

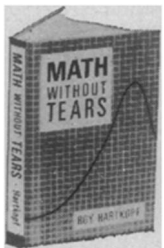
New 32 Page Paperbound Booklet

"What's All This About METRIC?" Russell Lorys Stotesbery

Highly-illustrated, easy-to-read, handy reference for consumers, teachers, and students. Also included: scientific metric fact-card. Full SI definitions, all multiples and submultiples, basic conversion factors. Inquire about quantity prices, or for single copy send \$1.00 plus 25¢ handling to:

"What's All This About METRIC?"
University Printing Company
315 14th Avenue Southeast
Minneapolis, Minnesota 55414

MATH WITHOUT TEARS



In lively non-technical language Mr. Hartkopf gives you a basic understanding of many of the everyday applications of mathematics.

Emphasizing the practical aspects of math, the author avoids mathematical terms and jargon and takes the reader from simple counting to trigonometry and calculus.

MATH WITHOUT TEARS is written with a light touch and is filled with interesting anecdotes, spiced with humor.

Learn math in the comfort of your own home at minimum cost. **ORDER NOW:** **MATH WITHOUT TEARS** by Roy Hartkopf \$6.95, plus 50¢ handling 10-Day Money-Back Guar

EMERSON BOOKS, INC., Dept. 584B
Buchanan, N.Y. 10511

FREE INFORMATION!



WRITE TODAY to find out how you can receive a different, interesting and valuable Mineral Specimen each month, with detailed "come-alive" fact sheet. Get started today in this fascinating and educational hobby. **FREE** Natural Ruby Crystal when you join. Write today.

MINERAL OF THE MONTH CLUB
YUCAIPA, CALIF. 92399

Box 487-A8

Circle No. 126 on Reader Service Card

Cut fuel costs

Sun-power your house!



Fed up with paying crippling fuel bills? **THE GARDEN WAY SOLAR HEAT COLLECTOR SYSTEM** lets you harness the sun's **FREE ENERGY** for home heating and hot water. Now operating as far north as Vermont, this System uses new lower-cost Solar Collectors (roof panels) to capture sunlight even on cloudy days. Delivers hot water for kitchen, bath, and laundry at virtually no cost after installation.

You can install a System yourself if your house is properly situated, and save up to \$25 monthly on hot water bills. Systems delivering both heat and hot water can be designed into new homes. Portable multi-use "demonstrator" system-under \$225!

The first step: Send \$1.00 for our **Solar Planning Guide** for determining your home's suitability. Lists components, sources, cost. Really serious? Our detailed **Operations Manual** (\$5.00 add'l.) gives illustrated installation and operating procedures.

Mail check or m.o. Satisfaction Guaranteed.
Garden Way Laboratories, Dept. 54429
Charlotte, Vermont 05445

STRANGE PHENOMENA

A SOURCEBOOK OF UNUSUAL NATURAL PHENOMENA

Over 350 accounts of ball lightning, the Andes glow, earthquake lights, Indian Ocean wheels of light, the Barisal guns, and other strange geophysical phenomena gleaned from *Science*, *Nature*, *Scientific American*, and other publications. Thorough index.

277 pages, hard covers, \$6.95 postpaid

Published by: THE SOURCEBOOK PROJECT
BOX 107B, GLEN ARM, MARYLAND 21067

Circle No. 131 on Reader Service Card

**HANG GLIDING
PARACHUTING
MANNED KITING
FREE INFORMATION KITS**
Dan Poynter
P.O. Box 4232-50
Santa Barbara, CA 93103

Circle No. 132 on Reader Service Card

Tropical Fish & Supplies
QUICKLY...by mail! Guaranteed! Beautiful, restful hobby!
Send 50¢ now for 39¢—item catalog!
AquaDiscount 252 CEDAR St., ORTONVILLE MICH 48462
FOR THIS COLORFUL BOOK, we ship SEND JUST \$5.95/postpaid at once!

Circle No. 121 on Reader Service Card

ALL TYPES OF

MODELS

SEND FOR FREE CATALOG

S.R.M., INC. • BOX 1422W
JANESVILLE, WI 53545



Circle No. 129 on Reader Service Card

EXPLORE OUR OCEAN



MODEL CS-120

AN ALL-NEW 120 GAL. MARINE CULTURE SYSTEM OF ADVANCED DESIGN FOR LABORATORY, CLASSROOM OR DISPLAY

This handsome multi-view marine culture system is practical for every use . . . and, completely reliable with its built in water management system that holds 3°C to ambient temperatures. The patented filtering system with circular current provides an ideal life-supporting environment for marine invertebrates and fishes. Just fill with tap water, add **INSTANT OCEAN®** Synthetic Sea Salts, plug in and add the animals. It's that easy. **INSTANT OCEAN®** Culture Systems are available in many sizes and styles.

WRITE FOR DETAILS TODAY!

Free with each **INSTANT OCEAN®** Culture System—**EXPERIMENTS USING MARINE ANIMALS**, by Dr. F. A. Diehl, et. al. and **MARINE AQUARIUMS IN THE RESEARCH LABORATORY** by J. King and S. Spotte.

