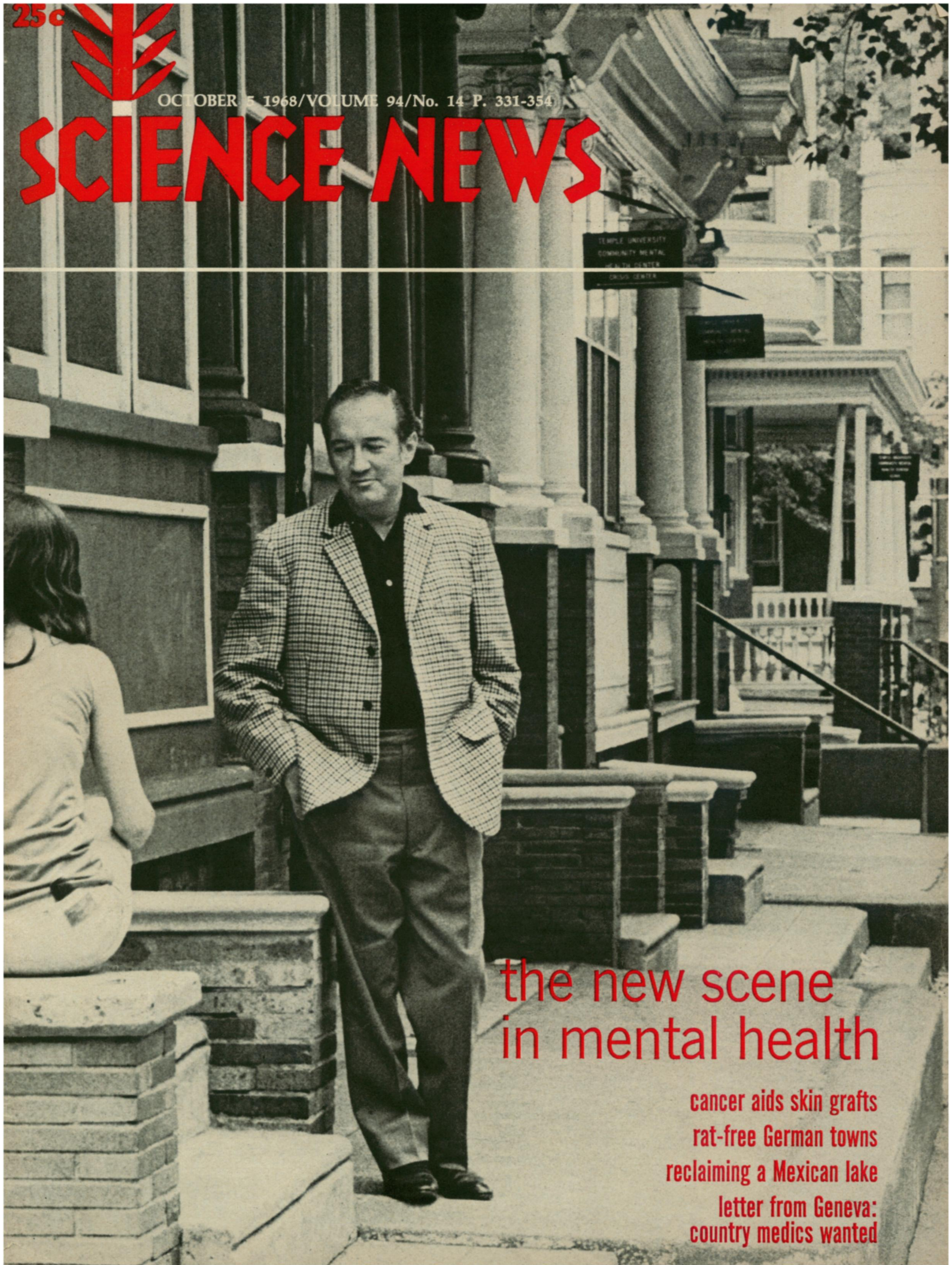


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SCIENCE NEWS



the new scene
in mental health

cancer aids skin grafts
rat-free German towns
reclaiming a Mexican lake
letter from Geneva:
country medics wanted



FABULOUS MEXICO

WHERE EVERYTHING COSTS LESS

The land of retirement and vacation bargains—that's Mexico. Where you can build a modern home for \$4500 and an American retirement income looks like a fortune. It's the land where your vacation money can buy double or more what it might back home—provided you know where to go for Mexico's best values.

