

Can You Fly With the Boss? You Must Be Expendable

By REYNOLDS KNIGHT
If the boss asks you to fly with him on a business trip, don't take it as a sure sign that you've got the old man's favor.

In view of current concern over high-flying executives, it may just prove that he thinks you're expendable, or he wouldn't be risking it.

A great many more companies are setting firm policy on the number of key men who can fly together on any commercial or company plane.

Most big companies now have official policies that spell out acceptable corporate traveling companions, No. 1 and No. 2 man from any division can't fly together; no more than four company officers can take the same flight; and men lower down the line must fly independently of their back-up men.

Results of a recent survey of 217 manufacturers on this subject by the National Industrial Conference Board are significant. About 66 per cent impose specific restrictions on group travel by key personnel and another 17 per cent urge "executive prudence" in the selection of travel companions. Six years ago only 44 per cent of the companies surveyed had such policies; last year the figure had grown to 67 per cent.

HONEYWELL INC. home comfort engineers report the age of "total home comfort control" is almost upon us. By 1975 homeowners should be able to check and control any aspect of environment and security in any part of the house from a central master control panel.

The atmosphere in an average home already can be heated, cooled, humidified, dehumidified and electronically cleaned automatically. Next to come under automatic control, according to Honeywell, is odors.

Prototype systems have been developed to chemically mask or eliminate offensive household odors (cooking, smoking, painting, etc.) and to add pleasing fragrances to fit the mood of the moment. That is, if you felt in a seashore mood, you might dial in a crisp salt air aroma—or you could try the mountain-top odor of pine needles.

Two other important factors of a family's comfort are lights and noises. These, too, are scheduled to come under automatic control. And, automatic burglar and fire alarm systems will be hooked into phone lines to instantly alert police and firemen of trouble whether a family is at home or away.

THE LONG-HELD thesis that the human brain is able to develop normally even in a starving infant could be outdated, according to researchers attending a Boston symposium on mental retardation convened by the Joseph P. Kennedy Jr. Foundation.

There is a growing body of evidence that mental retardation is sometimes the result of malnutrition, and in the case of premature infants—who by definition have not been nourished up to a normal birth weight—the effects may be seen even in as well-fed a society as the U.S. Elsewhere, three-fourths of the world's billion children are rated as undernourished, with horrendous implications for retardation of mental development.

Though there are countless types of malnutrition, the researchers reporting in Boston concentrated on protein-calorie deficiency—an overall shortage of food, including a conspicuous deficit of protein.

SEND CHRISTMAS cards and valentines, Mother's Day, or sympathy messages to friends in Latin America—but don't try to win friends or influence people with a get-well greeting, gringo, or you will discover very quickly that you have been scratched from every social invitation list south of the border.

That's the word from Hallmark Cards, whose recently formed division, Hallmark International, has been making some marketing studies of our neighbors in the southern hemisphere.

The reason is the difference in temperament of the Latin American. There, people take time to visit sick friends. A get-well card, however well-intentioned, is considered insulting, according to C. E. Goodman, president

of the international company that also can serve as a baby chair and as a stroller. The backrest. Can be folded for storage purposes. A window ventilator manufactured in England is said to provide a consistently even flow of air into a room under all conditions, even gale-force winds. Consists of a simple aluminum extrusion about four inches deep and of any length, containing 10 holes to every six inches of ventilator. A plastic segment with an equal number of holes slides into channels behind the extrusion. An in an offset position. They are connected by narrow duct which break up the air current.

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