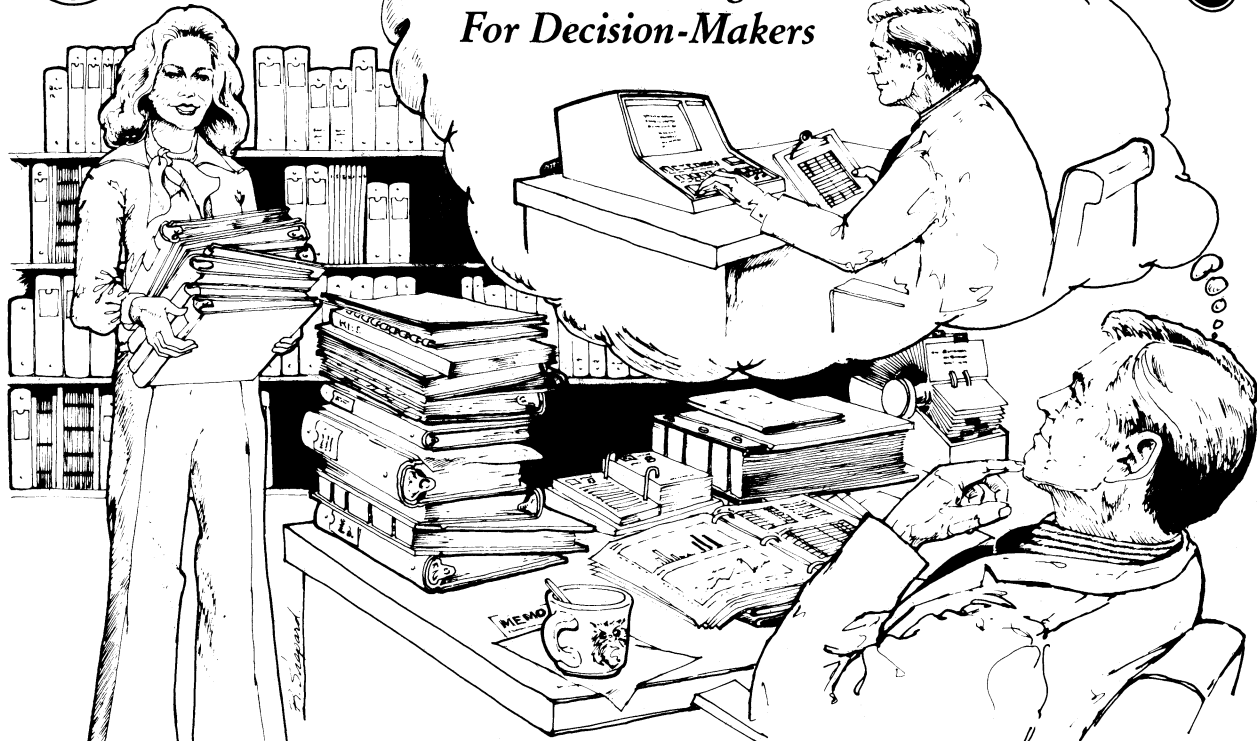


Aquarium Systems inc.

AQ-3392

33208 Lakeland Blvd. • Eastlake, Ohio 44094 • Phone: 216-946-9180
Circle No. 122 on Reader Service Card

Conversation Pieces



One thing decision-makers rarely lack these days is data. It comes in tidal waves from printing presses and electronic media. It fills warehouses and record centers, overflows their shelves and bursts their file drawers. In the welter of detail, a lot of useful information gets buried.

Computers can help solve the problem or make it worse, depending on how they're programmed. With the right kind of software, people can get the facts they need without floundering in oceans of irrelevant detail.

TRW's Generalized Information Management system (GIM), is exactly that kind of software. Designed specifically to help computer users take advantage of the "data base" method of information storage and retrieval, it makes information available any time, in any format, from terminals connected to phone lines anywhere. Each specialist can have all the detail he needs while managers can get summaries and special reports by asking simple, straightforward, and even unexpected questions.

GIM's user language is powerful: Complex searches are carried out on single commands. The words and grammar are so close to plain English that a clerk, secretary, or busy executive can learn to use GIM in a few hours.

A large insurance company, for example, maintains a GIM data base on industrial accidents. Anyone who needs details on client claims, accident causes, injuries, costs,

etc., can get them immediately. Meanwhile executives can use the system to spot anomalies, track trends, improve programs, and gather facts for long-range planning.

For a government agency, GIM keeps current information on regional services and facilities from coast to coast on tap in a centralized data base. It helps administrators meet the varied reporting requirements of their own agency as well as respond flexibly and economically to the information needs of other agencies, Congress, the news media, and the general public.

GIM has proven its reliability over several years of operational performance with data bases that are large both in numbers of items and in numbers of categories. It is one interactive, on-line system that has been thoroughly debugged. For users who need its flexibility, it offers advantages that no other packaged software can match. It's available for use on your own computer, or on an as-needed basis through the facilities of Computer Sciences Corporation, INFONET Division. If you'd like to know more about what GIM may be able to do for you, please write on your business letterhead to:

TRW
SYSTEMS GROUP

Attention: Marketing Communications, E2/9043
One Space Park, Redondo Beach, California 90278