

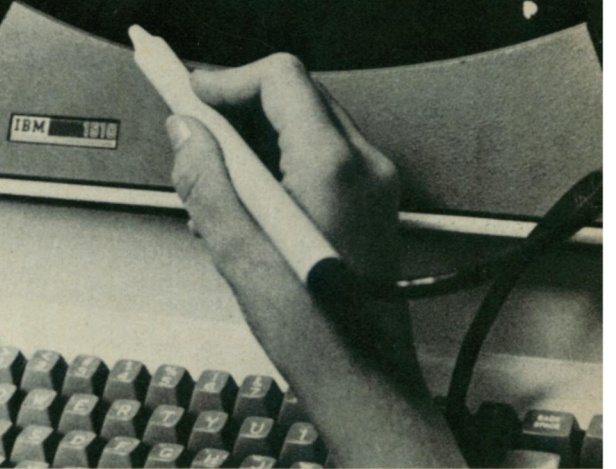
science news

A SPECIAL REPORT . . .

March 24, 1973
vol. 103, no. 12, 177-200

Your science class this year will be quite different from your other classes. You will work with very little help from your proctor. You should begin each day work where you left off the day before. The equipment and supplies you need should be waiting for you. If you can not find them, see your proctor.

Ready to continue



Science Education

A turbulent time
of transition



Science is a subject that students grasp better when they can get their hands on it.

This new program is totally devoted to putting science into your students' hands.

There are no books.

The students—working in pairs—are on their own, engaged in fascinating and meaningful investigations of three major scientific areas: physical science, biological science, and earth science.

The instructional objectives for each activity are stated clearly, in performance terms, so that the students always know what is expected of them. And the teacher's materials make it easy for you to accurately evaluate each student's progress.

"Exploring Your Environment," EYE, is a complete science program for grades 6-9.

It is divided into six self-contained modules: Experimenting with Living Plants, Investigating Life Processes, Measuring Forces and Reactions, Examining the Earth's Crust, Discovering Changes in Matter, and Observing the Invisible World.

The EYE modules are ungraded and non-sequential.

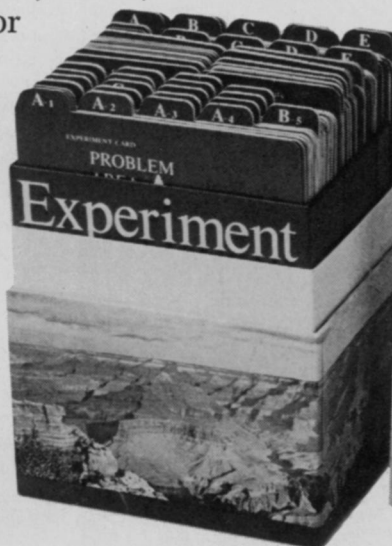
Each module is designed as a one-semester program with the components structured to provide a flexible Learning System for individualized or small group instruction.

For more information, write:

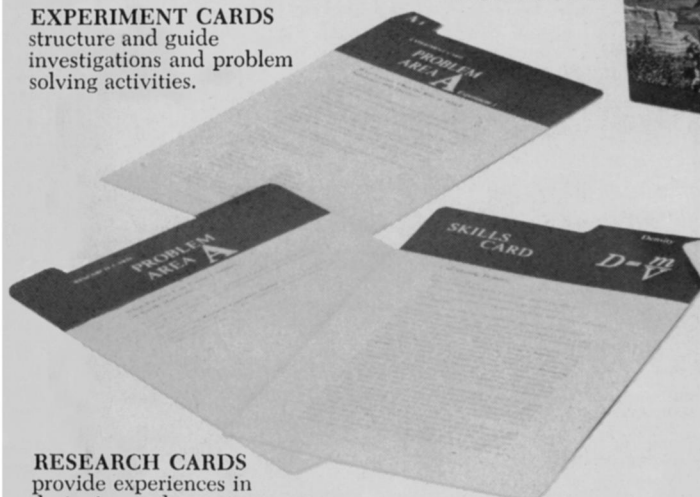
American Book Company,
Dept. SN-3, 300 Pike St.,
Cincinnati, Ohio 45202.

