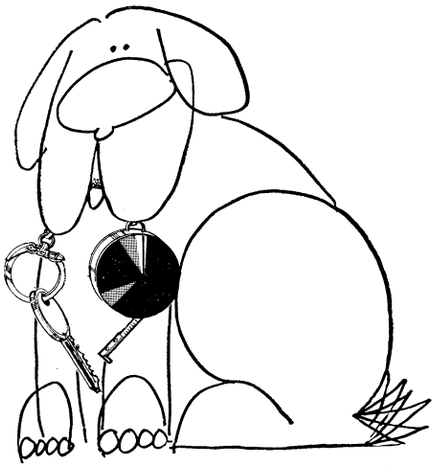


Like to be friends?

BEFRIENDING US MAY BE REWARDING for you if you feel that things are getting sort of drab. We modestly believe that we can add a dash of romance and a soupcon of difference to it all. *HERE'S OUR FRIENDLY OFFER.* Clip this ad and mail to us with a $1 bill (No checks, please! It drives our bankers mad.) We'll send you an elegant, practical *TAPE MEASURE / KEYRING* like the one Henry holds here. You'll also receive "The World's Most Exciting Catalog." But then our friendship isn't over. Every month or so, we'll send you an exclusive offer of a new and exciting product, not available from anyone but us. And last, (but far from least), we'll send you a *$2 GIFT CERTIFICATE* that may be applied to your first purchase. An unusual proposal? Sure! But Haverhill's is unusual. Be friends and see.

SN-0118

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Develop A Powerful Memory?

A noted publisher in Chicago reports there is a simple technique for acquiring a powerful memory which can pay you real dividends in both business and social advancement and works like magic to give you added poise, necessary self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by remembering accurately everything they see, hear, or read. Whether in business, at social functions or even in casual conversations with new acquaintances, there are ways in which you can dominate each situation by your ability to remember.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in remembering anything you choose to remember, the publishers have printed full details of their self-training method in a new booklet, "Adventures in Memory," which will be mailed free to anyone who requests it. Send your name, address, and zip code to: Memory Studies, 835 Diversey Parkway, Dept. 540-011, Chicago, Ill. 60614. A postcard will do. (Adv.)

films OF THE WEEK

Listing is for readers' information of new 16mm and 8mm films on science, engineering, medicine and agriculture for professional, student and general audiences. For further information on purchase, rental or free loan, write to distributor.

ASTEROIDS, COMETS AND METEORITES. 16mm, color or b&w, sound, 11 min. Asteroids, comets and meteorites are called the minor members of the solar system. Films show (1) how astronomers have learned about these objects traveling around the sun, (2) what each group looks like, and (3) the place of each in the solar system. Also discusses the newest objects in the solar system, man-made or artificial satellites. Audience: high school, junior college. Purchase color $120 or b&w $60 from Film Associates, 11559 Santa Monica Blvd., Los Angeles, Calif. 90025.

FEATHERED FISHERS. 16mm, color, sound, 20 min. An unusual visit with the bird colonies of the Coral Islands of Australia. Audience: general. Purchase $170 or rental $5 from Films Officer, Australian News and Information Bureau, 636 Fifth Ave., New York, N.Y. 10020, or Western States, from Press and Information Officer, Australian Consulate-General, 350 Post St., San Francisco, Calif. 94108.

HUNGER IN AMERICA. 16mm, color or b&w, sound, 54 min. Ten million men, women and children go hungry every day in America. Shows Negro sharecroppers in Alabama, Navajo Indians in Arizona, starving tenant farmers just 25 miles outside of Washington, and impoverished Mexican-Americans in San Antonio. Takes look at Department of Agriculture's Surplus Foods, Stamps and Farm Subsidies Programs. Audience: high school, college, industry, health organizations, Federal and local government agencies, adult groups. Purchase color $550 or b&w $275 from Carousel Films, 1501 Broadway, New York, N.Y. 10036. (A CBS Reports film.)

