

Books of the Week

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AMERICANS IN SPACE—John Dille; Philip S. Hopkins, Consultant, the Editors of American Heritage—Am. Heritage Pub. Co. (Harper), 153 p., illus., \$3.95. Colorful account of Project Mercury and some of the events that led up to it.

ANTHROPOLOGISTS AND WHAT THEY DO—Margaret Mead—Watts, F., 209 p., \$3.95. Using the form of interviews with other anthropologists, the author acquaints young people with the many working places and different situations in which anthropologists pursue their profession.

ARIZONA'S METEORITE CRATER: Past, Present, Future—H. H. Nininger—Am. Meteorite Lab., 232 p., illus., paper, \$2.25. Reprint (1956).

THE ART OF SUCCESSFUL COMMUNICATION: Business and Personal Achievement Through Written Communication—Norman G. Shidle—McGraw, 267 p., \$6.95. Practical guide to persuasive writing techniques.

ATOMIC RADIATION AND LIFE—Peter Alexander—Penguin, rev. ed., 296 p., plates, diagrams, paper, \$1.65. Completely rewritten to incorporate the last ten years' advances of research in radiobiology, particularly into the effects dealing with cell death and cell repair.

CONSTRUCTION ESTIMATING AND JOB PRE-PLANNING—George E. Deatherage—McGraw, 307 p., \$14.50. A practical handbook showing the order and cost of methods to be used in construction.

DEFECTS AND FAILURES IN PRESSURE VESSELS AND PIPING—Helmut Thielsch—Reinhold, 427 p., illus., \$15.50. Systematic study of the conditions that cause failures in boilers and pressurized tanks, and analysis of actual service failures in chemical plants, nuclear reactors and other industrial plants.

ESOP REFERENCE SERIES, No. 4: Selected Maps and Earth Science Publications for the States and Provinces of North America. No. 5: Free Materials for Earth Science Teachers. No. 6: Planetariums, Observatories and Earth Science Exhibits—William H. Matthews III, Ed.—Prentice-Hall, 42 p., 25 p., 32 p., paper, \$1 per set direct to publisher, Engle-

wood Cliffs, N.J. 07632. Series of Earth Science Curriculum Project publications for secondary schools.

THE FIRST BOOK OF ETHICS—Algernon D. Black—Watts, F., 66 p., illus. by Rick Schreiter, \$2.65. Discusses for young people the ways in which the individual is guided to make choices in life.

THE GENERAL THEORY OF EMPLOYMENT, INTEREST AND MONEY—John Maynard Keynes—Harcourt, 403 p., paper, \$2.95. Reprint of treatise published in 1935 which has changed the conception of economists as to the working of the capitalist system.

GERMAN-ENGLISH, ENGLISH-GERMAN ELECTRONICS DICTIONARY—Charles J. Hyman—Consultants, 182 p., \$14. A modern bilingual specialized dictionary with more than 6,000 entries.

THE GRANTING OF INVENTIVE RIGHTS—John W. Klooster, introd. by W. Brown Morton Jr.—Intel-Lex Inc., 152 p., illus., \$8.95. Provides a readable account of the present organization and processes for the protection of intellectual property in its three main divisions—patents, trademarks and copyrights.

INSECTS FROM CLOSE UP—Eleanor Ivaney Fanning—Crowell, 150 p., 100 photographs, by Harry F. Brevoort, \$6.95. Excellent black and white pictures offer a close look at the habits of beetles, flies, spiders, moths and wasps.

LIFE: An Introduction to Biology—George Gaylord Simpson and William S. Beck—Harcourt, 2nd ed., 869 p., illus., \$8.95. Extensively revised, this book stresses the "principles approach" to general biology, discusses how scientists approach problems, and presents every topic with its evolutionary background and aspects.

MUSHROOMS, MOLDS AND MIRACLES: The Strange Realm of Fungi—Lucy Kavalier—Day, 318 p., illus., \$6.50. Up-to-date treatment of fungi in relation to food, health, crops and industrial products, for the general reader.

OF TIME AND SPACE AND OTHER THINGS—Isaac Asimov—Doubleday, 204 p., \$4.50. Seventeen essays on science for the general reader.

ONE WORLD PERSPECTIVE—Preston E. James—Blaisdell Pub. Co., 167 p., paper, \$2.50. Traces the directions that the Industrial Revolution and the Democratic Revolution have taken in different parts of the world.

