Only a baby ... but he means BUSINESS!

Twenty pounds of baby... but he's making his needs heard—all 500 of them—all over the world.

That means business, all right. Good business—for everybody—in some 40 different countries. For instance, nickel from Canada helps pin up his pants... rubber from the East Indies caps his nursing bottles... kaolinite from Brazil cushions his back.

In fact, he's a bowling example of just how much World Trade means to us all. His needs make more jobs possible both at home and abroad.

How's he working it? We're importing, we're exporting. We're paying for good American dollars. That means other countries have their dollars to buy and pay for the huge quantities of American-made products they need.

For World Trade is a two-way street. Other countries can't buy from us unless we buy from them. When we do, our dollars come back to us with interest—greater demand for our goods, more jobs, more prosperity for every American.

How much do you know about the friendly snapping? More than you think? At least $1.00 out of every $15.00 you get, whether you're a doctor, teacher, factory worker or housewife, comes from World Trade. Make it work for you! Let's get rolling on World Trade for a great, prosperous America today!