

to the editor

Altruism dead or dying?

The article "Is altruism dead?" (SN: 6/5/71, p. 387) brings to mind a previous article in your magazine: "Children of Six Cultures," by Patricia McBroom (SN: 12/21/68, p. 624), showing that our Western culture, as represented by children in a New England Yankee town, promotes egoism rather than altruism, apparently because of the complexity of the culture. Perhaps altruism is not dead, but is dying in Western culture because of its complexity. Will altruism die in the underdeveloped cultures too as they become "developed?" Are our efforts toward material development and industrialization of the Third World going the wrong way? It would be easy to use this question as an excuse for stinginess in foreign aid; but we shouldn't overlook the effect on altruism in designing a foreign aid program.

Richard P. Neville
Sunnyvale, Calif.

NIPCC and the public

Congratulations Mr. Editor in your reply to Larry A. Jobe's letter (SN: 7/24/71, p. 52). I, too, agree with your viewpoint that the NIPCC publish-

es quasi-official reports without benefit of comment or editing by conservationists or the general public.

Mr. Jobe (Assistant Secretary of Commerce) should not make inadvertent comments for the people he represents, unless he is positive of the public policy in the broad public interest.

Marc Temme
Sheboygan Falls, Wis.

Storing heat and cold

"Air conditioner that stores cold" (SN: 7/17/71, p. 43) brings to mind the practice of our grandfathers who harvested ice in the winter and stored it in an ice house covered with sawdust for use in the coming summer. It was a pretty successful practice. In no other way can we store the cold of winter for use in summer. Nor can we store the heat of summer for use in the winter.

What the world needs is an energy storage device, light in weight, cheap, portable and efficient. The storage battery is too heavy, expensive and grossly inefficient. The only really good energy storage device available today is a reservoir of water with pump back ability,

but unfortunately it is not portable. A satisfactory energy storage device would revolutionize our economy, and yet too few people are engaged in research for such a device.

Walter J. Seeley
Dean Emeritus
School of Engineering
Duke University
Durham, N.C.

Be ye ware

The research of Drs. Reeves and Amonkar (SN: 7/24/71, p. 63) is directed along the lines of near-biological control of insect pests, and has, therefore, that same aura of goodness that we see when we put the mantis on the rose bush and shelve the DDT. I can't help feeling, however, that the fact that other fauna can survive in the broth is not sufficient to deem it harmless. A myriad of ways seem to exist by which foreign materials become concentrated in the higher organisms in an ecosystem, and few of their effects can be predicted in the short-term laboratory survey. Be ye ware!

Marvin E. Kahn
Germantown, Md.

more than just a telescope more than just a microscope



emoskop
a complete
vestpocket
optical system

Shown actual size

We went to Wetzlar, Germany (world capital of fine optics) to find such perfection at such a price. Remove the EMOSKOP from its fitted leather case and it is a 30x microscope. A twist of the wrist converts it to a 3x telescope (ideal for theater, field or sky) or a unique 3x telescope-loupe. Another change and you have your choice of 5x, 10x or 15x magnifying glasses. The perfect vest-pocket companion for exacting professionals and scientists and all those who wish to observe anything closely and clearly. A most discreet opera glass. If you make a fetish of quality, the EMOSKOP will do you proud. Coated lenses, fully achromatic, absolutely flat field. Modern Photography Magazine calls the EMOSKOP "... the only magnifier worthy of the name."

Send me the EMOSKOP. I enclose \$17.95 (\$16.95 plus \$1 postage and insurance). Calif. residents add 5% tax. Refund within 2 weeks if not delighted.

Name _____
Address _____
Zip _____

584 Washington,
San Francisco 94111
Phone (415) 981-5688

haverhill's

SN-8-21-71

films OF THE WEEK

EVOLUTION OF LIVING THINGS SERIES. 16mm, b&w, sound, 10 films each 20 min. Evolution of the vertebrates is the main theme of these films, but invertebrate animals and plants are also discussed. Titles include: The Diversity of Living Things; Records in the Rocks; The First Fishes; Colonization of the Land; The Age of Reptiles; The Death of the Reptiles; The Age of Mammals; The Age of Man; Evolution Today; and How Animals Change. Audience: general. Purchase \$125 each or rental \$12 each from Time-Life Films, Dept. SN, 43 W. 16th St., New York, N.Y. 10011.

MANAGING YOUR EMOTIONS. 16mm, color or b&w, sound, 11 min. Provides guidelines for recognizing and dealing with emotional responses, emphasizing that they are unconscious learned habits, often self-defeating, but open to modification. The film delves into the specific problems of a young man and woman who discuss them informally with a psychology-teacher friend. Flashbacks vividly portray episodes ranging from fear of diving from a height, to guilt about sexual love, to anger that extends to new situations. Conditioning from similar childhood experiences and modeling of the behavior of parents or adults emerge as possible causes, with flashbacks illustrating these factors. Viewers can gain positive suggestions from the film: to differentiate between feelings and responses, to control or at least to think about responses, and to recondition behavior through planned practice. Audience: high school, college. Purchase color \$143 and b&w \$71.50 from Coronet Films, Dept. SN, 65 E. South Water St., Chicago, Ill. 60601.

SCAG. 16mm, color, sound, 21 min. Scag, street talk for heroin, reveals the physical, social and emotional hazards of the heroin menace. It examines the reasons why increas-

ing number of young people turn to heroin. It traces the heroin route from Turkey to the street corners of America, and it details several approaches to the solution of this costly and demoralizing problem. In the film, two young people—a black girl from the ghetto and a white boy from a middle-class suburb—have one thing in common, scag. Neither victim has ever met the other. Both have been involved in criminal acts to buy heroin. The girl is off drugs and fighting to straighten out her life. The boy is still addicted but is now seeking help. Audience: high school, college, adult. Purchase \$265 from Encyclopedia Britannica Educational Corp., Dept. SN, 425 N. Michigan Ave., Chicago, Ill. 60611.

AERODYNAMIC GENERATION OF SOUND. 16mm, b&w, sound, 44 min. Describes the mechanism of sound generation by turbulence resulting from an instability of steady flow. Elementary source models are illustrated and their fields visualized on a ripple tank. Quadrupoles are discussed in detail and the fundamental of jet noise generation illustrated in model jet experiments and by ripple-tank simulation. Contrast sound and pseudo-sound. Experiments show how pseudo-sound energy can be scattered as sound by discrete inhomogeneities such as bubbles in water. Stresses the importance of the parameter representing source size on a wavelength scale—the compactness ratio, and illustrates how supersonic flow phenomena can often be attributed to a local breakdown of the compactness condition. Audience: college. Purchase \$170 from Encyclopedia Britannica Educational Corp., Dept. SN, 425 N. Michigan Ave., Chicago, Ill. 60611.

Listing is for readers' information of new 16mm and 8mm films on science, engineering, medicine and agriculture for professional, student and general audiences. For further information on purchase, rental or free loan, write to distributor.