

**"They laughed
when I wound up
my Monaco
Shaver..."**



That's likely to happen to you when you first use the MONACO 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 MONACO (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 MONACO 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 MONACO 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 \$20 for two weeks. We'll give you that long to put the MONACO 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 MONACO 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.

Please send me the following: **SNO502**
 MONACO SHAVER—STANDARD MODEL \$19.95
 MONACO SHAVER—MODEL ANATOMIQUE shaver housed in transparent case \$21.95
 SPECIAL TRIMMING HEAD (optional) \$ 4.95
 EXTRA REGULAR SHAVING HEAD (spare) \$ 3.95
 My check, plus \$1 for post. & ins. enclosed. Calif. resid' add 5% tax. Parts & workmanship guaranteed 1 year. Return in 2 weeks if not delighted.

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Address _____

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584 Washington St.
San Francisco, 94111
(415) 981-5688

haverhill's

EARTH DAY

And the day after

Solving environmental problems in the United States will require incredible ingenuity, huge amounts of money and unprecedented devotion to the common good by public and corporate officials. The only thing that will bring these components together in sufficient degree is enthusiastic, well-informed and sustained public support.

Earth Day on April 22 was aimed at creating this kind of support (SN: 4/4, p. 341). There was no doubt of the widespread enthusiasm in what was described afterwards by supporters as "the biggest demonstration in the history of the nation." But the affair often took on a quality of a county fair, and whether it was more than just a short-term amusement for most participants is a question that will only be answered in the months and years ahead.

There was little doubt that the demonstration was massive. Some 4,000 local groups participated, and the National Education Association estimated that 10 million students turned out. Environmental Action, the Washington, D.C., group that coordinated the affair, claimed the total turnout was in the neighborhood of 20 million, and some news media estimates also approached this figure.

Events ranged from a "Dead Orange" parade in Miami along the route of the Orange Bowl parade, to neighborhood cleanup campaigns by third graders to demonstrations against a General Electric annual meeting in Minneapolis. Speakers covered the gamut from Interior Secretary Walter Hickel (who chose the occasion to promise a permit to the Trans-Alaska Pipeline System) to local aldermen.

There was no doubt of the fundamentally local thrust. Only 5,000 people turned out for the demonstration at the Washington Monument—contrasted with an estimated 250,000 at the Nov. 15 antiwar demonstration. The outpouring of people was all across the nation rather than concentrated in a single seat of governmental or corporate power.

This, according to Stephen Cotton of Environmental Action, is the strength of the event and the proof it augurs sustained action. For one day, at least, Chamber of Commerce members, long-haired radicals and activist professors stood together at the barricades.

"There is a very broad constituency and you don't write these people off," he says. "Sure, the trash cleanups had limited usefulness when the real problem is not the gum wrappers on the river bank but the sewage in the river. And of course many of the speeches

were the usual and predictable rhetoric. But there was a healthy skepticism toward this rhetoric, and a real willingness of people on the local level to follow through and learn how to solve specific local problems."

Environmental Action has announced that it will now drop its tax-exempt status and begin to help the local groups in antipollution campaigns, including, if necessary, specific campaigns for political candidates who evidence interest in environmental cleanup. Political action may get sticky: some far-leftists are unhappy with the environmental distraction from war and poverty issues, and those radicals who joined in—they call themselves environment freaks—will certainly begin to offend their middle-class allies.

Although Cotton insists that the involvement of the scientific community is widespread, Dr. Philip Handler, president of the National Academy of Sciences, sees a real threat in an antisience and antitechnology bias he says is developing. Some people, he says, view science and technology as being to blame for pollution.

This bias, he told a meeting of college public relations officials, could seriously undermine the best weapon against pollution: data obtained by scientists.

But he agrees the money and support will not be available to obtain the data unless there is widespread emotional identification with the need to solve environmental problems. The line between this and counter-productive hysteria is thin, he says. □

UP IN THE AIR

Changing design for TAPS

One of the major issues involved in the Trans-Alaska Pipeline System (TAPS) is the possible erosive effect of heat from the 180-degree oil on the fragile permafrost (SN: 4/18, p. 389). Conservationists have insisted that far more of the line must be above ground on stilts than the 40 miles originally estimated by the builders.

Interior Department officials say now that a meeting this month between oil company and Geological Survey officials established that much more of the pipe will have to be above ground. If the pipe were buried only where there is solid bedrock or gravel, an estimated 400 to 600 miles would have to be above ground. And conservationists now point out that this change in plans will necessitate new studies on ecological effects. □