIOD (ABOUT 40,000 YRS. AGO)

WHAT IS THE ORIGIN OF THE TERM "ACID TEST"?

"ACID-TEST" STEMS FROM THE CENTURIES-OLD WAR ON COUNTERFEITERS! THE APPLICATION OF ACID SHOWED WHETHER A SILVER COIN WAS GENUINE OR COUNTERFEIT, HENCE THE EXPRESSION "ACID-TEST"!

WHICH PRODUCES MORE NOISE... AN AIRPLANE'S PROPELLOR OR THE ENGINE?

THE PROPELLOR! THE ENGINE IS THE SECONDARY SOURCE OF THE ROARING SOUND!

CROSSWORD

- ACROSS
1. Lawyer's charge
 4. Apron top
 7. Heat
 8. Wine
 10. Anklebone
 11. Oil of rose petals
 13. Firearm
 14. Social division
 15. Cuckoo
 16. Sign as correct
 17. Pronoun
 18. National Park
 23. A support
 24. Audience
 25. A limiting condition
 30. Farm animal
 31. Water god (Babyl.)
 32. Self
 33. Obeys
 36. English princess (poss.)
 38. Excuses
 39. Companionable
 40. Surf
 41. Wine receptacles
 42. Compass point (abbr.)
 43. Norse goddess of death
- DOWN
1. Brings to pass
 2. Jewish month
 3. Girl's name
 4. It's north of Turkey
 5. Greek letter
 6. Morsels
 7. Augusta is its capital
 9. Glossy fabric
 10. Waitress' aid
 12. Plexus
 16. Cry of pain
 19. Confederate general
 20. Female mon-sters
 21. Make lace edging
 22. Not dental
 25. Play boisterously (colloq.)
 26. Banishment
 27. Virginia (abbr.)
 28. S-shaped moldings
 29. Inquisitive (colloq.)
 34. Headland
 35. A European
 36. Oriental nurse
 37. Title

PRATTLE & TATTLE

WE'VE JUST GOT TO GET SOME MONEY FROM THAT ROOMER OF OURS!

YOU'RE RIGHT, IT'S BEEN TWO WEEKS!

MR. BROWN, WE'LL MEET YOU HALF-WAY. WE'LL FORGET HALF OF WHAT YOU OWE.

GREAT! I'LL MEET YOU...

I'LL FORGET THE OTHER HALF!

PUGGY

"TUFFY" WANTS TO FIGHT YOU, PUGGY! HE SAYS HE'S GONNA PIN YOUR EARS BACK!

HE SOUNDS LIKE A LOT-TA WIND TO ME! I'M NOT SCARED OF HIM!

I'LL STAY HERE AND SEE IF HE'LL KNOCK THIS CHIP OFF MY SHOULDER!

THE FIZZLE FAMILY

\$400 FOR THAT CAR SOUNDS DIRTY CHEAP! WHAT'S WRONG WITH IT?

NOT A THING! THE CAR IS 100% PERFECT!

THERE'S JUST ONE LITTLE THING I'D ADVISE YOU TO DO IF YOU BUY IT!

AND WHAT IS THAT?

JUST FILE THE NUMBER OFF THE ENGINE!

PENSKE On Performance

PETEY AND HIS PALS by J. MAXWELL

MR. WIFFELHEIMER, WILL YOU PLEASE TELL WHAT TEN DOZEN EGGS, TWO ORANGES, SIX POUNDS OF SUGAR AN' TWO CANS OF PEAS WILL BE?

SURE!

THAT'LL BE EXACTLY FIVE DOLLARS, PETEY... DOES YOUR MA WANT IT SENT UP RIGHT AWAY?

NO, SIR!

THAT'S JUST MY 'RITHMETIC LESSON FOR TOMORROW!

CRASH!

JERRY MAXWELL 47

THE BEST IS YET TO COME IF YOU HAVEN'T TRIED CHARTER 10.

While not the usual Christmas scene, a lakefront or mountain second home can be your future if you give your family a vacation home this holiday. The cheer that it will give through the years will make this a memorable Christmas gift. Plan well, though. Jim Walter Homes, the nation's leading vacation home builder, has a lot of useful information for you, including site selection, house plans, construction and financing. These are vacation homes you can buy to any point of completion you wish, finishing the rest yourself. For information, write: Jim Walter Homes, P.O. Box 22601, Tampa, Florida 33622.

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THE BEST IS YET TO COME IF YOU HAVEN'T TRIED CHARTER 10.

Charter 10, aged for ten long years, will take you less than a minute to experience the unmatched taste of the Finest Kentucky Bourbon ever made.

Bourbon lovers, Sour Mash Sippers, Rye Fanciers, Canadian Connoisseurs, Scotch Selectors, and even Gin and Vodka Drinkers are converting and rejoicing.

Small wonder... Charter 10, removed from the barrel at its peak of flavor, is the superlative ever made.

You owe it to yourself to try the smoothest, lightest most full-flavored bourbon you can buy.

If you haven't tried Charter 10... the best is yet to come.

OLD CHARTER 10
The Superlative Kentucky Bourbon

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