

The Procter & Gamble Company Animal Alternatives Research Program

A Call for Research Proposals

The Procter & Gamble Company is committed to the development and use of new methods for testing the efficacy and safety of drugs and consumer products that eliminate or reduce the use of animals or distress imposed on animals. The Animal Alternatives Research Program will provide funds for research to develop such methods.

Funding: Up to \$50,000 annually for up to 3 years. Three such grants will be awarded.

Deadline for Application: September 1, 1992

Announcement of Recipients: January 1, 1993

Proposals will be accepted from any academic or non-profit medical research institution. The Company is interested in proposals in the following areas:

Efficacy Testing

- Inflammation/Arthritis
- Diseases of the Oral Cavity
- Nutritional and Gastrointestinal Disorders
- Cardiovascular Disorders
- Bone Disorders
- Skin Disorders
- Respiratory Diseases
- Rational Drug Design
- Structure - Activity Relationships

Safety Testing

- Ocular Irritation
- Acute Oral Toxicity
- Skin Irritation and Contact Sensitization
- Developmental Toxicity
- Respiratory Toxicity
- Neurotoxicity
- Computer Modeling of Toxicologic Processes
- Structure - Activity Relationships

Enquiries and requests for applications should be directed to:



Program Administrator
Animal Alternatives Research Program
The Procter & Gamble Company
Miami Valley Laboratories
P.O. Box 398707
Cincinnati, Ohio 45239-8707
Fax (513) 627-1153

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of scales." "Lepidopterophobia" would be correctly formed, but it would include the fear of moths, which make up most of the Lepidoptera. (Millions of people in the New World tropics are indeed afraid of the large moth *Ascalapha odorata*, but that's another story.) "Rhopalocerophobia," from the old name applied to butterflies as a suborder, is clumsy and taxonomically out-of-date. Its meaning is not immediately obvious, since it is derived from Greek words meaning "club" and "horn" (referring to the clubbed antennae of butterflies).

There are two euphonious and straightforward candidates. "Papiliophobia" derives from the Latin word applied to butterflies in general. Some purists might object that because the genus *Papilio* is now restricted to certain swallowtails, "papiliophobia" might be read as "fear of swallowtails." Such folks might prefer "mariposiphobia," from the Spanish *mariposa*, meaning butterfly. Some, however, will object to all such coinages; they no doubt suffer from "neologophobia."

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Math Teaching, K-12: Relevant Expertise

Norman Hackerman's editorial "Scientific education: Who needs it?" (10 Apr., p. 157) speaks of "stirrings" [in efforts to interest nonscience majors in nature's phenomena] and states that "A notable one is the September 1991 report of the Carnegie Commission, 'The Federal Government in the Reform of K-12 Math and Science.'"

There may be a question as to how best to stir. The Carnegie report observed that the federal government's involvement would be through both the Department of Education and the National Science Foundation and proposed that the cooperation between these agencies be mediated by a "joint office" with an advisory panel; but there was no explanation of how this bureaucratic device could be made to function.

The panel that prepared the Carnegie report included many prominent persons but no classroom teachers. There were also no mathematicians involved, although mathematics is likely to appear in one's education nearly every year from kindergarten through grade 12. Relevant expertise might be of assistance.

Saunders Mac Lane
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