PENGUIN SCIENCE SURVEY 1965, A: Aeronautics, Chemistry, Communications, Crystallography, Materials, Physics, Space Research—Arthur Garratt, Ed.—Penguin, 291 p., plates, diagrams, paper, \$1.95. Deals with some of the latest developments in physical research and industrial applications of science, from electrochemical discharges of the brain to the supersonic airliner.

THE RATIONAL MANAGER: A Systematic Approach to Problem Solving and Decision Making—Charles H. Kepner and Benjamin B. Tregoe, introd. by Perrin Stryker—McGraw, 275 p., illus., \$5.95. A practical set of concepts and techniques for deciding upon the best course of action.

SHOW TIME FOR YOUNG SCIENTISTS: Entertaining with Science—George Barr—McGraw, 158

p., illus. by Mildred Waltrip, \$3.50. Thirty-five effective demonstrations on various scientific themes are here explained in detail.

SOURCEBOOK ON THE SPACE SCIENCES—Samuel Glasstone—Van Nostrand, 937 p., illus., \$7.95. Written under the sponsorship of NASA, the author deals systematically with those areas of science to which new knowledge is being contributed by means of sounding rockets, satellites, lunar and planetary probes, manned or unmanned.

SYMPOSIUM ON COMPUTER AUGMENTATION OF HUMAN REASONING—Margo A. Sass and William D. Wilkinson, Eds.—Spartan Bks., 235 p., diagrams, \$5. Presents in depth such aspects as heuristic problem solving by computer, the PLATO teaching system, and browsing in an automated library.

WILD DOGS—C. B. Colby—Duell, 128 p., photographs, \$3.95. About the habits of members of the Canidae family, ranging from the South American bush dog to the Tasmanian wolf.

WINSTON CHURCHILL: An Intimate Portrait—Violet Bonham Carter—Harcourt, 413 p., photographs, \$8.50. A first-hand account of events in his public and private life by one of Churchill's close family friends for nearly 60 years.

YOUR HEALTH IS YOUR BUSINESS—Harry J. Johnson, M.D.—Public Affairs Pamphlets, No. 372, 20 p., illus., paper, 25¢ direct to publisher, 381 Park Ave. S., New York 10016. Tells what the individual can do to guard against ill health.

• Science News Letter, 88:28 July 10, 1965

GENERAL SCIENCE

USA 'Seal of Approval' Could Upgrade Products

► A USA STANDARD "seal of approval" could go a long way toward further upgrading the quality of consumer products.

Such a system of uniform specifications for products and materials would also give the buyer more say in exactly what he wants, a U.S. Department of Commerce official reported. "It would fulfill our urgent national need to do something about standardization."

The standards system was the recent proposal of an advisory committee of the Department of Commerce technology advisory board. The committee, headed by Francis La Que, vice president of International Nickel Company, called for the creation of a USA Standards Institute, which would include representatives of business, consumer groups and the Government. The Institute would review private standards and testing methods and either pass them or recommend certain improvements if producers wish to earn a "USA Standard" label. The Institute, approved by Congress, would be supported by contributions from industry and from government contracts and grants.

The whole system would be voluntary, but a USA Standard label would give a definite economic advantage, the Department of Commerce official reported. It would provide a measure that people could look up to when buying a product.

"Right now we are being standardized out of the world market," he said. "This country has thousands of standards, but most mean very little to foreign markets."

A USA Standard would definitely increase our stature abroad. And in addition, the Institute would create a meeting place for interested groups in this country to assemble, he added.

The proposed system is not expected to materialize this year, but many experts believe that adoption of a USA Standard seal is not too far in the future, possibly as early as 1966.

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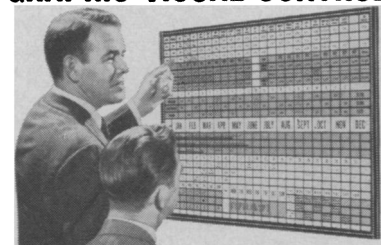
Why Do You Read So Slowly?

A noted publisher in Chicago reports there is a simple technique of rapid reading which should enable you to double your reading speed and yet retain much more. Most people do not realize how much they could increase their pleasure, success and income by reading faster and more accurately.

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