MODULES are attractively and sturdily boxed. Each module is organized into five problem areas. In each problem area, there are five experiments designed for two students working together, so that ten students can work in a single problem area at the same time.

EXPERIMENT CARDS structure and guide investigations and problem solving activities.



INFORMATION CARDS present currently accepted scientific theory and background information related to the problem area.



RESEARCH CARDS provide experiences in designing and carrying out an experiment to solve a specific problem related to the question posed by the problem area.

SKILL CARDS develop student proficiency in basic laboratory skills.



LABORATORY MANUALS are consumable and contain ample pages for recording data from investigations and for making inference reports based on this data. Other features include a "Work Flow Chart," a section on Laboratory Procedures (including safety), and a Self-Check Quiz.

WALL CHARTS are included in some modules.

AMERICAN BOOK COMPANY

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Zoom microscopy with the new Series Sixty adds a new dimension to learning. With infinitely variable magnification, your students can scan a wide field at the lower magnification range and immediately enlarge any interesting area up to 500X for a closer look. It gives a unique incentive to explore the micro world!

Specially designed wide-field eyepiece, with built-in pointer, is color-free and assures a crisp image. It also has high eyepoint, a specific benefit for the person with eyeglasses.

Flat-field, infinity-corrected, zoom optical system provides exceptional optical performance. You'll see all detail in fine sharp focus.

There's built-in slide protection, too. Autofocus stop and the retracting nosepiece eliminate damage to costly slides. Sturdy, student-proof design and construction assure many long years of reliable service.

For more information on the New AO Series Sixty Zoom microscope, contact your AO representative or write for our new booklet.

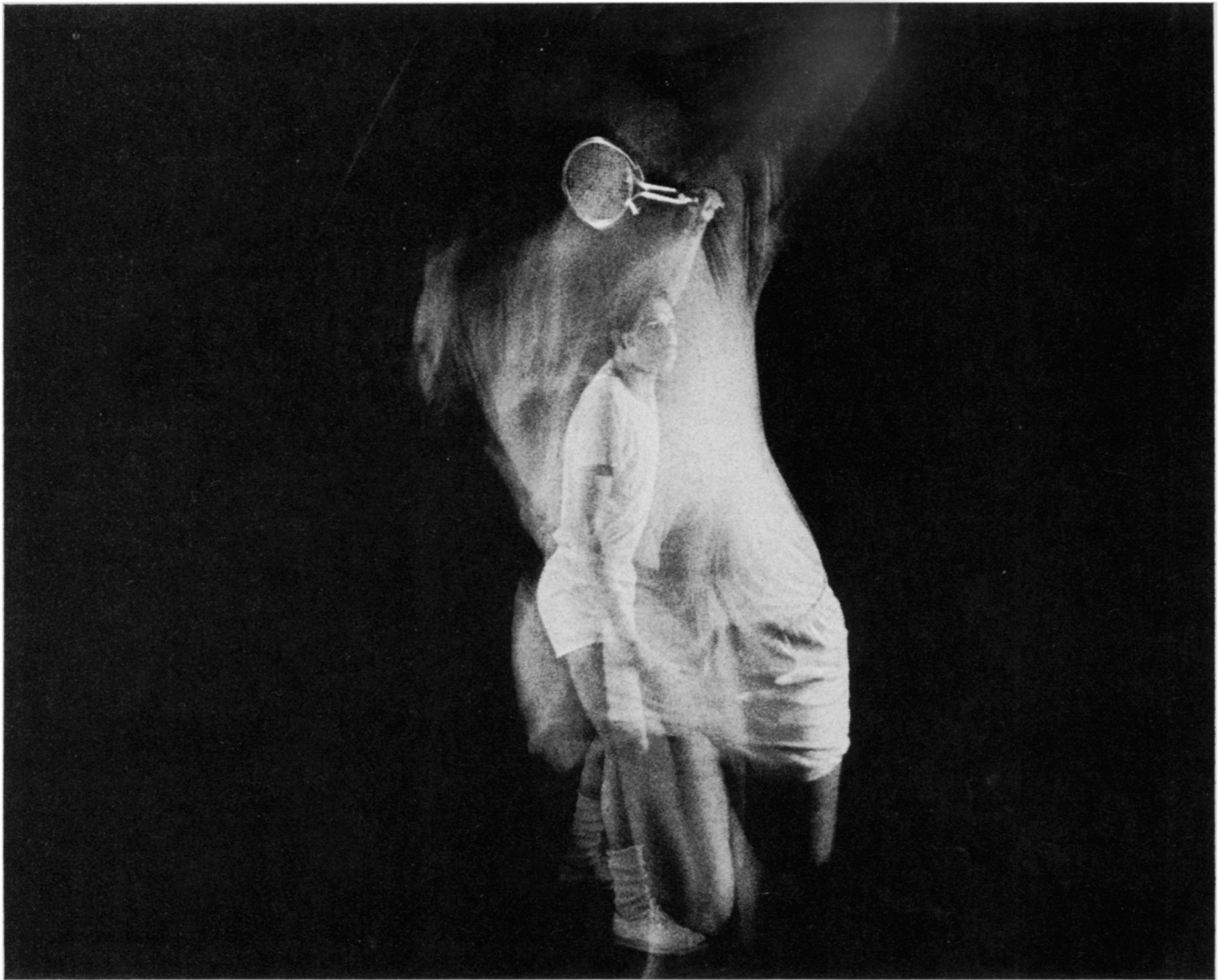
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If Martin Bray had his way, the only foreign particles left in the air would be tennis balls.

