

Gentlemen: Purchase this shaver and we promise never to repair it.

But we will promise you this: if anything goes wrong within one year we'll send you a brand-new ACCUMEN. After that, if you are unhappy for any reason (even if it's 13 years from now) return it to us, and for just \$12.95 we'll send you the newest top-of-the-line model available at the time. We call this the "ACCUMEN LifeTime Shaver Plan."

If this sounds like an unprecedented offer, you are correct. It is. What makes us so sure to stick our necks out so far and so long? Just this: We have observed the ACCUMEN'S performance in Europe and since we introduced it in the U.S. We know what it's made of and how it's made.

This is the Ultimate Shaver—we think this is the finest shaver made in the world today. Cordless or otherwise. In our opinion it makes all others obsolete. Here, for your consideration, are the principal reasons why we believe the ACCUMEN to be "the ultimate".

1. Powerplant: High-potential Ni-Cd battery will give you at least 10 to 15 good shaves before recharging. As far as we know, it is the only shaver battery in the civilized world that is rechargeable directly from any wall socket—no transformers, no "power cords."

2. Motor: "Synchromesh" motor is 6000 rpm. marvel of German engineering. Ba-Fe permanent magnets, self-lubricating bearings and copper-carbon brushes assure long, hard-working life.

3. Shaving Head: Shaving area 2½ times larger than that of any other rotary shaver. Ultrathin foil (0.00315"). Four stainless steel cutters are individually sprung and balanced and independently adapt to the minutest contour of your face. (A truly radical innovation—have you ever noticed that your present shaver is built on the same principle as a lawn mower?)

4. Marvelous Extras: Patented LumiRing spotlights working area for perfect shaves in any light. Vacuum action keeps whiskers from your clothing. The ACCUMEN is lockable to keep it exclusively yours (sorry, teenagers). Finally, women are wild about the ACCUMEN, because the shaving head is round and smooth and has no sharp edges. (But, please, buy her one of her own.)

Still more. The ACCUMEN is not just the finest shaver in the world. Optional attachments make it a complete system. Look at the coupon and help yourself.

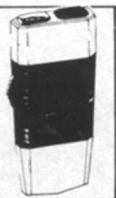
Should You Buy a Shaver by Mail—Sight Unseen? It may be unorthodox, but the only way to buy this shaver (on this side of the Atlantic) is from us, the exclusive importer/distributors. Be that as it may—why not? What's the risk? You order the ACCUMEN not only with the one-year new shaver guarantee; not only with the \$12.95 LifeTime Shaver Plan, but with this added assurance:

Unconditional promise: Try the ACCUMEN for two weeks. Then, if you don't agree it is indeed "the ultimate", send it back to us. We'll return your money by air mail and write you a nice thank-you letter.

That's it. For the price of an ordinary shaver you can now shave with the pride of Europe. The ACCUMEN. The ultimate shaver. The only electric shaver that shaves close enough (in the woods or at home) to satisfy "blade men". And the only shaver in the world that will never be repaired, but that offers the exclusive ACCUMEN LifeTime Shaver Plan.

FREE!

Order the ACCUMEN and at least one attachment now and we'll send you in addition a beautiful rechargeable flashlight. Retail price of this flashlight is \$4.95.



WORLD FAMOUS ACCUMEN. FOR LIFETIME OF CLOSE SHAVES

ONLY \$24.95 COMPLETE

KUDOS FROM ACCUMEN FANS

Here are a few unsolicited fan letters from erstwhile doubting Thomases who became solid ACCUMEN partisans. How about you?

Harold Parker, Box 67, Vanceburg, Kentucky

Truly outstanding—beats anything made in this country. I never even use a mirror with the ACCUMEN, because I can actually hear when I have a perfect shave. Please send two additional shavers as gifts to friends.



Joel Adler, 2635 Haring Street, Brooklyn, New York



Shaving with the ACCUMEN is a pleasurable experience. I now realize that a close, non-irritating shave is possible with an electric. The formidable powerplant, if charged overnight, lasts for two weeks of shaves.

Roger P. Siegel, 2036 E. 22nd Street, Cleveland, Ohio

I consider your ACCUMEN the finest shaver made. It cuts fast and close and produces no razor burn. Your ad is accurate in every detail. You have a superior product.



Harry L. Hooker, Box 11, Glasgo, Connecticut



I am very pleased with the ACCUMEN. It is all you claim it to be and much more. I have recommended it to all my friends. You may count me as a loyal user.

Rev. Wm. H. Hohman, Pastor, Alliance, Ohio

Please send me another ACCUMEN Shaver. This is the third one I have ordered—my friends seem to like them too much. If this keeps up I might become your East Coast representative.



Robert Buckner, 818 N. Doheny Drive, Los Angeles 69, California



There is only one word for the ACCUMEN—"superb". Please send me another one. I want it for my son's birthday.

L. D. Myrah, Williamson Bldg., Cleveland, Ohio

The ACCUMEN is without doubt the best shaver I have ever owned—and I have had at least six different makes.



--- STEP INTO A NEW WORLD OF SHAVING LUXURY—TODAY --- SN 1210

Mail to: HAVERHILL'S
526 Washington St., San Francisco, Calif. 94111

Please enroll me in the ACCUMEN LifeTime Shaver Plan. Send the following:

ACCUMEN 110V. rechargeable shaver with zippered case, mirror and brush...\$24.95

ACCUMEN 'TRANSWORLD' 110-220V. \$26.95

Hairclipper Attachment\$ 4.95

Massage/Hairbrush Attach. (both)...\$ 4.95

Yellow Blinker Light Attachment...\$ 4.95

Automobile Charging Unit (12 or 6V.) \$ 4.95

Praktikus-5, ACCUMEN with all attachments in zippered travel case...\$39.95

Praktikus-TW; same, but with ACCUMEN TRANSWORLD\$41.95

Spare Shaving Head.....\$ 4.95

Check (include \$1 for postage & insurance).
 Diners AmExpr. Acct. #
(Calif. residents add 4% Sales Tax.)

Name _____
Address _____
Zip _____

Haverhill's
Searching the World to bring you the Finest

Nature Note



U.S. Geological Survey

Pele's Hair

Caught in the tree branches or bunched in wind-protected crannies behind rocks or doorsteps of Hawaii are fine glassy strands of volcanic lava, often called Pele's hair—the long fine tresses of the Polynesian goddess of fire and volcanoes.

Hawaii has two active volcanoes—Mauna Loa and Kilauea. These volcanoes often erupt with spectacular fountains of fiery lava spurting as high as 1,000 feet in the air. Sometimes jets of steam blast from the volcano's throat and blow the lava into fine strands of material resembling spun glass, which the winds pick up and blow across the island. Pele's hair is identical with varieties of "rock wool" which are manufactured by blowing steam into a stream of molten rock.

In one of the few legends remaining alive in the world, Hawaiians tell how the long-haired Pele searched one island after another to find a suitable home, finally settling in the bubbling cauldron of Kilauea on the main island of Hawaii. People today still say they see Pele's face in the eruptions of liquid lava, which are mild and often beautiful because she is participating in them—but which are scientifically mild because this type of volcano erupts with a relatively mild and gentle release of gas and vapor.

Hawaii is composed of the largest mass of volcanic material in the world, rising nearly 29,000 feet high from the ocean floor to the tip of the highest crater—nearly 14,000 feet above sea level. Mauna Loa consistently shoots up fountains of fiery lava or spreads slow flowing rivers of dark viscous lava as wide as a mile and as long as 40 miles.

