Ports Of Call Travel, Nation's Third Largest Industry

By Edward H. Sim:

Travel (the tourist industry in general) is now the third largest industry in the United States and in a number of other countries. Long-distance travel is increasing by leaps and bounds. Not too long ago sea crossings of the oceans were fastest transportation but today air travel is number one in speed and volume. Yet genuinely firstclass ocean crossings are still only available in a ship.

That situation could end in two or three years when huge jets, with ample space for private rooms, go into service. But even then aircraft will be unable to offer the space and elegance of the bigger liners, with their dances, parties, swimming pools, etc. One can generate a good discussion rather quickly with the question whether today's airliners offer really first class ocean crossings. In tourist or economy sections it is admittedly somewhat grim-and crowded. In 1959, when I flew on the record-breaking New York-Moscow nonstop flight (8 hours, 56 minutes) with former Vice President Nixon, we all naturally thought the

ORANGE NUGGET



Laden with flowers is this marigold, Orange Nugget, new-est color in the Nugget series.

Here is this year's newest color in the Nugget series of marigolds. Previously intro-duced were Yellow Nugget and Gold Nugget — with precisely the same characteristics early and prolonged bloom and more of it than most marigolds offer

The plentiful flowers are due to a quirk in plants. The Nug-gets are hybrids between two species of marigold and, because of this, are incapable of forming seeds. Since a plant exists only to reproduce its kind and these marigolds can-

This, of course, works to the advantage of the gardener for these compact plants can be depended on to look like mounds of color from early summer to frost.

low-growing annual are my-riad. Try these little marigolds as an edging, in solid plantings, in window boxes or in plant-ers. You'll be delighted with them in any of these situations.



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new accommodations excitairliners provide bedrooms This was on a 707, equipped with small lounge up front. But after nine hours in the air, the human cargo which stepped out of the plane at Moscow Airport was a bit worn. And even on today's Blue Ribbon transatlantic runs by the major airlines, flights usually require a minimum of eleven hours from bedroom to bedroom, longer if one flies further than London or Paris. That takes the bounce

out of even the most hardy traveler. Sea travel, on the other hand, can be a rest but if the weather happens to turn really sour, it too can be an ordeal and a longer one. Once in March I crossed on one of the world's largest ships which did everything but roll over for four days. Meals were less that a pleasure and the swimming pools were usually closed. Exercising, sports and other activities drastically curtailed. If, however, one has normal luck, a sea crossing can provide a pleasant rest. Tourist and even cabin accommodations on some lines leave much to be desired. First class on

the great ships is expensive but if one has an expense account or wants to try it and pay the tab (about a thousand dollars round-trip), it is a

fine experience. A suggestion worth considering is taking along a small car. This can often be done for about \$150, round-trip. American licenses are accepted everywhere in Europe and one can drive all over the continent in this way inexpensively. By ship one can also carry ample luggage. An-

other worthwhile suggestion is that every traveler take along motion sickness tablets -- for either ship or air crossings. The dining rooms of luxury ocean liners are perhaps the most fascinating centers of ship activity on ships. But unless one swims and plays

is all he can consume without adding weight. This temptation may be reduced in a



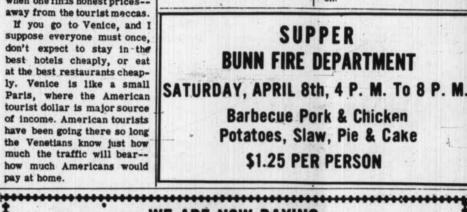
pecially ladies, favor Italy in their travels. Nature seems to provide the two primary ones--weather and scenery. There are, of course, other reasons. The Italians are generally pleasant and friendly --even if there are beggars and others attempt to overcharge. This tendency exasperates

many an American male, who does not want to have to cope with dishonesty on his vacation But other things more than

make up for it among most Americans. The food is excellent and the Italians like good music and beauty in general, and prices are cheap when one finds honest prices-away from the tourist meccas.

If you go to Venice, and I suppose everyone must once, don't expect to stay in the best hotels cheaply, or eat at the best restaurants cheaply. Venice is like a small Paris, where the American tourist dollar is major source of income. American tourists have been going there so long

the Venetians know just how much the traffic will bear --how much Americans would pay at home.



But in the smaller places,

and in the cities and towns

not so famous, one can still

do well in Italy. Prices are

set by law, according to the

class of hotel, beginning at

luxury class and going on

down four more classes. One

can stay comfortably in the

cities in first class and even

second class hotels. The thing

to check in advance are bath-

Eating--if one will select the

Italian menu (and not the Eng-

lish) -- can be quite inexpen-

sive. Occasionally one will

find price variations between

Italian and English menus in

the tourist centers. But one

should eat comfortably for

600 or 800 lire in many places,

which is just over a dollar

(620 lire to the dollar). Wine--

the 'house wine which one

should usually try--should be

no more than fifty cents for a

The beauty of the Italian

half bottle, perhaps less.

room arrangements.

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countryside, especially the sea coasts, of which there are so many, on both the Adriatic and Mediterranean sides, and in the Alps and on the southern slopes of the Alps, is not surpassed in Europe. One can begin to visit Italy

in May, since the weather is superior to that of the more northerly European countries, and can linger after sum ner is gone (not forgotten) until October, a beautiful month. And, finally, there is romance in the air in Italy, perhaps not so much for the American male as much as for the female, since the Italian male appeals more to American women that the tvpical Italian girl to American men. A night in Venice or Naples, or Rome, with good food, good wine and good company can gather a lot of steam. And trigger memories one so secretly and nostalgicly recall as the years creep



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