The blur of agility you see above these words is Martin Bray. When he's not busy singing service aces past his opponents, you'll find him at AC Spark Plug Division of General Motors.

Martin is one of a team, there, that is experimenting with catalytic converters. These devices use a catalyst to convert noxious emissions from automobile engines into harmless emissions. For instance, when hydrocarbons produced by the engine pass through the converter, only water vapor and ordinary carbon dioxide come out the exhaust

pipe.

At AC experiments are under way to determine the best kind of converter to use on the cars of tomorrow. Martin's job



is to test the various systems developed.

With something as new as catalytic converters for cars, new methods and apparatus for testing had to be developed. Martin helped meet that challenge, and is now putting his ideas to work to help reduce air pollution.

On the tennis court or in the research lab, Martin Bray is the kind of active, concerned person who works at GM to improve the quality of life for all of us.



General Motors
Interesting people doing interesting things.

NOTE: This advertising is being sponsored by General Motors in several youth publications. It is hoped that the subjects featured will serve to increase teenager interest in scientific studies and can be used, perhaps, to show how the things your students are learning are utilized in actual industrial activities. Reprints of this ad are available upon request. Simply write to General Motors, Advertising & Merchandising Section, P. O. Box 5446, Detroit, Michigan 48211.

THE SEVEN DEADLIEST CRIMES AGAINST YOURSELF!

Are You Guilty of Any of Them?

- 1** How many times in the last 24 hours did you risk a heart attack or an ulcer — simply because you didn't know a little fact about proper breathing?
- 2** When was the last time you snapped at an imagined insult — and lost a true friend?
- 3** Are you missing respect and popularity — by a hairsbreadth — because you're overlooking a simple principle of human dynamics?
- 4** Is insomnia ruining your life — because you're omitting a 20-second, nightly routine?
- 5** Are you starving yourself sensually — without even knowing it? Without knowing what to do about it?
- 6** Do you cause secret misery to loved ones — when you're actually trying your hardest to help them?
- 7** Are you leaving yourself open to daily tensions that can snowball into disastrous "blow-ups"?

If you're "guilty" of even one—you can turn the tables of tensions and anxieties with the help of this extraordinary new book

Laura Huxley, the author, is one of the most remarkable women of our time. Writer, musician, wife of world-famous Aldous Huxley, she is renowned as a dramatically successful therapist.

Her life-long crusade to increase human happiness and creativity has taken her to virtually every major civilization and culture of the world.

From a Lifetime of Discovery— Potent Secrets For You

Laura Huxley has mastered the Buddhist secrets of tranquility. She has applied the healing power in the words of the Bible. She has identified and traced the life giving principles that lead from the sages and philosophers of the ages to the psychotherapeutic advances of our own scientific tradition.

