

Beliefs Attract People

► THE PSYCHOLOGICAL "chemistry" that attracts one person to another seems to be common attitudes.

According to two recent studies, an individual's attitudes on issues ranging from school integration to war and necking are far more important than his prestige in making him personally attractive to another. Beliefs are also more important than race or sex.

In the prestige study, Drs. Donn Byrne and William Griffitt of the University of Texas and Carole Golightly of the University of Portland in Oregon, found that occupational status had virtually no influence on attraction, at least on paper.

Thirty student subjects were given attitude scales filled out by a number of anonymous strangers, and asked to judge whether or not they would

like and enjoy working with these people. The students strongly leaned toward those who expressed beliefs similar to their own, while the stranger's occupation, whether janitor or physicist, apparently had no effect on likability.

Perhaps, wrote the experimenters in the Duke University Journal of Personality 34:434, 1966, the impact of similar and differing attitudes on attraction is "extremely pervasive" and more general than would be expected.

A separate study of race, sex and belief as factors in friendship came up with similar results. Drs. Richard H. Willis, Carole R. Smith and Lev Williams of Washington University, St. Louis, Mo., reported at a recent psychological conference that only in the deep South was race more important than beliefs when 307 whites and Negroes were asked whether or not they would accept the friendship of a number of people described to them.

For all others, similarity of beliefs on issues was most important. Race, however, came second, while sex was least important.

CLASSIFIED

Classified advertisements are accepted for the following classifications; Books, Business Opportunities, Camps, Colleges, Micro Ads, Personals, Positions Wanted, Services, Travel. All advertisements must be consonant with the character of Science News. Rates . . . single insertion 25¢ a word. Minimum charge is \$5.00. Count 2 extra words for Box and Numbers. Classified advertising is payable in advance. Closing date 3 weeks prior to publication (Saturday).

Employment opportunities are accepted at regular display rates, subject to agency commission. Minimum size 1 inch. Minimum charge \$21.70 per inch. Rate cards available upon request.

To speed up insertion, address classified advertising . . . Classified Ads. Science News. 1719 N Street, N.W. Washington, D.C. 20036

BOOKS

FAMOUS LITTLE BLUE BOOKS! 2000 titles. Only 15¢ each! Catalog 10¢. Literature, 7225 East Silver Spring, Milwaukee, Wisconsin, 53217.

ENGLISH-CHINESE DICTIONARIES from Astronomy to Zoology. Complete stock in science, engineering, medicine. Oriental Publication Service, Box 300, Norman, Oklahoma 73069.

BUILD YOUR ZOOLOGICAL LIBRARY—Big Selection, Mammal, Bird, Reptile Books. Imported and American. Free Catalogue. Curtis Books, 2633 Adams, Hollywood, Fla. 33020.

PAPERBACK CATALOGUE, 217 pages, 13,000 titles from 154 publishers, subjects indexed. Send \$1.00. New York Book, 4W West 43rd Street, New York, N.Y. 10036.

MICRO ADS

POLAROID "Swinger" makes 16 to 32 different snapshots on regular 8-exposure roll, with new instant lens attachment. Guaranteed, \$1.00 postpaid. Pyrolon Research, Box 2183-SN, Austin, Tex. 78767.

CHEMICALS, BIOLOGICALS, apparatus, glassware, microscopes, accessories, and science books. New illustrated catalog only 25¢. Dover Scientific Co., 663 Fifth Avenue, New York, N.Y. 10022.

FAIRCHILD SEQUENCE CAMERA \$75.00. Cost government \$650.00. Send 25¢ for our surplus optics-electronics 82 page catalog. Meshna, Nahant, Mass. 01908.

PERSONALS

IF YOU KNOW A SAD EDITOR whose publication could use some laughs—send publication name and circulation to Cartoons, Dept. 158, Roslyn, New York 11576. (We have the antidote.)

Handwritten Numbers Can Be Read by Machine

► THE HANDWRITTEN numbers on everything from checks to sales slips can be read by a machine just introduced.

A company using the new reader does not have to convert pencil-written or printed numerical data into punched card machine language before entering it into a computerized filing system. It is transmitted directly from source documents into the computer, saving time and money, and eliminating conversion errors.

Developed by International Business Machines Corporation, the machine has read more than 18.5 million handwritten numbers at IBM's World's Fair exhibit and in field tests with a number of companies.

The problem of identifying variations in handwritten numbers has been solved by IBM with a tiny "flying spot" of light only five one-thousandths of an inch in diameter.

Projected by the machine's optical sensing unit, the flying spot scans lines or fields of numbers on a business document. When it crosses any part of a handwritten or printed number, it spirals completely around the number before moving on. This technique is called "curve-following."

DENTISTRY

Plastic Patches Replace Braces on Teeth

► A NEW METHOD of straightening teeth may cut down on the groans of unlucky teen-agers by replacing the old metal braces with plastic patches.

Comfortable, quickly installed and removed, not apt to result in extremely decayed teeth, and hardly noticeable while on, the patches seem to have nothing in common with the old braces except that they do straighten teeth.

Placed on the tooth's front only, the plastic panel is only 1/16 of an inch thick and slotted in front to accommodate a wire to straighten the teeth. A transparent adhesive holds the panel in place on each tooth.

The patches have survived up to 10-month trials in volunteer youngsters, but will not be in general use for another two years. The developers, engineers at the Newark College of Engineering, N.J., want to perfect them to hold up for at least six months (the time between fittings) under any conditions.

RAY GUN! Want to build a Laser?

You can build our Laser and Power Supply for only \$100. The Laser alone can be built for \$40. It is the lowest cost QUALITY LASER system in the United States. Shoots a pencil-thin beam of light, will burn anything in its path in a fraction of a second, even through diamonds! Not a demonstration model, a real industrially-applicable LASER. Blue prints, directions, price and parts lists, only \$9.95 ppd.

M & J INDEPENDENT RESEARCH COMPANY
1607 W. 24th #2, Lawrence, Kansas, 66044

Why Do You Have A Poor 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 book, "Adventures in Memory," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Memory Studies, 835 Diversey Parkway, Dept. 2647, Chicago, Ill. 60614. A postcard will do.—(Adv.)