

**“They laughed  
when I wound up  
my shaver...”**



That's liable to happen to you when you first use the RIVIERA in front of anyone. A wind-up shaver may seem a plaything. Or at best an emergency type of shaver (because it needs no cords or batteries). After all, how can a hand-cranked shaver rotate fast enough to do a clean and close job? And how many times do you have to wind the darn thing to finish one shave?

One answer at a time: The three-blade shaving head revolves at such a fast clip that it actually gives you **seventy-two thousand cutting strokes a minute!** Compare that to your \$30 TurboDeluxe. Now, about the winding. The palm-shaped body of the RIVIERA (named for its birthplace, Monte Carlo) is filled with a huge mainspring made of the same Swedish super steel used in the most expensive watch movements. You crank the key just like a movie camera (about six turns) and the RIVIERA shaves and shaves and shaves. From ear to ear; from nose to neck, without slowing down. Maintains its full shaving speed right to the end—and long enough to do the complete job. Hard to believe, but really true.

A few more details: The surgical steel blades are so designed that they are continuously self-sharpening. You will find that the more you use the RIVIERA the sharper and the better it gets. The guard is so unbelievably thin (5/100 of a millimeter) that pressure is unnecessary. You just touch the shaver on your face and gently guide it in circular motions.

We could go on. But we don't expect to sell you with words. We just want to get you open-minded enough to tie up \$17 for two weeks. We'll give you that long to put the RIVIERA to the test. If it disappoints you (if you want to return it for any reason), send it back. Your money will be in the return mail. Obviously, we have reason to believe that this won't happen and that you will want to keep your RIVIERA for the office, club, cabin or in a permanent place in your bathroom cabinet. It's that kind of a thing. Once you've tried it you won't let it go.

P.S. You not only save the cost of an electric motor, but you save the cost of repairing it. The money that it leaves in your pocket; the dependability; the good, fast, clean shaves that you'll get—they'll give you the last laugh.

**PLACE YOUR ORDER HERE**

Mail to: HAVERHILL'S SN-0527  
526 Washington St., San Francisco, Calif. 94111

Please send me the RIVIERA Shaver. I must be amazed and delighted or I may return it within two weeks after receipt for immediate refund. I understand that there is a one year's unconditional guarantee on parts and workmanship.

- I enclose \$16.95 plus \$1.00 for postage and insurance. (Calif. residents add 4% sales tax.)
- Bill Amer. Express Acct. # \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Zip \_\_\_\_\_

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**Haverhill's**

Searching the World to bring you the Finest

LETTERS

*To the Editor*

**Keeps Up to Date**

Dear Sirs,

My husband gets SCIENCE NEWS and we both read it. As he is a biologist and teacher, he finds it very helpful. Besides working as a bacteriologist doing analyses of fish products, he teaches physics, chemistry and biological sciences in a high school here in Lima. As the texts printed here aren't up to date by any means, he finds your magazine quite helpful. You may be interested to know that, because of your magazine mostly, he's the most up-to-date teacher in his line at that school. I have an interest in such things too, as I am quite interested in paleoanthropology and archaeology—and picking up more interest in the other branches of biological science through my husband's work.

Our best luck these last years has been the gifts subscription to your magazine—and back issues of NATIONAL GEOGRAPHIC. I'm from Seattle and find it frustrating here to not get the latest in reading material.

Oh yes, you might find it nice to know that we are bringing up our two boys, age 5 and 6, to have an interest in science.

Carol de Cabrera,  
Lima, Peru

**WAHM?** (SN:4/1)

Dear Sirs,

Referring to the article classification "Endochronology," (SN: 4/29) I hesitate to question your proofreader, but shouldn't that word be endocrinology?

Endochronology might be an appropriate coined word for internists to use in referring to the historical case studies of their patients, but I am afraid that many people who are filing SCIENCE NEWS articles on endocrinology may pass up your fascinating article on Sex & The Older Woman.

Jack W. Schmidt  
Redwood City, Calif.

*(Our proofreader erred; there was no pun or word coinage intended. The article should be filed, of course, as endocrinology.)*

*Nature Note*

**Tulip Tree**



Towering above all other trees in the eastern deciduous forest, the huge tulip tree bears flowers as beautiful and fragile as the garden tulip plant.

Few American trees grow as tall as this one, which reaches 190 feet. Its trunk may be six feet in diameter. The name refers either to the shape of the leaves, which are broad, roughly tulip-shaped, or to the pale yellowish-green flower which has a contrasting band of red-orange across each of its six petals. These flowers appear in early summer and then give way to the fruit which resembles a pale green pine cone two or three inches long.

The fast-growing tulip tree, *Liriodendron tulipifera*, is a member of the magnolia family, which is considered as a primitive flowering plant, one of the earliest seed-bearing plants to develop flowers during the slow-paced evolution of plants on earth. In spite of many differences, the magnolia family shows a surprising similarity in methods of reproduction to the conifers, as pines and spruces are called.

After the development of the relatively simple water algae some two billion years ago, came the beginnings of land plants, reproducing by means of microscopic spores. These early land plants were distant relatives of the horsetails, ferns and club mosses of today.

Then came the larger fern-like trees, and the earliest seed plants, the conifers, first appearing some 300 million years ago. About 150 million years ago, the first flowering seed plants began to develop, among which was the magnolia family, with its pinecone-like fruit. Today's member of that family, the tulip tree, grows in rich soils of the East Coast from southern Vermont to northern Florida.