

**"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-0624
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

Even today, according to a study conducted for the U.S. Public Health Service, 37 percent of central city dwellers, 40 percent of suburbanites and 72 percent of their country cousins refuse to acknowledge that air pollution is a problem with which they have to be concerned.

The reason is lost in the mists of human motivation, but, according to Prof. Ido DeGroot of the University of Cincinnati, a specialist in community planning, "it is entirely possible that roughly 35 percent of the population exposed to high levels of air pollution must deny its existence for psychological reasons."

Dr. DeGroot and other social scientists exchanged views during the 60th annual meeting of the Air Pollution Control Association last week in Cleveland, where the survey was reported. And they seemed to conclude that air pollution control is more a political than a technological question, and the public must become more concerned before pressure appropriate to the task can be brought to bear.

Technical studies, cost-effectiveness proposals, concern for local rather than Federal control of local problems and the complaint that controls instituted against a given industry will upset its competitive position, however, remain the refuge of opponents of strong Federal action.

But these opponents of Federal legislation "ought to put forth counterproposals," rather than "repeat the same cliches, the same tired slogans which have been used for at least 60 years," says Dr. John T. Middleton, director of the National Center for Air Pollution Control.

Dr. Middleton, who delivered the keynote address, spent much of his time making it clear to the delegates that without passage of an Air Quality Act of 1967, they would see little further action in air pollution control.

Among other things, the Act would authorize the Federal Government to set emission standards for industry and would establish air quality commissions where interstate pollution was not adequately controlled by local or state authorities.

According to Prof. DeGroot, one reason for the long public apathy toward air pollution may be feelings of social impotence by individual citizens. "Public education . . . appears to have little effect other than in probably raising the already considerable level of anxiety about this environmental hazard, from which escape is impossible. This feeling of social impotence was clear in all studies, especially when questions were posed about complaints made about air pollution.

"People simply did not complain,

because there was little they saw that could be done.

"People seem to assume that government on all levels has enough powers to cope with the problem," according to Prof. DeGroot. Citizens have been relatively inactive because most of them have not realized that the technology is available and the problem is in the political arena where they can have influence.

TOXOPLASMOSIS

Parasites Tagged

Five thousand newborn babies in the San Francisco area are being tested to find how widespread the congenital form of a parasitic disease called toxoplasmosis may be.

Estimates have been one in 1,000 to 2,000 babies, although one large survey showed the disease to occur at a rate of 0.7 cases per 1,000.

The ailment also occurs in adults, but less seriously. With babies, damage can be done before symptoms appear.

Untreated, unrecognized toxoplasmosis can cause tissue destruction, with mental retardation and blindness often resulting.

How the infection is acquired originally is not known, but certain animals such as dogs, rats and hogs are the apparent source of the parasite *Toxoplasma gondii*.

Up to now the most important diagnostic procedure for toxoplasmosis has been the Sabin-Feldman dye test for toxoplasma antibody. This test usually becomes positive in a week or so after infection, but response is sometimes delayed as long as one month.

In Washington, D.C., last week, Dr. Jack S. Remington of the Palo Alto Medical Research Foundation, Palo Alto, Calif., reported a simple technique requiring only two hours. Details of the method will soon be published in a medical journal, and it is hoped that other studies of the newborn will soon be under way.

This is the way it works:

Dry toxoplasma is placed on a slide and a small sample of the baby's blood serum is placed on it, sticking to it. The slide is then washed off and fluorescent-tagged antiserum from a goat that has the disease is placed on the slide. If the baby has been infected the material fluoresces.

Dr. Remington made his report to the advisory committee on medical research of the Pan American Health Organization, made up of 30 scientists from 12 countries. Represented were Argentina, Brazil, Chile, France, Jamaica, Mexico, Peru, Switzerland, Uruguay, the United Kingdom, the United States and Venezuela.

