



TROPHY IS HANDED to Mrs. Frances Bara, Los Angeles and her sister and co-pilot, Mrs. Edna Bower (right), Long Beach, by Leonard Kelly, Aero Club official, for winning ninth annual All-Women's Transcontinental Air Derby from Long Beach to Springfield, Mass., where presentation occurred. They share cash prize of \$800 and trophy. (International)

Science Said Entering Stage of Chemical Control of Behavior

By DELOS SMITH
United Press Science Editor

New York —(U.P.)— In seeking to give comfort to unscientific people who are aghast over the possibilities in scientific "behavior control," Prof. B. F. Skinner of Harvard may have scared them even more than they were.

"We are entering the age of the chemical control of human behavior," he said, and then predicted the development of pills which will make fearless heroes of any and all soldiers whether or not they wish to be heroic. "Our government would probably not hesitate to use a drug which taken by servicemen before combat, would eliminate all signs of fear, thus depriving the individual of the protective reflexes which man has acquired through a long process of evolution," he said in a lecture at the New York Academy of Sciences.

Whether we like it or not, he continued, "in the not-too-distant future, the motivational and emotional conditions of normal daily life will probably be maintained in any desired state through the use of drugs."

But as long as there have been men, there have been controls over their behavior—for instance the control exercised by "the bully," or "cajolery, seduction, incitement, and the various forms of what biographers call 'influence.'"

Produce 'Counter-Controls'
However, controls have always produced "counter-controls" until now when the controls are becoming more and more subtle, he said that people interested in the continued "freedom" of man—within those limits in which it is possible for him to be free—would be better advised to encourage the scientific "analysis of controlling practices" instead of befogging "our understanding of the need for counter-control."

He described three methods of behavior control:

(1) "Emotional conditioning." Example: "Advertising which shows a product being used by or otherwise associated with pretty girls or admired public figures. The controllee is not likely to revolt against such control, and he may carry the resulting prejudices contentedly to his grave."
(2) "Motivation control." Example: "The deliberate design of art and literature (as in movies and 'comics') to appeal to people with sadistic tendencies is easily detected, but the subtle design of an automobile so that riding in it is in some measure a sexual experience is not so easily spotted. Neither practice may meet any objection from the people so controlled."

A Classical Pattern
(3) "Positive reinforcement." Here "wages, bribes, and tips suggest a classical pattern." But "better ways of using reinforcement techniques based upon force or the threat of force."

ment in shaping up new behavior and in maintaining the condition called interest, or enthusiasm, have been recently discovered. The reinforcing effect of personal attention and affection is coming to be better understood."

He said it was easy but also useless "to object to the control of human behavior by applying the slogans of democracy." People who do so forget that the democratic revolution freed men "from autocratic rulers em-

Price Fixing Charged In Salmon Industry

Washington —(U.P.)— The Federal Trade Commission yesterday charged a canners' association, a boat owners' group and a fishermen's union with conspiring to fix prices in the Puget Sound salmon industry.

The complaint alleged that they prevented price competition and restrained salmon catching in the Puget Sound area in violation of the federal trade act.

The complaint named Puget Sound Salmon Cannery, Inc., Seattle, an association of canners and packers; Purse Seine Vessel Owners Assn., Tacoma, Wash., comprising about 150 boat owners and Allied Workers division, International Longshoremen and Warehousemen's Union, Seattle, representing union fishermen employed in the area by the vessel owners.

They were given 30 days to answer the complaint. The FTC scheduled a hearing on it for Sept. 26 at Seattle.

Moro Man Drowned In Ochoco Reservoir

Prineville, Ore. —(U.P.)— William E. McLachlan, 47, of Moro, Ore., drowned Friday afternoon after he overturned his motorboat while fishing in Ochoco reservoir five miles east of here.

His companions, Jerry Wilson of Moro and Jack Lyons of Kent, were uninjured. Wilson had just gotten out of the boat and was walking toward his car when he heard an outcry. He turned to see McLachlan clinging to the bottom of the overturned boat.

Several boats set out to rescue him, but McLachlan suddenly released his hold and disappeared about 50 yards offshore. The Prineville volunteer fire department recovered his body about a half hour later.

COOL HEAT IN LONDON
London —(U.P.)— Temperatures climbed to 78 degrees for the second straight day today and London newspapers called it a heat wave.