LABOR RELATIONS: DO NOT FOLD, STAPLE, SPINDLE OR MUTILATE. 16mm, b&w, sound, 50 min. Studies the local union in a paper mill and focuses on one man, the co-founder of the union and its long-term leader, to show in concrete terms the problems involved in social change. Technology, changing management practices, and a changing labor situation are making the man's skills as a union leader obsolete. Shows through the problems of this man, the problems being faced by unions everywhere. Audience: industrial, university, adult. Purchase $330 or rental $15 from McGraw-Hill Films, Dept. DF, 330 West 42nd St., New York, N.Y. 10036.

RESPONSE TO MECHANICAL SHOCK. 16mm, color, sound, 18 min. Illustrates several types of mechanical shock, showing the shock signature generated by each. The parameters used to define mechanical shock are shown; acceleration, velocity, and displacement and the relationship and interdependence of these three functions are explained. Also illustrates how three different degrees of damping affect motion of the spring-mass system during shock response. Audience: engineers and engineering students. Purchase and loan information from AEC field libraries, or Audi-Visual Branch, Div. of Public Information, Atomic Energy Commission, Washington, D.C. 20545.

SAMUEL F. B. MORSE. 16mm, color, sound, 9 min. Story of the invention of the telegraph. Young Morse was sent to Paris by his parents to study art, but he became interested in other things, among them African drum rhythms. It was from this rhythm that Morse later got the idea for his code for the telegraph. After several false starts, he did accomplish his goal and invented a telegraph which worked. Audience: elementary. Purchase $110 from Fleetwood Films, 34 Macquesten Parkway S., Mt. Vernon, N.Y. 10550.

THE WORLD OF THREE. 16mm b&w, sound, 28 min. Portrays a day in the life of a young boy who obviously is disturbed by the presence of a new sibling, a baby sitter, and by the affection his mother is giving her. Shows what effects jealousy has on the boy's behavior as he tries to win back the sole love of his parents. Shows how a little thoughtful planning on the part of parents might have avoided the very natural jealousy the boy feels. Audience: college courses, teachers, social workers, nurses, parents and others involved with young children. Purchase $170 or rental $8 from McGraw-Hill Films, Dept. DF, 330 W. 42nd St., New York, N.Y. 10036.

(Letters from p. 57)

of the problem and by offering to the reader only superficial aspects or vague allusions, thus deceiving the reader by arousing in him the deceptive illusion of comprehension; or else he gives an expert account of the problem, but in such a fashion that the untrained reader is unable to follow the exposition and becomes discouraged from reading any further.

"If these two categories are omitted from today's popular scientific literature, surprisingly little remains. But the little that is left is very valuable indeed. It is of great importance that the general public be given an opportunity to experience—consciously and intelligently—the efforts and results of scientific research. It is not sufficient that each result be taken up, elaborated, and applied by a few specialists in the field. Restricting the body of knowledge to a small group deadens the philosophical spirit of a people and leads to spiritual poverty."—*Princeton, N.J., Sept. 10, 1948.*

I think your publication is part of—"the little that is left"—.

James Geer
Tuscaloosa, Ala.

Deaf ear

The main theme of your story (SN: 12/7/68, p. 567), that mine safety awaits more technical advances, seems to focus on a minor part of the problem while it ignores the major cause of hazards underground.

Indication of the attitude of the mine owners toward the safety and health of their workers was contained in an article printed in the Nov. 30 issue of THE WEEKLY PEOPLE, official newspaper of the Socialist Labor Party. Dr. I. E. Buff, a cardiologist and member of West Virginia's Anti-Pollution Commission, was quoted as saying, ". . . an oxygen tank and mask for about $130 . . ." is all that is needed to safeguard a miner's health and life. Mineowners turn deaf ears to safety, he said, "This is because a great many people have the PBP's, which is called pocketbook persuasion, and these people cannot see anything but the economy. . . ."

Dr. Buff explained, ". . . the attitude of the American mine operators is easy to illustrate. I asked owners of eight mines I visited to install chemical toilets because the long accepted practice of defecating in worked out galleries was impregnating the air in working shafts with disease-producing filth. They calculated it would cost 25 cents per man per day and turned it down as too expensive."

Henry R. Korman
Longview, Wash.

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