Join IBM's new computer systems science training program

Who: graduating engineers and scientists in all disciplines.

Why: become a problem-solver and advisor to users of IBM computer systems in areas such as:
- real-time control of industrial processes
- communications-based information systems
- time-shared computer systems
- graphic data processing
- computer-controlled manufacturing systems
- management operating systems
- engineering design automation

When: as soon as you graduate, IBM will give you comprehensive training, both in the classroom and on the job.

Where: in all principal cities of the U.S.

How: see your placement director, visit the nearest IBM branch office, or write to G. A. Patterson, IBM Corporation, Room 1006, 20 Providence St., Boston, Mass. 02116.

Beer on the rocks?

(Oh, no!)

The other day, for the first time, our brewmaster heard of "beer-on-the-rocks." He fell apart. He really doesn't have anything against ice cubes for scotch or old-fashioneds or lemonade. But not for beer. Especially the King of Beers.

You see, he knows how much extra time and expense it takes to get that Budweiser taste and smoothness and drinkability. Add a couple of ice cubes and "bloop"... there goes all that extra effort.

Ice cuts down the head and waters down the taste. And, with Budweiser, that's a tragedy. Budweiser is the only beer in America that's Beechwood Aged. We allow Bud to brew its own tiny bubbles... slowly, naturally... over a dense lattice of beechwood strips. That's why Budweiser tastes better, foams better and sets glass after glass.

So if you know somebody who likes to plunk ice cubes in his Budweiser, please don't tell our brewmaster. (We hate to see a grown man cry.)

it's worth it... it's Bud.