'Wealthy' Ex-Convict To Return To Court

Las Vegas, Nev. —(U.P.)— An ex-convict who left town last week with some \$87,000 in crisp new bills was scheduled to reappear here today for a court hearing to determine how he and his companion obtained the money.

Their arrest touched off national attention. Frank McGlynn Jr., of the New York District Attorney's office flew here to question the men in connection with the \$350,000 robbery April 6 of a Queens bank.

Local authorities arrested Ellsworth and Wilson when the pair flashed large denomination bills in one of the casinos. A record check showed Ellsworth was free on an appeal of armed robbery convictions in Tulsa and Memphis. Wilson was convicted of robbery in Oklahoma.

A NATURAL
Boston —(U.P.)— A gunman robbed the Keith Memorial theater boxoffice of \$28 while patrons were watching "Six Bridges to Cross," a movie based on Boston's unsolved \$1,219,000 Brink's holdup.

Dead line for Sunday Classified is at noon Saturday

Pocket Radios Used To Bring Important Data To Customers

Chicago —(U.P.)— The message went something like this: "134. Mrs. Jones, 2380 Maple. Temperature 103. Urgent."

Somewhere a doctor with a miniature radio in his pocket got the message and drove off to attend to Mrs. Jones.

This might sound like comic strip stuff, but it's routine procedure in the radio paging business.

Business Still Young

The business is only a couple of years old, but there already are radio paging services in more than a dozen large cities.

Chicago has two rival firms, Aircall Chicago and Pocket-Phone Broadcast. For the most part their operations are similar. A customer is issued a code number and a tiny radio, not much bigger than a pack of king-size cigarettes. It fits easily into his shirt pocket.

The customer notifies his business associates and friends that he can be reached by telephoning the radio paging service. Once each hour he must put the radio to his ear and press a little button on the plastic case.

Short Check

Usually only a dozen or so customers are being paged at any one time, so the subscriber need listen for only a minute to learn whether his code number is being called.

Each of the firms has a downtown transmitting station with a radius of about 30 miles, with a frequency assigned by the Federal Communications Commission.

Most of the customers are doctors, particularly general practitioners and obstetricians. Babies are born most any time, and it's

mighty handy for a golfing doctor to be able to tune in on the back nine and take off for the hospital if his services are required.

Both companies number among their customers salesmen, trucking firms and various businesses with men in the field. In Detroit, a major oil company uses the Pocket-Phone service to dispatch trucks on emergency calls to householders running out of fuel oil.

Abbreviated Form

Pocket-Phone broadcasts an actual message in abbreviated form, usually consisting of a telephone number for the customer to call.

Aircall operates on the theory the subscriber doesn't want his business blurted out over the air, and transmits only his code number. The subscriber then calls the transmitting station to get the complete message.

Both companies are working on a system which would eliminate the need of listening in each hour. Instead, the little radio would make a buzzing noise in the customer's pocket whenever he was being paged.

Charles Bates Jr., station manager for Pocket-Phone, said the service is designed for anyone who travels about the city in his work, and it's intended for "really important messages." "Bring home beer and pretzels."

San Francisco —(U.P.)— Julius J. Thomson, an official of the Chase National bank, returned to the United States early Saturday after five years detention behind Red China's Bamboo curtain.

COLD DRIVE

East Hartford, Conn. —(U.P.)— Carl L. Anderson had to ride several miles to work in a cold automobile because a window was shut too tight. A window in the car "exploded" shortly after he set out for work. A glass company official later told Anderson the window exploded because it fitted too tight and there was no room for expansion when the car began to warm up.

CALLING COLLECT

Sacramento, Calif. —(U.P.)— The California Highway Patrol has initiated a service allowing motorists to make emergency calls to the patrol free of charge by telephoning ZEnith 1-2000. The patrol says motorists making emergency calls from unincorporated areas may call the number collect. California is the first state to have such a system for fast and efficient reporting of auto accidents and other highway emergencies.

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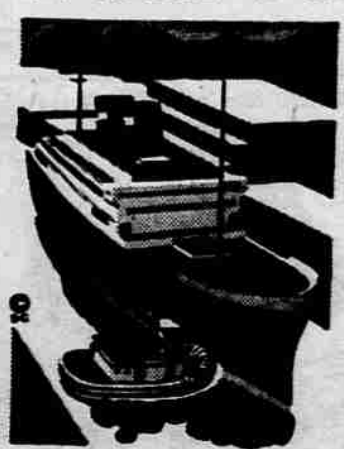
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