Norman Ford's big book *Fabulous Mexico—Where Everything Costs Less* tells you exactly where to get all of this country's best vacation and retirement values, where you can live like a prince on what you might just get along on in the U.S.A.

Norman Ford knows Mexico from north to south, from east to west, and he takes you to vacation and retirement areas that look more like the South Seas than Tahiti itself; to whole sections of just perfect weather where it's like June all year round; plus resort after resort, towns, cities, spas, and what not else where you'll have a vacation to remember at a cost so low it could seem unbelievable.

If you want a delightful retirement area with plenty of Americans around to talk to, he leads you to all the principal retirement towns, as well as dozens of little known, perhaps even more delightful areas, where costs are way far down, there's plenty to do and meeting people is easy. Always, he shows you modern, flower-bedecked hotels and inns that charge hardly half of what you might expect to spend in even such a land of vacation and retirement bargains as Mexico.

There's a great deal more besides: everything from exploring ancient pyramids as old as Egypt's to finding fabulous hunting and fishing. If you might want to share in the high interest rates Mexican banks pay or to buy equally high-earning real estate or start a business of your own, this detailed guide to a fabulous land tells you what you must do to start your money earning so much more than in the U.S.

Fabulous Mexico—Where Everything Costs Less opens up Mexico to you. It's a big book, yet it costs only \$1.50. So send for yours today.

Where to Retire or Vacation

—AT WHAT LOOK LIKE PREWAR PRICES, AND NO ONE HEARD OF NERVES OR WORRIES

In *Off-the-Beaten Path*, the big book by Norman Ford, you read of island paradises aplenty in the United States and Canada, of art colonies (artists search for picturesque locations where costs are low!), of areas with almost a perfect climate or with flowers on every side.

Here are the real U.S.A.-brand Shangri-Las made for the man or woman who's had enough of crowds. Here, too, are unspoiled seashore villages, tropic-like islands, and dozens of other spots just about perfect for your retirement or vacation at some of the lowest prices you've heard of since the gone-forever prewar days. And for good measure you also read about the low-cost paradises in Hawaii, the Virgin Islands and Puerto Rico.

You can be sure that *Off-the-Beaten Path* names the low-cost Florida retirement and vacationing towns, the best values in Texas, the Southwest, California, the South and East, Canada—and a dozen other areas which the crowds have not yet discovered:

- That undiscovered region where winters are as warm as Miami Beach's yet costs can be two-thirds less.
- That island that looks like Hawaii yet is 2000 miles nearer (no expensive sea or air trip to get there).
- France's only remaining outposts in this part of the world—completely surrounded by Canadian territory . . . or a village more Scottish than Scotland or age-old Spanish hamlets right in our own U.S. where no one ever heard of nervous tension or the worries of modern day life.
- That remarkable town where a fee of 3c a day gives you an almost endless round of barbecues, musicals, concerts, picnics, pot luck suppers, smorgasbord dinners, and a fine arts program.

Off-the-Beaten Path is a big book filled with facts that open the way to a different kind of retirement or vacation made all the more attractive by the rock-bottom prices. About 100,000 words and plenty of pictures. Yet it costs only \$2.

Where Will You Go in FLORIDA?

FLORIDA needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want it's Norman Ford, founder of the world-famous Globetrotters Club. (Yes, Florida is his home whenever he isn't traveling.)

His big book, *Norman Ford's Florida*, tells you, first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation or looking over job, business, real estate, or retirement prospects.

Always he names the hotels, motels, and restaurants where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want.

Of course, there's much more to this big book.

If you want a home in Florida, he tells you just where to head. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's inside story of these popular investments.

If you want to retire on a small income, Norman Ford tells you exactly where you can retire now on the money you've got, whether it's a little or a lot. Because he always tells you where life in Florida is pleasantest on a small income, he can help you to take life easy now.

