



## Inside facts you should know about Holland

(and why you should make Holland  
your first stop  
when you vacation in Europe)

You'll know you made the right decision just as soon as you step aboard your KLM jet or Holland-America flagship. "Dutch-quality service" is the way experienced world travelers refer to service that is *especially* courteous and thorough.

### "Europe's Most Hospitable Entrance"

Few peoples receive visitors as warmly as the Dutch. Three out of four Hollanders speak English and all Hollanders like Americans.

### Get more for your vacation dollar

You'll never have to scrimp in Holland. Food, lodgings and transportation are so inexpensive, it's almost as if your budgeting has already been done for you. Stay overnight in a charming Dutch inn or castle for as little as \$5, including a breakfast the next morning of fresh breads, sliced meats, a tray of cheeses, coffee, tea, milk or a big steaming pot of creamy Dutch cocoa. Or stay at the plushiest suite in the most elegant Amsterdam hotel for about \$16.

### Get your shopping done quickly

Amsterdam Airport offers a bigger, better selection of duty-free gifts than any other airport shop on the Continent. You may ship home as many \$10 gifts as you wish duty-free. Prices are clearly marked and refreshingly reasonable.

### Dutch days last longer

Holland is a compact country so you can see more of what you want to see in a shorter length of time. Dutch highways are excellent. Rent a 4-passenger sedan for as little as \$2.75 a day—or *buy* a car at Amsterdam Airport and save 25% or more on the suggested European retail price.

### Itinerary-planning is a breeze

Look at a map of Europe. Wherever you want to go, Holland is the perfect jumping-off spot. Go by rail or bus. From Amsterdam, it's just a few hours to Paris at 2¢ per mile. London's a quick hop across the Channel and all of Europe is right next door.

Whether you stay a day, a week or a month (and no matter where you go afterwards), you'll be glad you came to Holland first.

Please send me a free copy of your full-color illustrated brochure "Welcome to Holland."

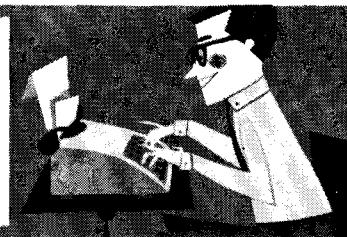
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Netherlands National Tourist Office ANVV  
605 Fifth Avenue, New York 17, New York

## Top of My Head



### Scrambled Egos

**T**HERE are some cowards—and alphabetically I head the list—who won't get into a wrangle unless they're certain they can win it. This unfortunate catering to an egotistical fantasy, that if we can't out-logic the opposition in debate we can at least out-clever it, often finds us winding up second and paying \$2.20.

There are two such recent comedic-tragic instances now. I'm in one and a man from Toledo, Ohio, is in the other. While they are disparate, they are relevant to my point, which is that neither I nor the man started the argument and that we both would have been better off had we been content to leave the status at quo.

In Toledo, the man, as you may have read in the dailies, is head of a corporation that owns a large office building. While he was traveling abroad and unbeknownst to him, the rental manager leased for four months, at \$300 a month, first-floor office space to the Toledo Conservatives for Goldwater organization. That seems innocuous enough—except for one detail. Our Toledo man happens to be a National Democratic Committeeman.

Well, that was the dilemma our man walked into on returning from abroad. But he had two obvious choices, either of which would have hushed the whole thing up. One, he could have taken the first boat back. Two, he could have called up President Johnson and explained he was abroad when it happened. Actually, he had a third choice—a combination of the first two—taking the first boat back, then calling to explain to the President from overseas. It would have been safer. And I'm sure the President would have understood; no Johnson-come-lately to big business, he.

But instead, what did our hero do? He became clever. He announced through the newspapers that the rent he received from the Goldwater-Miller organization would be turned over to the Johnson-Humphrey campaign fund. Clever thinking? The joke was on them—right? Except for one detail. One day he passed his office building and saw a huge portrait of Senator Goldwater pasted up in the window. That did it. He decided to make them move. Well, you know how easy it isn't to move a

conservative from a fixed position. The wrangle was on. And the Goldwater group claimed that two rent checks, each for \$300, had been cashed by our man's corporation and had not been endorsed to the Johnson-Humphrey campaign fund. How much simpler to have taken the first boat back!

