

FROM THE PUBLISHER'S DESK

## our year in review

1967 brought many advances in science, detailed in the following pages. The year also brought immense changes in another subject close to our interest: *SCIENCE NEWS* itself.

As our readers have seen, we are not the magazine we were a year ago. We are bigger, better staffed, clearer, and, we believe, better in many ways. If our mail is an accurate guide, most of our readers agree.

Our reach exceeds our grasp, as it does for all men, but we feel we are moving in the right direction.

*SCIENCE NEWS* occupies a peculiar ecological niche in the world of publishing, between the specialized scientific journals on the one hand and the highly popularized and unsophisticated general circulation magazines on the other. Our readers include both scientists and nonscientists, who report similar reasons for liking *SCIENCE NEWS*—it provides current information on a wide variety of scientific subjects in a concise and clear form—a package available virtually nowhere else.

Our aim during the past year has been to make the magazine serve the readers better. We have placed more emphasis on a news approach to science. We have assigned individual reporters full time to individual areas of science—aerospace, behavioral sciences, life sciences, medicine, physical sciences and astronomy, and environmental sciences, and intend to expand our staff further. This in turn permits us to provide more specialized and competent coverage while maintaining the broad range of subjects and disciplines that must continue to be our hallmark.

No science is parochial, so we have greatly expanded our foreign service; reports are now filed regularly by science journalists in Australia, Austria, Belgium, Canada, Denmark, India, Israel, Japan, Mexico, Pakistan, Sweden, Switzerland, and the United Kingdom, and we look to expand this network further.

And since journalism is too often a one-way street, we have added as well a Letters to the Editor column as a forum for comment on the magazine and its contents, and to draw the attention of other readers to topics of importance and concern.

We have continued to put emphasis on readable and understandable writing, respectable to the scientists or engineers and understandable to the layman. In addition, we have changed the appearance of the magazine through changes in typography and layout to increase the ease of reading. We have also modernized the cover.

I am delighted to report that the compliments so far have outweighed the brickbats by a substantial margin.

Changes will probably not be as numerous in the future, but I do hope that you will continue to write us and let us know what you think of what we have done—or of what we ought to do. It will make our job easier and your magazine better.

*E. G. Sherburne Jr.*

# “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 \$19 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.

— WRITE OR PHONE —

Mail to: 526 Washington, San Francisco 94111  
Phone: (415) 981-5688

☐ Send me the RIVIERA shaver. I enclose \$19.50 (\$18.50 plus \$1 for post. & ins.). I may return it within two weeks if not amazed and delighted. 1 yr. guarantee for parts and workmanship. (Calif. residents add 5%).

☐ Bill Amer. Exp. Acct. # \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Zip \_\_\_\_\_

☐ Since the RIVIERA is an ideal gift, especially for servicemen, outdoorsmen and travelers please send one to the names attached (with a gift card).

SN-1223

**Haverhill's**

23 december 1967/vol. 92/science news/605