

# Books of the Week

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**ALGAE OF THE WESTERN GREAT LAKES AREA:** Exclusive of Desmids and Diatoms—G. W. Prescott—*Cranbrook Institute of Science*, 946 p., illus., \$10.50. In the many hundreds of lakes, swamps and marshes of this region have been found about 1,100 fresh-water algae described here.

**COLLOQUIUM ON PLASTIC FLOW AND DEFORMATION WITHIN THE EARTH**—B. Gutenberg, Chairman—*National Research Council*, 155 p., illus., paper, \$2.00. Volume 32, Number 4 of the Transactions of the American Geophysical Union including papers read at a meeting in Sept. 1950.

**COUNSELING EXECUTIVES AFTER MERIT RATING OR EVALUATION:** A Project in Executive Development—Earl G. Planty and Carlos E. Efferson—*American Management Association*, 16 p., paper, 25 cents.

**FALL OF THE SPARROW**—Jay Williams—*Oxford University Press*, 158 p., illus., \$3.00. The story of why certain kinds of animals have vanished from the earth.

**THE HEALTHY VILLAGE:** An Experiment in Visual Education in West China—*UNESCO (Columbia University Press)*, 119 p., illus., paper, 50 cents. The emphasis is on practical instructions, based on experience, for the preparation of animated movies, film strips, etc., with a minimum of equipment. Generously illustrated.

**HOW TO KNOW THE AMERICAN MAMMALS**—Ivan T. Sanderson—*Little, Brown*, 164 p., illus., \$2.50. Pictures and identifying information about the animals around you as well as many interesting facts. Also available in a paper edition. See SNL, Sept. 8.

**INTELLIGENCE AND CULTURAL DIFFERENCES:** A Study of Cultural Learning and Problem-Solving—Kenneth Eells and others—*University of Chicago Press*, 388 p., paper, \$5.00. A study of the validity and limitations of intelligence tests for testing students of various cultural backgrounds.

**INTRODUCTORY ANIMAL HUSBANDRY**—Arthus L. Anderson—*Macmillan*, rev. ed., 701 p., illus., \$6.00. A college text.

**MATERNAL NUTRITION AND CHILD HEALTH:** An Interpretive Review—Kirsten Utheim Toverud, Genevieve Stearns and Icie G. Macy—*National Research Council*, 174 p., paper, \$2.00. Intended to help save the many lives of babies now lost during their first year.

**NEW AND NONOFFICIAL REMEDIES**—Council on Pharmacy and Chemistry, American Medical Association—*Lippincott*, 782 p., \$3.00. An annual handbook for the reference of physicians.

**NOBEL: The Man and His Prizes**—H. Schuck and others—*University of Oklahoma Press*, 620 p., illus., \$6.00. A short biographical note followed by a description of the work which has won the Nobel awards over the years.

**THE ORIGIN, VARIATION, IMMUNITY AND BREEDING OF CULTIVATED PLANTS**—Selected Writings of N. I. Vavilov—*Chronica Botanica*, 364 p., illus., paper, \$7.50. Important writings of the famous Russian plant breeder and geneticist appearing for the first time in English in the translation of K. Starr Chester.

**PUFFBALLS AND THEIR ALLIES IN MICHIGAN**—Alexander H. Smith—*University of Michigan Press*, 131 p., illus., \$3.00. The first serious attempt to organize what is known about these common and interesting plants in Michigan.

**SANITARY MILK AND ICE CREAM LEGISLATION IN THE UNITED STATES:** A study of Laws and Ordinances Establishing Sanitary Standards for Milk, Cream, and Ice Cream—A. C. Dahlberg and H. S. Adams—*National Research Council*, 59 p., paper, free upon request to publisher, 2101 Constitution Ave., Washington, D. C.

**SIMPLIFIED NURSING**—Florence Dakin and Ella M. Thompson—*Lippincott*, 5th ed., 730 p., illus., \$4.00. A newly written edition of a familiar textbook for practical nurse students.

**TWO RUNIC STONES, FROM GREENLAND AND MINNESOTA**—William Thalbitzer—*Smithsonian*, 71 p., illus., paper, 50 cents. A new contribution by a Danish authority to the long raging controversy over the authenticity of two stones possibly relics of the Norsemen in America.

**WAYS TO IMPROVE YOUR PERSONALITY**—Virginia Bailard and Ruth Strang—*McGraw-Hill*, 249 p., illus., \$3.00. Suggestions gleaned from the experience of teen-agers for making friends in school, getting along with others and handling difficult social situations.

**ZOOGEOGRAPHY OF THE LAND AND INLAND WATERS**—L. F. de Beaufort—*Sidgwick and Jackson, (Macmillan)* 208 p., illus., \$5.00. A Dutch author tells how the animals are distributed over this earth.

**THEORY OF PERFECTLY PLASTIC SOLIDS**—William Prager and Philip G. Hodge—*Wiley*, 264 p., illus., \$5.50. A textbook for seniors and graduates containing material most of which is very new.

Science News Letter, September 15, 1951

How to use *cottonseed flour* in baked products is a project underway sponsored by the government.

## Why Die Before Your Time?

YOU CAN LIVE YEARS LONGER . . . By Knowing the Unconscious Ways in Which You May be Shortening Your Life. A Prominent Doctor Now Shows You How to Recognize Them and What to Do

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**ALCOHOL**—How a few ounces a day can help you live longer.

**SUCCESSFUL FAILURES HAVE ULCERS**—Sensible way to treat it. How to live happily with one.

**CANCER**—Who gets it? What does not cause it. Amazing records of cures. What will often cause it.

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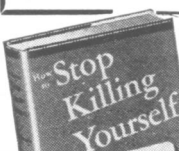
Now a prominent preventive medicine specialist, Dr. Peter J. Steincrohn, describes the 30 enemies that may rob you of long life. His new book, "How To Stop Killing Yourself," tells you the unconscious ways in which YOU may be shortening your life; how to recognize them; what to do about them!

Dr. Steincrohn tells you how various diseases of the heart originate, how to avoid them. He gives you a simple, pleasant routine that can add years to the lives of high blood pressure sufferers. He tells how to live happily with an ulcer—what to do about insomnia, constipation, smoking, drinking. The book includes a 12-day diet that slims you down for longer life; fascinating case histories about others that show you how to live longer, happier.

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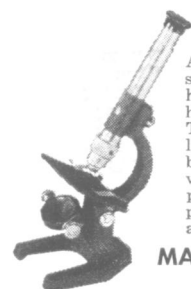
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