**N**OW, the other case. A few weeks ago I received in the mail a letter from the Washington, D. C., headquarters of the Republican National Committee. It stated that on receipt of ten dollars I would become a sustaining member of the Republican Party. In addition to which I would be entitled to receive their bi-weekly bulletin. They enclosed some attractive pictures of Goldwater and Miller.

How they chose me I don't know. Evidently they are not acquainted with my record for being a sure loser. I turned down an attractive chance to invest in *Life with Father*, which holds a long-run Broadway record, and I parlayed that with a big bet that Hitler would not win the 1939 plebiscite. Anyway, I should have skipped the whole thing. But I decided to be clever.

On the group picture of Senator Goldwater and Mr. Miller I ran an ink mark across Mr. Miller's image. Then I returned it to them, writing that I can't stand Mr. Miller since Senator Goldwater had said the reason he chose Mr. Miller as a running mate, who might some day become President, was that "he drives Johnson nuts." But I enclosed a check for five dollars and said they could send me the biweekly every other biweekly. Clever thinking, right? They would return the check. End of joke—or so I thought.

A few days later I received in the mail from their headquarters a receipt for the five dollars, attached to a card that announced I was a sustaining member of the Republican Party. The receipt was signed in their own scrawls by Mr. Miller, Bob Wilson, Courtney Burton, and a fourth one I can't quite make out—looks like Button Gwinnett. Also they enclosed a bumper sticker.

So, in spite of not paying the full assessment I am now a card-carrying member of the Republican Party. A half-assessed member. —GOODMAN ACE.

After you've seen Holland's tulips...



...you've only *begun* to sense the unique tempo of this kaleidoscopic land. Holland, where the girls are as fresh and lovely as the flowers, where the people take a quiet pride in making visitors feel wanted and welcome.

And this is Holland, too. Exciting. Fast-paced. Taut sails and salt spray. A gourmet's Shangri-la of Dutch, Indonesian and Continental delicacies. One of Europe's hottest centers of cool jazz.

Holland, land of Rembrandt, Frans Hals, Vermeer. A meeting place for the foremost artists and musicians of our age.

All this, and more, is Holland. A rich history caught up in the powerful rhythms of the present. Your entrance to Europe and an international crossroads of commerce. A land that feeds the soul...while it fires the blood. Don't come to Holland just to see it. Come to live it!

NETHERLANDS NATIONAL TOURIST OFFICE ANVV  
605 Fifth Ave., New York 17, N.Y.; 681 Market Street, San Francisco 5, Calif.  
*Holland...Europe's most hospitable entrance.*





"Send me a man who reads!" A series by International Paper

## 4 out of 10 fifth-graders will become high-school dropouts — mainly because of reading problems.

Many of these high-school dropouts will face a jobless future. Here are the shocking facts. Read how you might help change them.

**A** MILLION kids a year leave high school before they graduate. Experts say the key is reading.

The average school dropout is at least *two years retarded* in reading by the time he quits school.

The world of the school dropout is a pretty grim place. And every day it grows grimmer.

Seven and a half million youngsters will drop out of high school during this decade. But, by 1970, they will be competing for only three and a half million unskilled jobs. *More than twice as many dropouts as jobs.*

### Your help is needed

The very fact that you are reading this magazine improves your child's chance of success in school. Parents who read are more apt to raise children who read.

But what about America's less fortunate children?

For them, the school and the community must assume *special* responsibilities. Your own interest is badly needed.

Does *your* community have a program for giving special help to children who are backward readers? Are *you* donating time to this program?

Do your schools have books and magazines chosen for their appeal to youngsters with limited backgrounds?

Are school classes small enough for teachers to help each child individually?

Supporting education for *all* children is more than just a worthy cause. It is

every citizen's *responsibility*.

**FOR FREE REPRINTS** of this advertisement, write to: Box 82, International Paper Company, 220 East 42nd Street, New York, N. Y. 10017.

### **"Send me a man who reads!"**

This series on *children and reading* is sponsored by the men and women of International Paper.

Millions of the words you read — in magazines, books and newspapers — are printed on paper made by International Paper.

Other I-P products include shipping containers, kitchen cabinets and the grocery bags you carry home from market.

