

the application of crop-protection chemicals, fertilizers and seeds are expensive to construct and operate, and to pay their way must be employed to the full during the short season when they are required. This should be possible by operational pooling of the 200 aircraft available and by their use on a south-to-north basis following the seasonal advance. By promoting co-operation on a European scale, these aircraft can be used more efficiently and offer an invaluable adjunct to normal farming methods. During the first two years of its existence, the European Agricultural Aviation Centre will be supported financially partly by the European Productivity Agency and partly by the Dutch Ministry of Agriculture, Fisheries and Food; liaison officers in the participating countries (Denmark, France, Germany, Italy, the Netherlands, Sweden, the United Kingdom, Spain and Yugoslavia) will co-operate in its work. At the end of this period it is anticipated that the agricultural and industrial concerns which benefit from its work will contribute to the Centre's continuation and development, together with interested governments.

#### An Existing Coelacanth, *Latimeria chalumnae*, in the British Museum (Natural History)

THE first specimen of an existing coelacanth fish, *Latimeria chalumnae*, to reach Britain has been placed on view in the Fish Gallery of the British Museum (Natural History), London. It was brought over by Prof. Jacques Millot, director of the Institut Scientifique de Madagascar, together with a plaster cast of an earlier specimen, and presented to Sir Gavin de Beer, director of the Museum, to mark the occasion of the Fifteenth International Congress of Zoology. Coelacanth fishes have a particularly long and interesting history. They are found as fossils in rocks laid down during the Devonian period, indicating that they were in existence some three hundred million years ago, and closely related fossils have been found in many parts of the world, including Europe, throughout the succeeding two hundred and thirty million years. None was known in any formation more recent than the Cretaceous, and coelacanths were thought to have been extinct for the past seventy million years. In 1938, a large steel-blue fish with many extraordinary features, caught off the coast of East Africa, was identified by Prof. J. L. B. Smith, of Rhodes University, Grahamstown, as a living member of this ancient group. It was named *Latimeria chalumnae*, and since then about a dozen more specimens of *Latimeria* have been found.

#### Advertising

LORD Heyworth's address at the annual general meeting in London of Unilever, Ltd., on April 24, has been reproduced for private circulation under the title "Advertising" (pp. 17. London: Unilever, Ltd., 1958). In 1957, Unilever spent on advertising £83 million, nearly half in North America alone, and Lord Heyworth defends advertising as a prerequisite to real democratic freedom of choice and an aid to 'progress'; he also suggests that it promotes both the development of new products and their establishment on a more predictable basis. Particularly in the field of what economists term 'consumer durables', such as motor-cars, television sets and refrigerators, but also with soap powder and margarine, Lord Heyworth thinks that advertising brings savings to set against its cost. He refers briefly to the most recent means of advertising—

television—and claims that in Britain it has provided an efficient means of communicating with consumers which has been welcome. Finally, Lord Heyworth emphasizes the need for market research, to enable the producer not only to give the customer what she wants but also to find out what she will want in the future.

#### National Parks in South Africa

THE Board of Trustees of the National Parks of the Union of South Africa has under its care five parks: the Kruger (7,340 sq. miles), Kalahari Gemsbok (8,050 sq. miles), Addo Elephant (26.5 sq. miles), Mountain Zebra (5.8 sq. miles) and Bonithole (2.8 sq. miles). Opportunities for research in these vast spaces are tremendous and much fruitful work has already been accomplished. To allow its investigations to become as widely known as possible, the Board of Trustees has launched a new journal devoted entirely to descriptions of work done in the National Parks (*Koedoe*, No. 1, 1958. (Journal for Scientific Research in the National Parks of the Union of South Africa.) Pp. 200. Published annually. Pretoria: National Parks Board of Trustees, 1958). Most of the articles are in English, while the few in Afrikaans have English summaries. Among the outstanding articles is a culicine mosquito survey of the Kruger National Park, some aspects of animal ecology in the Kalahari, and ancient and recent observations on hyenas. The journal has got off to a good start and deserves encouragement.

#### New Psychological Periodicals

*Vita Humana* (International Journal of Human Development. Vol. 1, No. 2, 1958. Pp. 65–128. Published quarterly. Basel and New York: S. Karger, 1958. 38.50 Swiss francs for 1 volume consisting of 4 numbers) is a new journal of human biology. It will be concerned principally with the psychological aspects of development, having particular regard to the maturation of behaviour in childhood and to changes in human performance with advancing age. The current part (1, No. 2) contains a report from Birmingham on the psychological status of deprived children and a discussion on the methodology of 'longitudinal research' in the study of human behaviour. The journal is edited by Prof. H. Thomae, of Erlangen, with an international advisory board.

*Confinia Psychiatrica* (Vol. 1, No. 2, 1958. Pp. 69–132. Published quarterly. Basel and New York: S. Karger, 1958. 38.50 Swiss francs for 1 volume consisting of 4 numbers) is devoted to the borderlands of psychiatry. It will be concerned less with clinical topics than with scientific and philosophical issues having relevance to psychological medicine. Summaries of papers are given in English, French and German. The editors are H. Heimann and Th. Spoerri.

#### Physical Review Letters

It was announced in the April issues of the *Physical Review* that beginning with the issue dated July 1 the *Physical Review* will no longer carry the feature 'Letters to the Editor', but that the 'Letters' will be published separately in a supplementary fortnightly journal to be called *Physical Review Letters* (1, No. 1, July 1, 1958. Pp. ii+48). The new journal, which includes abstracts of future *Physical Review* articles, will initially be sent free of charge to all subscribers