

**“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-0715  
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.

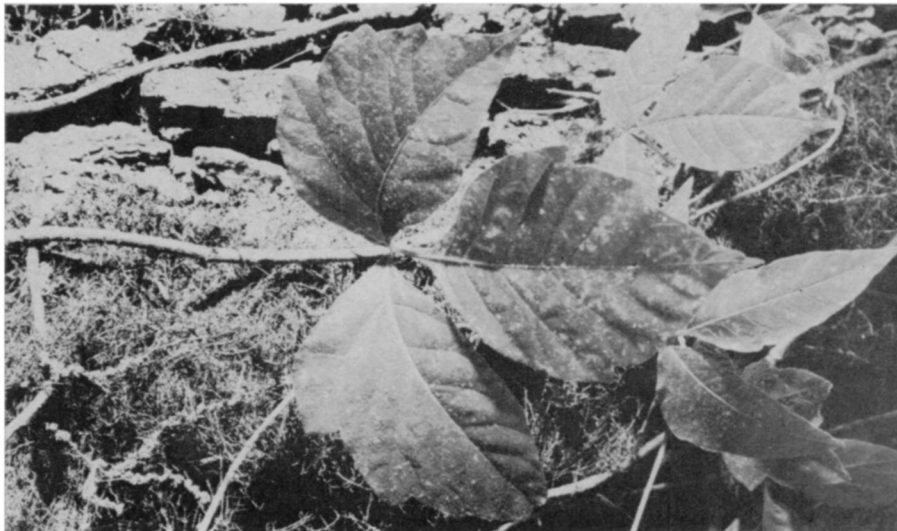
I enclose \$16.95 plus \$1.00 for postage and insurance. (Calif. residents add 4% sales tax.)  
 Bill Amer. Express Acct. # \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Zip \_\_\_\_\_

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**Haverhill's**  
Searching the World to bring you the Finest

*Nature Note*  
**Three-Fingered Menace**



In spring, the leaves of this irritating scourge of North America are tender and purplish; in summer they are lustrous and shining green; and in autumn they turn marvelous shades of red, yellow and orange.

Yet each year, thousands of Americans suffer torture from blisters and rash raised by toxic oils of this hardy plant. Some people are confined to bed, others hospitalized. And children are known to have died from severe cases of poisoning. This thriving plant was blamed for delaying the building of the Pacific Railroad in 1853-56. It seems to affect only human skin—goats, cattle, horses, birds and other animals can wander through thickets of poison ivy, even eat it without harm. Some people seem immune to the plant, but no one should assume this is permanent. Scientists believe immunity is related to variable conditions such as blood chemistry, diet and the amount of exposure to wind, sun, salt water—and repeated plant contacts.

**The common poison ivy.** Rhus radicans, is a member of the Anacardiaceae or cashew family, which includes the sumac, smoke tree and poisonous oak, and some say, the lac trees—all of which produce milky acrid resinous juices in one form or another. The toxic agent of poison ivy, called urushiol, is produced in the juice of resin ducts of the leaves, flowers, fruits, and the bark of stems and roots. Urushiol is a nonvolatile oil that rubs off easily on clothes, shoes, animals and anything else that touches the plant. Even smoke from burning ivy plants can carry tiny droplets through the air. People who may not even see the plant can become afflicted merely by having contact with

anything that carries the fine droplets of oil.

Inhalation of smoke from burning poison ivy can cause extremely serious poisoning in the nose, throat and lungs—sometimes death—points out Dr. Donald Crooks of the crop research division, Department of Agriculture. It is particularly dangerous when the urushiol enters the lungs where it causes severe irritation followed by pneumonia. People should be cautioned against breathing smoke from burning materials—and poison ivy should be uprooted and buried, not burned.

**Poison ivy** is relatively easy to distinguish, mainly by the configuration of its three leaves. “Leaflets three, let it be; berries white, hide from sight.” Depending on the amount of sunlight, the compound leaves with three leaflets on each stalk can vary in size, shape and glossiness. Sometimes they are jagged in outline with coarse notches, or with only a single notch, or sometimes they have a smooth outline. Sometimes people mistake trillium or jack-in-the-pulpit or the harmless five-fingered Virginia creeper for poison ivy, but close observation shows they are quite different. At Audubon Nature Centers, children are told: “You may shake hands with five fingers, but not with three.”

The close relative, poison oak, may be a variation of the ivy, with leaves lobed like those of an oak tree, rather than toothed or entire. Of the many species of sumac, only three of North America are poisonous, growing near swamps and producing white, not red, fruits that hang down. The cashew member of this family stores its toxic resins in the nut hulls.