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Why Are You Ignored When You Talk?

A noted publisher in Chicago reports a simple technique of everyday conversation which can pay you real dividends in social and business advancement and works like magic to give you poise, self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by what they say and how they say it. Whether in business, at social functions, or even in casual conversations with new acquaintances there are ways to make a good impression every time you talk.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in everyday conversation, the publishers have printed full details of their interesting self-training method in a new booklet, "Adventures in Conversation," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Conversation, 835 Diversey Parkway, Dept. 540-018, Chicago, Ill. 60614. A postcard will do. (Adv.)

study with Dr. Richard Davenport.

The chimp will poke a finger in its eye or rock or sway back and forth. Such stereotyped activities appeared at about the age of six months and have continued somewhat diminished throughout the years following isolation. The chimps are now about 9 to 12 years old.

Dr. Rogers gingerly attributes chimpanzee recovery to the ape's greater capacity to learn from experience. It is more adaptable than rhesus monkeys.



A chimp: greater sexual recovery.

Unexpectedly the Yerkes scientists discovered that chimpanzees reared by humans suffer greater damage than those raised in complete isolation. Sexually the human-raised animals seem to lack drive. The best explanation for this at the moment is that nursery-reared animals somehow fail to recognize their own species and therefore cannot learn typical behavior.

In both rhesus monkeys and chimps, sexual drive appears undiminished, except for chimpanzees reared by humans.

Of 10 nursery-reared chimps, only three learned to copulate. Among restricted animals the reverse was true. Only one male never attempted copulation and only one female avoided all contact. Two of these chimpanzees have now given birth to offspring, and the Yerkes scientists expect them to be inadequate mothers. But whether the animals will be as punitive to their young as rhesus monkeys, or simply indifferent, is an important point.

Dr. Raymond Carpenter, an authority on primate behavior at the Pennsylvania State University, says he will be very surprised if the chimpanzee mothers are

as terrible as rhesus mothers.

He also suggests that neither primate study has fully explored the range of possible therapies. What effect, for example, might hormone drugs have on the neurotic animals? Can some of the damage be corrected by releasing them for long periods into an enclosed natural environment?

Dr. Carpenter expresses surprise at the persistence of stereotyped movements. He says they have no utility and according to psychological theory should eventually vanish. Yet a chimpanzee, years after release from its box, continues to poke fingers in its eyes, probably originally to stimulate inter-ocular sensation.

Some schizophrenic children also engage in repetitive, useless action. There is no way of gauging the source and cause of such abnormality from primate studies, but a therapy which helps chimpanzees might perhaps help humans.

APOLLO PACER

Lunar module flight delayed

Though the Apollo program has seemingly gotten back on the track after being derailed by the launch pad fire that killed three astronauts in January 1967, the lunar module is now holding things up enough to be considered the "pacing item," an engineers' euphemism for the key foot-dragger. There have been recent problems with the radar, electrical and lighting systems, as well as weight difficulties that reportedly have the 35,000-pound craft up to its last ounce.

Last week the space agency revealed that the delays had taken their toll. The module has been dropped from the first manned flight, now set for Oct. 11. Nor will it be aboard the second in December. Astronauts will not get to practice with it, in fact, before February, which could be as few as two—but probably four—flights before a lunar landing attempt.

October's flight, therefore, will be planned solely to test the Apollo command module, during a stay of up to 10 days in orbit around the earth. The following flight will be one of four possibilities, not to be decided until the preceding mission's data are evaluated. Most likely is an earth-orbital flight with an apogee of either about 2,000 miles or a greater amount (for more accurate simulation of the return from the moon). Circumlunar and moon-orbiting missions are also being considered, in hopes of giving the astronauts flight practice to make up for the slippage.

The space agency is still talking optimistically about U.S. men on the moon before the end of next year.