® and "Send me a man who reads!" are marks of International Paper Company.  
© International Paper Company 1964



**INTERNATIONAL PAPER**

PRODUCED 2005 BY IPIZORG  
ELECTRONIC REPRODUCTION PROHIBITED

A world of paper products — from frozen food packages to printing paper.

# HUMAN RIGHTS AND FOREIGN POLICY

*The following article is a report by the Deputy Assistant Secretary of State for International Organization Affairs on the current role of the United Nations in the field of human rights. Mr. Gardner recently received the Arthur S. Flemming Award as one of the ten outstanding young men in the federal government for his work in promoting international cooperation through the United Nations. This article is adapted from a portion of his forthcoming book, "In Pursuit of World Order: U.S. Foreign Policy and International Organizations," which is scheduled to be published in November by Praeger.*

By RICHARD N. GARDNER

QUESTIONS of human rights are now at the forefront of international attention. The wall in Berlin, anti-Semitism in the Soviet Union, the general deprivation of human rights in Communist countries, apartheid in South Africa, the setbacks for freedom in less developed areas, and the struggle for racial equality in the United States—all have stirred public opinion around the world and profoundly affected international relations.

During most of the first two decades of the United Nations, the drive for freedom tended to be defined as the drive for national independence. But we know that history is studded with examples of unholy alliances between nationalism and tyranny. Now that freedom has been achieved for so many new nations, we are still faced with the previous question: What about freedom for individual men and women and children, the individual human persons whose dignity and worth is reaffirmed on the opening page of the United Nations Charter?

The world today is very far from a satisfactory answer to this question. In some nations, fundamental freedoms are denied by governments as a matter of principle—by racial separation, by political oppression, by religious persecution. In other nations, many freedoms are deliberately postponed, by government action, to concentrate on what are thought to be more urgent items of public business. In all nations in greater or lesser degree, freedoms are threatened by lust for unchallenged political power—by the animosities of tribe or class or caste or sect or party, and by prejudice and bigotry and other

evils that still divide the branches of humanity.

These facts pose a central challenge to United States foreign policy—particularly as prosecuted in international organizations. The United Nations and its affiliated agencies have developed increasingly effective measures to promote two of their great objectives—the maintenance of international peace and security and the promotion of economic and social cooperation. But the members of the United Nations have been not nearly so successful in devising methods to promote the third main objective laid down in the Charter—the promotion of “respect for human rights and for fundamental freedoms for all.”

Whether and by what means the United States should seek to rectify this imbalance in the achievements of the United Nations are questions that are urgent, controversial, and complex.

ONE of the important respects in which the Charter of the United Nations differs from the League of Nations Covenant is in its emphasis on human rights. The Charter makes the promotion of human rights one of the main purposes of the organization. In Articles 55 and 56 the members of the United Nations pledge themselves to take joint and separate action in cooperation with the organization to promote “universal respect for, and observance of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion.” Moreover, Articles 13 and 62 of the Charter charge the General Assembly and the Economic and Social Council with making recommendations for the advancement of human rights.

These provisions have provided the

legal basis for the consideration of human rights questions by the General Assembly and other United Nations organs. It is true that another provision of the Charter, Article 2(7), forbids the United Nations to “intervene in matters which are essentially within the domestic jurisdiction of any state.” But when taken together with the human rights provisions of the Charter, this paragraph does not preclude the Assembly and other United Nations organs from carrying on general discussions about the world-wide promotion of human rights that may include specific references to human rights situations in particular countries. Moreover, the United Nations may consider and adopt recommendations about specific violations of human rights that are part of the member’s official policy and inconsistent with its obligations in Articles 55 and 56. This last qualification is important: it helps explain why United Nations organs have passed recommendations concerning the enforcement of apartheid by the government of South Africa and have not passed recommendations about racial discrimination in the United States that is being ardently attacked by the federal government. Of course, violations of human rights may be the occasion for mandatory sanctions against a member only when the Security Council determines that they constitute a threat to or breach of international peace.

The Charter of the United Nations also provides for a Commission on Human Rights. Under the chairmanship of Mrs. Eleanor Roosevelt, the Commission undertook as its first major task the drafting of the Universal Declaration of Human Rights, a non-binding statement of principles to serve as a “common standard of achievement for all peoples