Through her extensive research and experimentation she has helped hundreds who have come to her for help and counsel. She has worked with equal enthusiasm and success in the mansions of millionaires and in the wards of hospitals. (One of her most gratifying triumphs occurred at a famous U.S. psychiatric clinic.) But in her own words, "My greatest satisfaction has always come from showing perfectly normal people how to make their lives richer than they ever dreamed possible."

And now in **YOU ARE NOT THE TARGET**, she reveals to you the essence of the exciting program which has made her such a sought-after counselor.

Why You'll Love Every Minute of Laura Huxley's Revolutionary Program

- It's completely private. You can do all of it all by yourself.
- It's fun . . . exciting, exotic downright unconventional. (Who ever heard of "smacking a Tether Ball"? But try it and you'll reap a harvest of relaxation that will brighten all your activities.)
- It costs nothing.
- It will strengthen and beautify your body—effortlessly. (Even as it gives you new happiness and peace of mind.)
- It begins to work immediately—the very moment you read Page One.

Here are just a few secrets of
successfully living in
YOU ARE NOT THE TARGET:

- How to conquer love-starvation.

- Sensual Pleasure. (You may never have really experienced it before.)
- A simple body rhythm—more beneficial than strenuous exercise. (This is the famed isotonic routine endorsed by the U.S. Olympic team.)
- "Bubble Freedom"—a giddy technique to clear your thinking. Ingredients: one pan of water and plenty of fun.
- How to start liking yourself. (You'll be surprised how much more others will like you.)
- The story of a beautiful girl haunted by a ghost—that will help vanquish the ghosts in your life.
- How to deal with pain.
- Something you can do anywhere, anytime—to help stop wrinkles.
- The fantastic value of silence.
- Delicious, natural substitutes for chemical tranquilizers.
- **SPECIAL FOR YOUR CHILD**—Some common-sense advice that can do wonders for his self-confidence at school—plus a tip on how to get him to eat carrots—or any other food *he thinks he hates*.
- When a headache strikes—strike back! And throw away habit-forming drugs.
- How to feel even better at the end of each working day than you did at the beginning.
- Three things you must never say to your children—but almost everyone does.
- Miraculous water therapy—for sound sleep. It takes 20 seconds. It doesn't disturb your nightly routine.
- Master rules that cover what to eat and what *not* to eat—to keep healthy.
- How one dynamic executive in an "ulcer job" never loses his peace of mind and never gets heartburn.
- How to breathe and stretch—for magic dividends in health and beauty.
- **SPECIAL HELP—FOR THE SERIOUSLY TROUBLED**—if you are one of the lucky people who have learned to live successfully in this modern world, why not share this great gift with a troubled friend or loved one? Introduce him or her to the therapies in this book. (You'll probably find that the counsel you've been meaning to share is strikingly close to the principles in **YOU ARE NOT THE TARGET**.)
- How to combat your "enemies"—in a way much more satisfying than slugging them—or snubbing them.
- The judo of dealing with tension.
- Three minutes that can end auto accidents.
- How to add glamour to all your cooking all the time.
- How to get rid of compulsion, fear, embarrassment and envy.
- How to cut down on smoking—painlessly and naturally.



Laura Huxley, the authoress, is one of the most remarkable women of our time. Wife of world-famous Aldous Huxley, she is renowned as a successful therapist.

- A simple, effective device that actually recharges your home with exhilaration. (The ancient Persians and the Moors discovered it—science has verified it.)
 - The one nonsense syllable that makes sense. Use it the next time you get into a mental rut.
 - Secrets of confidence for daily living—discovered by a leading anesthetist in the operating room.
 - How to delve into your sub-conscious—and release untapped resources.
 - A mental approach to improve your figure and your posture—without moving a muscle or counting a calorie!
 - Techniques for unblocking your creative capacity. (This alone could mean the difference between success and just "getting by" in your career.)
 - A reprieve for your heart—if you follow some simple advice.
 - What sleeping with a loved one can mean.
 - Ageless lessons from a Hindu God—to his beloved.
 - To hell with caution! Dedicated to those over 40.
 - How to be human—in an inhuman world. *and much, much more!*
- Can you imagine how rich your life would be if you were freed of your heaviest emotional burdens? You don't have to imagine it. This book will show you how to live it.

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