

## PSYCHOLOGY

# Psychological Warfare

Planning the strategy for cold war should include consultation with psychologists, sociologists, anthropologists and psychiatrists, Dr. Mark May urges.

► "THE GOVERNMENT should use the advice of professional psychologists in its psychological warfare strategy planning," Dr. Mark May, director of Yale's Institute of Human Relations, told SCIENCE SERVICE.

"So far as I know the psychological strategy board now has no one on it even resembling a psychologist," Dr. May, who is also chairman of the U. S. Advisory Commission on Information, said. "Professional psychologists, sociologists, anthropologists and psychiatrists should be consulted in planning the strategy of the cold war."

Dr. May had three other suggestions for improving our cold war strategy. First, he said, there should be one overall strategy designed for the cold war. Second, the lines of authority from those who plan to those who operate should be tightened. Third, a new operating agency, outside of the State Department, which combines all overseas information services in one unit should be set up.

C. D. Jackson, who has gone to the White House as President Eisenhower's adviser on psychological warfare, might well be planning such a major reorganization, Dr. May speculated.

Dr. May's information commission is required to report to Congress twice a year and to the State Department four times a year. It evaluates the world information job our government is doing. To this end, Dr. May has traveled over Europe, even going behind the Iron Curtain, on a diplomatic passport, to Warsaw and Prague.

Asked about the effectiveness of the Voice of America, now being investigated by Senator Joseph McCarthy (R-Wis.), Dr. May said:

"We are doing a terrific job behind the Iron Curtain. We have a wonderful audience. We have the Kremlin squirming. The proof of this is in the millions the Russians are spending in trying to jam our broadcasts and in the ill-tempered answers to them in Pravda and other Soviet publications. They wouldn't be hollering so loudly, if we weren't hurting."

Dr. May added that the Voice of America is able to place a great many programs on local radio stations in free Europe and that these are effective. He did not believe, however, that any shortwave broadcasts from here to western Europe would have much effect.

Senator McCarthy's investigation of the Voice of America, Dr. May said, "has raised a lot of havoc with morale, until now it is at an all-time low in this vital operation. At the same time," he went on, "I think Americans are getting a distorted picture of

the Voice from the televising of the investigations. The damage being done is probably far outweighing the good such an investigation might do."

Dr. May was asked about the effectiveness of the two messages President Eisenhower issued, one just before Stalin died directed at the Russian people and the other, formal official condolences when he died.

"Well, it looks as though our psychological warfare people were surprised with no plan ready," Dr. May said. "A plan of what to do when Stalin died should have been all prepared and stuck away in a drawer somewhere."

Dr. May said that the problem was too complicated to render a judgment as to whether the President said the right thing from a strategy point of view.

Science News Letter, March 21, 1953

## MEDICINE

## Bottleneck in G.G. For Polio Broken

► FIRST BREAK in the bottleneck of gamma globulin production for protection against polio paralysis next summer has come, Basil O'Connor, president of the National Foundation for Infantile Paralysis, announced in New York.

The break comes through arrangements between the Foundation and Armour and Company whereby Armour will increase its processing facilities for production of this blood fraction. Armour is one of the companies that has been processing blood fractions for the American Red Cross.

About 60,000 additional average doses of gamma globulin each month will be available for this summer as a result.

Science News Letter, March 21, 1953

## NUTRITION

## Do You Eat Like Cow? Need 12,500 Calories

► DO YOU eat like a cow?

Experiments by the U. S. Department of Agriculture show that a 400-pound calf uses 5,400 calories a day to maintain its weight. To gain about one and one-half pounds a day, a calf needs 12,500 calories.

Recommended daily allowances by the National Research Council for a moderately active woman, 123 pounds, call for 2,500 calories a day; for a moderately active man, 154 pounds, 3,000 calories.

Science News Letter, March 21, 1953

## Do You Know?

It is possible to smell as little as one part of ozone in 10,000,000 parts of air.

Mechanical failures cause about 20% of the accidents that occur in industry; personal errors cause about 80%.

Well-cured concretes and mortars, like wine or cheese, definitely improve with age.

Two thin coats of clear shellac applied to lamp cords near the plug will keep the cords from fraying there so soon.

To make shirts last longer, turn up the collar of the soiled shirt before laundering and leave it up until the shirt is put on again fresh.

Science News Letter, March 21, 1953

## VETERINARY MEDICINE

## Anti-Arthritis Drugs Restore Shocked Dogs

► A DOG in shock after being hit by an automobile can be brought back to normal with the aid of ACTH or cortisone, Dr. Peter H. Forsham of the University of California Medical Center, San Francisco, says.

These two hormone drugs, widely known for their treatment of rheumatoid arthritis in humans, are also useful for relieving allergic rashes, asthma, and the swelling and inflammation of certain spider and snake bites.

They are useful in the same way, Dr. Forsham finds, for treating such conditions in animals.

Science News Letter, March 21, 1953



**TESTA MICROSCOPES**

**A DISTINGUISHED LINE OF LOW COST MICROSCOPES**

**LABORATORY SIZE, WITH LARGE, PROFESSIONAL INCLINING STANDS, PRECISE INTERCHANGEABLE OPTICS**

**SIMPLE TO OPERATE AND MAINTAIN. INSTRUCTION MANUAL FURNISHED**

**AMERICAN MADE PROMPT DELIVERIES**

MODEL F—100 to 700X.....	\$92.50
Parfocal triple nosepiece. Condenser stage with aris diaphragm. Coarse and fine adjustment.	
MODEL H—50 to 700X.....	\$82.50
Parfocal double nosepiece. Low and high power objective. Coarse and fine adjustment.	
MODEL G-3—100 to 400X.....	\$59.00
Triple divisible objective. Substage diaphragm turret. Most economical high school microscope.	
MODEL S-2—75 to 250X.....	\$33.50
Double divisible objective. Simple and efficient for elementary science use.	
SUBSTAGE LAMPS and other ACCESSORIES	

Write for literature to Dept. SNL

TESTA MFG. CO.

426 S. Pecan St.,
Los Angeles 33, Calif.