

New Monster Now Haunting Tourist Trails of Europe

By REYNOLDS KNIGHT

The latest idea in cross-country tourist travels is the "roto" — a monster that mates bus and hotel on a single triple-decker chassis. Seven of these curious hybrids are already roaming the tourist trails of Europe, and one will tour the U.S. this summer to try to influence Americans with European vacation aspirations to use them during their visits. However, their actual commercial use in this country is prohibited by current travel regulations.

The ground floor features cocktail bar and between-seat meals served from a compact professional kitchen on the second floor. The rest of the second deck and the third comprises compartment-type sleeping facilities for 27, complete with separate sanitary and bathing facilities for men and women. Other refinements include a TV screen above the driver's compartment, piped-in music, a refrigerator, an air-conditioning and heating system—and an electric shoe polisher.

Though prohibited here, they are of more than passing interest because they are turning in a healthy profit for their owner-inventor, Georg Hoeltl, a 38-year-old Bavarian. His fleet adds up to the equivalent of a 261-room hotel, a travel service and a sizable restaurant business. Hoeltl expects his revenues to reach \$500,000 this year.

ONE OF the "old reliables" of the nation's building products industry, ceramic tile, is undergoing a color and design revolution.

Whereas domestic ceramic tile was available in a modest palette of around 200 colors only a few years ago, it is now conservatively estimated that there are at least 1,000 color combinations, 500 designs, and at least 100 sizes and shapes on the market.

The kaleidoscope of tile colors now available has led to many new uses for the material. It is no longer confined to the narrow boundaries of the bathroom and kitchen of the American home, and is now showing up in dining and living rooms, foyers and family rooms.

The Tile Council of America attributes the product's new popularity to a nationwide decorating-remodeling boom touched off by a new economic affluence which is allowing people to live more graciously.

The Council also notes that tile is finding new applications in the exteriors of commercial, industrial and institutional buildings where walls and floors must stand up under unusually heavy punishment.

THE NEXT TIME somebody looks you right in the eye and says "Get smart, fella," you may be able to oblige him by taking a pill.

A group of University of Michigan students are taking experimental "get smart" pills and then being given a complex memory- and learning test.

Results of this trial won't be known for several months, but the very fact that such tests are being given by established medical authorities points up the optimism of researchers working in a new, highly controversial field that has profound implications.

The new theory about how memory works says the key is RNA, or ribonucleic acid, in brain cells. Scientists believe they may be nearing major discoveries that would allow the brain to be chemically manipulated. Even if the compounds now being tested prove ineffective, some psychologists believe it is only a matter of time before pills and potions are developed that will improve mental functioning.

THE CURRENT high pitch of interest in auto safety finds one company equipping (Continued on Page C-11)

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