

## Books of the Week

For the editorial information of our readers, books received for review since last week's issue are listed. For convenient purchase of any U. S. book in print, send a remittance to cover retail price (postage will be paid) to Book Department, Science Service, 1719 N. Street, N. W., Washington 6, D. C. Request free publications direct from publisher, not from Science Service.

**ALL ABOUT THE DESERT**—Sam and Beryl Epstein—*Random House*, 148 p., illus. with drawings by Fritz Kredel, \$1.95. Deserts, the author tells his young readers, are alike in only one way—water is scarce.

**ALL ABOUT ELECTRICITY**—Ira M. Freeman—*Random House*, 141 p., illus. with drawings by Evelyn Urbanowich, \$1.95. A book for children on the fundamentals of electricity.

**ALL ABOUT THE GREAT RIVERS OF THE WORLD**—Anne Terry White—*Random House*, 150 p., illus. with drawings by Kurt Wiese, \$1.95. Telling young people "all about" five great streams—the Nile, the Amazon, the Yangtze, the Volga and the Mississippi.

**BASIC MATHEMATICS FOR RADIO AND ELECTRONICS**—F. M. Colebrook with additional chapters by J. W. Head and foreword by G. W. O. Howe—*Philosophical Library*, 359 p., diagrams, \$6.00. For those interested in electronic engineering who find themselves handicapped by their lack of mathematical knowledge. New edition of the book formerly published under the title "Basic Mathematics for Radio Students."

**BASIC PHYSICS: Volumes 1 and 2**—Alexander Efron—*Rider*, 692 p., illus., \$7.60. A high school text in elementary physics. The two volumes are bound together in a single book.

**DIMENSIONS OF THE HUMAN FIGURE: Male and Female**—Lloyd W. Sahley, George H. A. Clowes Jr. and William E. Neville, Eds.—*Cleveland Designers & Consultants*, 35 p., illus., paper, \$1.00. Information of value to anyone designing clothing, furniture or equipment for men or women to wear or use.

**THE EDUCATION OF YOUNG CHILDREN**—D. E. M. Gardner—*Philosophical Library*, 118

p., \$2.75. Addressed to teachers in nursery schools, this little book is also of interest to parents and others concerned with teaching little ones.

**FROM STERILITY TO FERTILITY: A Guide to the Causes and Cure of Childlessness**—Elliot E. Philipp—*Philosophical Library*, 120 p., illus., \$4.75. Every year doctors are learning how to change more and more infertile couples into fertile ones.

**GIFFORD PINCHOT: The Man Who Saved the Forests**—Dale White—*Messner*, 192 p., \$2.95. A biography for young people of a leader in conservation.

**GLASS REINFORCED PLASTICS**—Phillip Morgan, Ed.—*Philosophical Library*, 2d ed., 276 p., illus., \$15.00. Revised and partly rewritten. Discussing the chemistry of these plastics and many applications in industry.

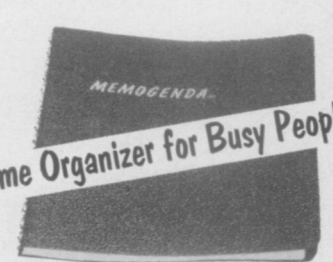
**A HISTORY OF INDUSTRIAL CHEMISTRY**—F. Sherwood Taylor—*Abelard-Schuman*, 467 p., illus., \$7.50. Telling the history of the chemical theories from which sprang the 20th century chemical industries.

**L. P. ALFORD AND THE EVOLUTION OF MODERN INDUSTRIAL MANAGEMENT**—William J. Jaffe, introduction by David B. Porter—*New York University Press*, 366 p., illus., \$5.00. A study of the life work of an engineer with many talents.

**THE LIFE AND WORK OF SIGMUND FREUD: Volume 3, The Last Phase, 1919-1939**—Ernest Jones—*Basic Books*, 537 p., illus., \$7.50. In addition to a biography of the founder of psychoanalysis, this book contains analyses of Freud's impact on life and thought in our time and an evaluation of his importance for the future.

**LUNA: The Story of a Moth**—Robert M. McClung—*Morrow*, 48 p., illus. with drawings by the author, \$2.50. A book for children describing the life and surroundings of a moth.

MEMOGENDA



Time Organizer for Busy People

Avoid confusion of scraps of paper . . . lost opportunities . . . forgotten duties and appointments. Use the MEMOGENDA. Permits constant survey of work ahead . . . results in working without strain. Checks out completed tasks and builds valuable history of activity. Users say they gain more time for living by making the best use of their working hours. MEMOGENDA is a 96-page book, wire bound in a flexible leather-like covering. The right hand pages (8½ x 11) have numbered lines, one for each item. Opposite pages are for additional memos . . . includes instructions for use, an annual reminder, 3-year calendar, and active telephone list.

