

# The caslon clock tells a different kind of time...



Time is just time you say? Well, read how this **caslon** clock will change the way you read it.

It is a psychological fact (try it on friends) that when people look away from an ordinary clock (one with hands!) they seldom remember the exact time. They know *about* what time it is. This is because most often you just glance at a clock to orient yourself to the time . . . in relationship to some upcoming moment, date, event or whatever. But—when you glance away from *this* digital timepiece, and someone asks you the time, you'll give it *exactly*. Right to the minute. "It is 3:43." That's the difference between seeing all 12 hours at once and this "digital readout" that states the precise time, and *only* the precise time. The numbers of this plug-in electric clock can be read at a good 50-paces. A silent electric motor flips the plastic plates into view faster than the eye can see. *One second it's 3:43 and then, suddenly, it's 3:44.* Don't worry. The change is silent. Not even a "click."

This improved way of telling time is the 110v **caslon digital electric table clock**. If that sounds like a mouthful you should see it in 3-dimensional color. It's an eye-ful. Beautiful, in the modern manner. The console shape is at home with any decor, in any room—or office. You have a choice of six colors to complement your furnishings. But, most important, the **caslon** tells time in a way you can't mistake—won't forget! It is something of a conversation piece, too. People will stand there staring at it, waiting, trying to catch it changing time. But it is faster than a wink, and quieter than your wristwatch. (The precision synchronous motor is of the hysteresis type—with 18 poles—operating at a low speed to assure even, silent operation and a good long life.) Dimensions: 5½" x 3½" x 3½". It makes a beautiful gift—

Mail to: 584 Washington, San Francisco, 94111  
Phone: (415) 981-5688 SN-0127

Send me the **caslon** (in the color checked below.) I enc. \$24.90 plus \$1 for post. & ins. (Calif. add 5%.)

- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> Snowwhite | <input type="checkbox"/> Airline Blue  |
| <input type="checkbox"/> Red       | <input type="checkbox"/> Midnight Blue |
| <input type="checkbox"/> Charcoal  | <input type="checkbox"/> Wheatglo      |

Name \_\_\_\_\_

Address \_\_\_\_\_

Zip \_\_\_\_\_

**haverhill's**

## LETTERS

# to the editor

## With State's Blessing

Sir:

The special notice given to the effectiveness of U.S.-U.S.S.R. cooperation in your excellent article on the U.S. Antarctic Research Program (SN: 12/30/67) was appreciated by those of us who are seeking more of this sort of professional cooperation. Science and technology are important, and relatively new, bridges to better understanding between nations through personal contacts.

I would like to correct a misunderstanding on the part of one of the American scientists, quoted as wondering what would happen to his security clearance if he were to visit his Russian friend and co-worker in the Soviet Union. Nothing would happen to his clearance; the Department of State would in fact do all that it could to make such a visit possible.

Herman Pollack  
Director

International Scientific  
and Technological Affairs  
U.S. Department of State

## What "Third" Means

Sir:

I must briefly comment on the letter to the Editor and reply headed "Blame Webster's Third" (SN 12/23/67) wherein you cite the Third International Dictionary as authority for correct usage. Unlike Webster's Second, published in 1934, the Third was not meant to be, and certainly is not, authority for correct usage. Dr. Philip Gove, the Third's Editor-in-Chief, has stated that a dictionary "should have no traffic [presumably not even bussed] with . . . artificial notions of correctness or superiority. It must be descriptive and not prescriptive."

Illustrative is an anecdote which Dwight Macdonald, in his essay "The String Untuned" [in "Against the American Grain"] calls "possibly apocryphal." Macdonald writes that "[t]here is an outfit in New York which uses vocabulary tests to determine aptitude. Several years ago the compilers of 3 asked if they would mind listing the words which were most commonly confused. They did so, with some trouble, and sent the results to Springfield, Massachusetts, the home of 3. They then discovered that Dr. Gove and his colleagues had wanted the list not in order to warn readers against these confusions but so they could enter the words as synonyms. When they protested, they were told that when an error is common enough, it is no longer error."

Ralph A. Fine  
Washington, D.C.

## No Endorsement

Sir:

We note (SN: 1/6) that "Nicotinic acid therapy is being promoted by members of the new American Schizophrenia Foundation, who claimed in October that 80 percent of 1,500 patients have recovered on the regimen."

The Foundation takes no position on therapy, and we are not promoting anything. We merely reported in our newsletter the findings of our Committee on Therapy, a subcommittee of our Scientific Advisory Board, regarding vitamins B-3 and C. Half of the committee members are psychoanalysts. This should not be interpreted as an endorsement.

Kahlil Samra  
President  
American Schizophrenia  
Foundation  
Ann Arbor, Mich.

## SCIENCE NEWS

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