Whatever you seek in Florida, *Norman Ford's Florida* gives you the facts you need to find exactly what you want. Well over 100,000 words, but it costs only \$2—only a fraction of the money you'd spend needlessly if you went to Florida blind.

2 Guides That Tell You the Whole Story of HOW TO TRAVEL BY FREIGHTER

1. The Complete Guide To The World's Passenger-Carrying Freighters

Yes, for no more than you'd spend at a resort you can take a never-to-be-forgotten cruise to Rio and Buenos Aires. Or through the West Indies or along the St. Lawrence River to French Canada. In fact, trips to almost everywhere are within your means.

And what accommodations you get: large rooms with beds (not bunks), probably a private bath, lots of good food and plenty of relaxation as you speed from port to port.

Depending upon how fast you want to go, a round-the-world cruise can be yours for as little as \$300-\$350 a month. And there are shorter trips. Fast, uncrowded voyages to England, France, the Mediterranean; two- or three-week vacations up and down the Pacific Coast or elsewhere. Name the port and the chances are you can find it listed in *Travel Routes Around the World*. This is the book that names the lines, tells where they go, how much they charge, briefly describes accommodations. Hundreds of thousands of travelers all over the world swear by it. Travel editors and travel writers say: "To learn how to travel for as little as you'd spend at a resort, get *Travel Routes Around the World*."

It's yours for just \$1, and the big new edition includes practically every passenger carrying service starting from or going to New York, Canada, New Orleans, the Pacific Coast, Mexico, South America, England, France, the Mediterranean, Africa, the Indies, Australia, the South Seas, Japan, Hawaii, etc. There's a whole section called "How to See the World at Low Cost."

A big \$1 worth, especially as it can open the way to more travel than you ever thought possible. For your copy, simply fill out coupon.

2. Norman Ford's Selection of the World's Outstanding Freighters

What do you want in a freighter trip? A real buy in a short trip? Or a longer journey via many exciting ports?

Would you like to "island hop" around the Caribbean or the South Seas or to explore the Mediterranean? Would you like to wander ashore at half a dozen West Indian islands? Or find an exciting winter cruise at perhaps half of cruise lines fares? Or a journey completely around South America? Or would you like a good, recommendable combination of services to show you every continent on earth?

Ask anyone who's gone by freighter, and he'll tell you there simply is nothing else to compare with this informal, lower cost way of seeing the world. And for real value in freighter travel, Norman Ford, America's top travel expert, picks out for you in his big book, *Today's Outstanding Buys in Freighter Travel*, just those freighter trips which top all the others for comfort, good food, low cost, and the like.

This is a book of well over 85,000 words, jammed with facts about the ships, their ports, prices, etc. Because it names names, tells which are the world's outstanding freighter trips, it's your buyer's guide to getting your money's worth whenever you travel.

Remember, freighter travel is a real discovery, and it can save you real money. Wherever the world might be calling you, get the real help of *Today's Outstanding Buys in Freighter Travel*. It's yours for only \$2, a very small sum for the whole new world this book will open for you.

AMERICA BY CAR

This big book is your insurance of seeing all the four-star sights in whatever corner of the U.S. or Canada you drive to (and it even covers Mexico as well). Day by day, *America by Car* tells you where to go from Alaska to Mexico. Whether you're visiting New England or California, Florida or the National Parks, the Great Lakes, the Mississippi, the East, the South or the Southwest, the Indian country, etc., it tells you road by road the scenic way to go and it always directs you to the important sights along the way and in the cities.

In Niagara or Los Angeles, *America by Car* takes the guesswork out of travel. Of course it names hundreds upon hundreds of recommended places to eat and stay.

America is so big, you can easily overlook or forget important sights or make many a wrong turn. So get *America by Car*, the book that makes sure you'll see everything of consequence and always travel right.

America by Car is fully 170,000 words in length (for which most publishers would charge \$5-\$8). But it costs only \$2.50 while it helps you see any part of America as you've probably never before explored this part of the world.

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The Temple Community Mental Health Center in Philadelphia tries out new concepts aimed at deprived populations. With facilities located in row houses, it takes on the coloration of the neighborhood p. 345 (Photo: Ed Eckstein).

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