Price \$30 a dozen F.O.B. factory, or send \$3 for sample, postpaid. Full refund if it isn't the best investment you ever made.

KANO LABORATORIES

1010 Thompson Lane, Nashville 11, Tenn.

## Be a much better Executive for \$1

Your progress as an executive is greatly determined by your understanding of how to use TIME in "selling" your ideas to associates and superiors.

In a 45-page brochure, *Time Out for Mental Digestion* (of which thousands of copies have been sold) Robert Rawls shows you:

- Why you often fail to convince people
- How to avoid giving people "mental indigestion"
- How to cope with people's emotional reactions
- How to use TIME in place of ARGUMENTS to carry people along with you.

Many top-flight executives feel that this "Time Out Technique" is tremendously important. A common comment is, "I only wish I could have read this 20 years ago!"

If you wish a copy, mail this ad with only \$1. *Executive Development Press*, Dept. SNL-9, Littleton, New Hampshire.

**ROADS, RAILS & WATERWAYS: The Army Engineers and Early Transportation**—Forest G. Hill—*University of Oklahoma Press*, 248 p., illus., \$4.00. The Army Corps of Engineers, although founded for military defense, laid the important base for early transportation in this country.

**A SHORT COURSE IN QUANTITATIVE ANALYSIS**—Hobart H. Willard, N. Howell Furman and Egbert K. Bacon—*Van Nostrand*, 2d ed., 243 p., illus., \$4.25. Presenting the subject in an introductory form that may be covered in a one-semester course.

**SOLID STATE PHYSICS: Advances in Research and Applications, Volume 4**—Frederick Seitz and David Turnbull, Eds.—*Academic*, 540 p., illus., \$12.00. Research is progressing so rapidly in this field that it is planned to publish two new volumes each year.

**TEN MILES HIGH, TWO MILES DEEP: The Adventures of the Piccards**—Alan Honour—*Whittlesey House*, 206 p., illus. with photographs and with line drawings by Charles Geer, \$3.00. A book for young people telling the true life story of the twin brothers, Swiss scientists, who explored the depths of the sea and the upper reaches of the sky.

**TETRAHEDRON: The International Journal of Organic Chemistry, Vol. 1, No. 1**—Sir Robert Robinson and R. B. Woodward, Co-Chairmen—*Pergamon Press*, 158 p., illus., paper, when certified for personal use \$9.80 per year, libraries and institutions \$17.00. Contributions will be presented in one of three languages, English, French or German. Intended to cover all aspects of organic chemistry whether theoretical or applied.

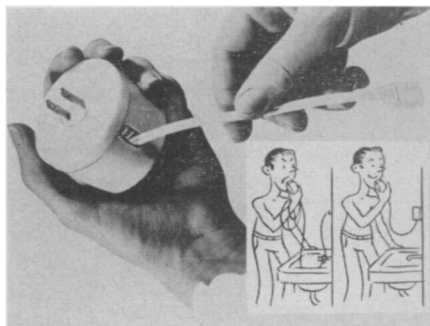
**A TEXTBOOK OF DAIRY CHEMISTRY**—Edgar R. Ling—*Philosophical Library*, 3d ed. rev., illus., Volume One, Theoretical, 227 p., Volume Two, Practical, 140 p., \$12.00 per set. A text for students of agriculture and dairying based on a course of lectures delivered by the author at Midland Agriculture College, England.

Science News Letter, September 28, 1957

## RADIO

Saturday, Oct. 5, 1957, 1:30-1:45 p.m., EDT "Adventures in Science" with Watson Davis, director of Science Service, over the CBS Radio Network. Check your local CBS station.

Two Science Talent Search winners and a National Science Fair finalist will discuss "How to Get Started on a Science Career."



**Retractable Shaver Cord Caddy—\$2.00**  
DON'T GET YOURSELF IN A TANGLE! New Rolocord holds five feet of cord for your electric shaver, but you use only what you need. Extra cord stays in compact wall-plug roller. No dangling cord—no fraying from twisting. Cord automatically retracts back into this handy shaver caddy when not in use. Rolocord preserves wire . . . keeps it like new . . . saves folding or storing. Works with any electric shaver; plugs into any socket. Only \$2.00 plus 25¢ for mailing and handling. Dept. R-4, Howard Steven Co., 7015 Sunset Blvd., Hollywood 28, Calif.