

Books of the Week

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ADVERTISING PSYCHOLOGY AND RESEARCH: An Introductory Book—Darrell Blaine Lucas and Stuart Henderson Britt—*McGraw-Hill*, 765 p., illus., \$6.50. An advanced college text combining the psychological principles of advertising with applications of practical research methods.

CATALOG OF MENTAL HEALTH PAMPHLETS AND REPRINTS AVAILABLE FOR DISTRIBUTION 1950—National Institute of Mental Health—*Gov't. Printing Office*, 55 p., paper, 20 cents. An annotated bibliography of pamphlets and reprints by title arranged by subject.

ELEMENTS OF BACTERIAL CYTOLOGY—Georges Knaysi—*Comstock*, 2nd ed., 375 p., illus., \$5.00. A text on the cells of the bacteria.

HEALTH PROGRESS IN THE UNITED STATES: A Survey of Recent Trends in Longevity—Mortimer Spiegelman—*American Enterprise Association*, 28 p., illus., paper, 50 cents. One of the National Economic Problems Series.

THE HEBREW IMPACT ON WESTERN CIVILIZATION—Dagobert D. Runes, Ed.—*Philosophical Library*, 922 p., \$10.00. Contributions on the creative and cultural influence of the Jew in the major fields of modern civilization such as L. L. Bernard's Jewish Sociologists and Political Scientists, A. A. Roback's The Jew in Modern Science and Solomon R. Kagan's The Influence of the Jew on Modern Medicine. The editor is a Doctor of Philosophy of the University of Vienna.

INDUSTRIAL RESEARCH LABORATORIES OF THE UNITED STATES: Including Consulting Research Laboratories—Myron J. Rand, Compiler—*National Research Council*, 9th ed., 444 p., \$5.00. A standard reference brought up-to-date.

LITERARY PROPERTY IN THE UNITED STATES—Ralph R. Shaw—*Scarecrow Press*, 277 p., \$6.00. Discusses what literary property is, what it is intended to protect; why, how and for whom.

THE LOW FAT, LOW CHOLESTEROL DIET: What to Eat and How to Prepare it—E. Virginia Dobbin and others—*Doubleday*, 371 p., \$3.45. A cookbook designed to aid in preparing meals for people with hardening of the arteries.

HOUSES OF EARTH

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A. B. LEE

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MATHEMATICAL BIOLOGY OF SOCIAL BEHAVIOR—Nicolas Rashevsky—*The University of Chicago Press*, 256 p., illus., \$5.00. In this book, the author interprets the postulates he made in an earlier book, *Mathematical Theory of Human Relations*. The behavior of an individual in a social group and the behavior of the group as a whole are interpreted in mathematical terms.

MATHEMATICS: Queen and Servant of Science—E. T. Bell—*McGraw-Hill*, 437 p., illus., \$5.00. A brief history of pure and applied mathematics from the geometry of Euclid to the most recent developments in mathematical physics.

MILLING AND BAKING EXPERIMENTS WITH WHEAT VARIETIES GROWN IN WESTERN UNITED STATES, 1936-45—C. C. Fifield and others—*Gov't. Printing Office*, U. S. Dept. of Ag. Tech. Bull. No. 1014, 35 p., illus., paper, 15 cents.

NAME THAT ANIMAL: A Guide to the Identification of the Common Land and Fresh-water Animals of the United States, with special reference to the area east of the Rockies—*Ernest C. Driver*, 2nd ed., 558 p., illus., \$6.50. A zoological key of the animals from the protozoa to the mammals.

THE OBSERVER'S HANDBOOK FOR 1951—C. A. Chant, Ed.—*The Royal Astronomical Society of Canada*, 43rd issue, 80 p., illus., paper, 40 cents. Much helpful information to aid in observing the skies.

ORCHARD INSECTS OF THE PACIFIC NORTHWEST AND THEIR CONTROL—E. J. Newcomer—*Gov't. Printing Office*, U. S. Dept. of Ag. Circ. No. 270, 63 p., illus., paper, 25 cents.

THE PLANT DOCTOR: The How, Why and When of Disease and Insect Control in Your Garden—Cynthia Westcott—*Lippincott*, 3rd ed., 231 p., illus., \$3.00. Tells what can be done each month in the northeast section of the United States with problems of other regions briefly discussed.

A REPORT ON THE EXCAVATION OF A SMALL RUIN NEAR POINT OF PINES, EAST CENTRAL ARIZONA—Fred Wendorf—*University of Arizona*, 150 p., illus., paper, \$2.00. An archaeological study made in the Southwest.

WE OF NAGASAKI: The Story of Survivors in An Atomic Wasteland—Takashi Nagai—*Duell*, 189 p., \$2.75. The dramatic personal accounts of eight survivors of the A-bomb including five adults and three children. A professor at the Nagasaki Medical College collected the accounts. Translated from the Japanese by Ichiro Shirato and Herbert B. L. Silverman.

YOUR NEW SOCIAL SECURITY—47 QUESTIONS AND ANSWERS: Old-Age and Survivors Insurance—Social Security Administration—*Gov't. Printing Office*, 29 p., illus., paper, five cents.
Science News Letter, January 27, 1951

Argentina is planning three new mills to produce *newsprint*; one will be in a sugar area and will make paper from bagasse, the waste from sugar cane.

On This Week's Cover

► THE NOISE problem at the Supersonic Tunnel of NACA's Lewis Flight Propulsion Laboratory, in Cleveland, Ohio, has been solved by an acoustical house addition. Helmholtz Resonators help to quiet frequencies from five to 11 cycles. Fiber glass panels in passages are used for sound treatment of frequencies from 20 cycles up.

The photograph on the front cover of this week's SCIENCE NEWS LETTER shows the interior of the acoustical house.

Science News Letter, January 27, 1951

CHEMISTRY

Italian Perennial Cane Makes Rayon Cellulose

► A DOMESTIC cane whose stalks have long been used in Italy as stakes in vineyards is now being used to produce a high-grade rayon cellulose, the American Society of Mechanical Engineers was told by Frank Perutz of New York.

Mr. Perutz is resident engineer in the New York office of Snia Viscosa, an Italian firm that produces 90% of that country's viscose rayon. The discovery that this cane, technically *Arundo Donax*, can be used for this purpose relieves Italy of the need of importing northern fir and spruce, largely from Norway and Sweden.

This cane is a perennial plant that reproduces each year from shoots. It is capable of providing an annual output greater than any conifers, Mr. Perutz said. It is being grown in a marshy swampland in northern Italy so its cultivation does not use land suitable for farm crops. Some 44,000 tons a year of rayon cellulose is now being produced from it.

Science News Letter, January 27, 1951

Intercity *motorbuses* now carry more passengers a year than the railroads.

Much *aluminum* is now used in making all sorts of equipment for war purposes because lightweight is essential for air transportation.

Arctic natives, because of their isolation, are often relatively free from some of the wide-spread infectious diseases such as influenza, measles and the common cold.

Spanish moss is attached to trees but is not a parasite; it takes its food from the air.

The *emperor goose* of Alaska is one of the most handsome and least known of American geese.

Potato yield, in Maine's potato country, has increased about 75% per acre in the past 20 years because of better varieties, heavier fertilization and more effective spraying.