

Another method forced them to choose on the basis of organic appetite — the chemical state of the body.

Taste and smell deceive; the deeper cravings of the body are wiser, it was found. When the rats chose what they liked the taste or smell of, they continued to select sugar rather than casein even after 29 days of being deprived of the needed casein. They preferred casein, however, when they judged on the basis of the body craving.

Unreliability of taste was confirmed in another experiment conducted by Dr. Shapiro in which the animals went for several days without either food or water. When relying on taste to make their choice, the rats took dry food. When they followed the dictates of their organic state, they drank instead, even though the period of total deprivation was shorter.

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Fast Talkers and Spenders

YOU CAN be on your guard against the smooth talker who wants your bank roll if you follow the tips given to psychologists by Dr. J. E. Janney, of Western Reserve University, speaking before the Midwestern Psychological Association meeting.

"Fast talkers and fast spenders," is how Dr. Janney summed up the personalities of both large-scale and small-time swindlers, on the basis of the experience of 40 Better Business Bureaus throughout the nation.

The small operator tends to be flashily dressed, he wants to put over his deal in secret, probably has a bad retail credit rating, will lie when investigated and feels persecuted when convicted.

The big-time operator comes right out in the open. He advertises widely, is well and conservatively dressed, and is careful to keep an excellent credit rating. But he is more likely to be truthful when investigated and sportsmanlike when convicted.

The appeals with which they work on you differ, too. If you are small prey, the swindler will play on your love for your family, any superstitions you may have, and on your desire for health and beauty.

In big frauds, prestige is used more extensively as a lever.

Big and small, swindlers make the most of the human weaknesses of gullibility, cupidity, conceit and concealment.

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CHEMISTRY

Japs Have Reproduced Nylon In Preparation for Post-War

Articles Found in Japanese Chemical Journals Show Oriental Rayon Company Is Ready To Compete in Field

JAPANESE industrial chemists are already preparing for an industrial struggle to follow cessation of the shooting war.

This is the conclusion that may be drawn from three articles published in Japanese, in the *Journal of the Chemical Society of Japan*, during 1940 and 1941. The author, K. Hosino, research man for the Oriental Rayon Company, Ltd., tells how he analyzed nylon, the synthetic plastic fiber that has made the U. S. A. independent of silk. After he had determined how the molecules were put together, he duplicated them and then made modifications which he claims are improvements over the American product.

This procedure, reminiscent of pre-war tales of how Japanese mechanics would build a duplicate of any machine that Occidental manufacturers would sell to their employers, might give Japanese textile factories the means to compete

to great advantage with nylon mills in this country and Europe. Japan has persistently refused to enter into any patent treaty with any foreign country, so that the du Ponts, originators of nylon and owners of basic patents thereon, will have no protection against Japanese attacks on their business.

Nylon, the Japanese chemist states as a result of his analysis, is a "polyamide of hexamethylenediamine combined with adipic acid."

If Japan goes into the nylon business, the silk industry, already hard hit first by rayon and then by the cessation of American silk purchases even before the outbreak of war, may never come to full revival. It is reported that hundreds of thousands of mulberry trees have already been felled in Japan, to make room for more food-crop production. These groves may never be replanted.

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BELOW

This is how the root development in the water vapor culture box looks. These plants are three months old. This photograph and the one on the facing page are from the Pineapple Research Institute.