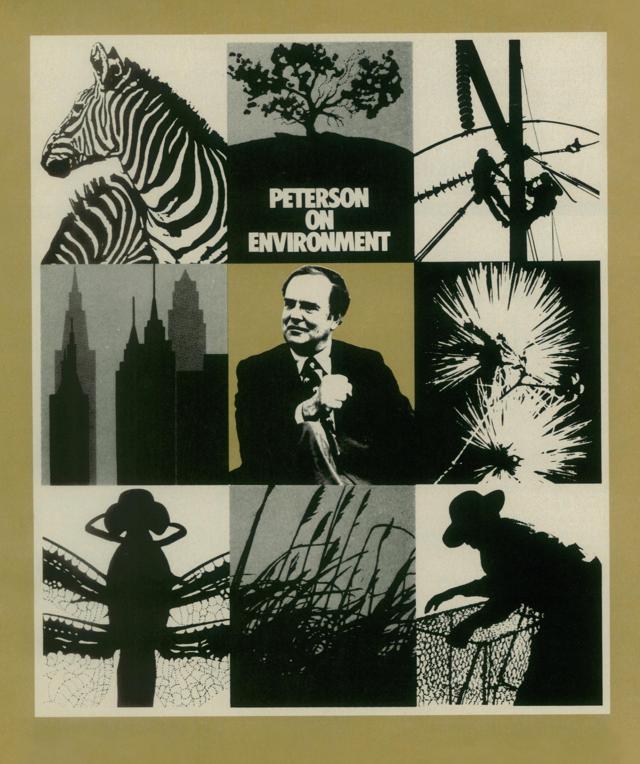
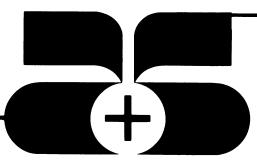
## science news





### Now available

### Leu<sup>5</sup>-[<sup>3</sup>H] enkephalin Met<sup>5</sup>-[<sup>3</sup>H]enkephalin

5-L METHIONINE-[tyrosyl-3,5-3H] Enkephalin (5-L-leucine) 30-60Ci/mmol TRK.516 5-L LEUCINE-[tyrosyl-3,5-3H] Enkephalin (5-L-methionine) 25-50Ci/mmol TRK.522

These enkephalins are the two endogenous substances recently discovered in brain which are natural ligands for opiate receptors<sup>(1,2,3)</sup> and which have now been identified as pentapeptides<sup>(4)</sup>.

- 1. TERENIUS, L. and WAHLSTROM, A., Acta Pharmacol. tox 35. Suppl. 1, 55, (Abstract only) 1974.
- TERENIUS, L. and WAHLSTROM, A., Acta Physiol. scand., 94, 74-81, 1975.
- 3. HUGHES, J., Brain Res., 88, 295-308, 1975.
- 4. HUGHES, J., SMITH, T. W., KOSTERLITZ, H. W., FOTHERGILL, L. A., MORGEN, B. A. and MORRIS, H. R., Nature, 258, 577-9,1975.



2636 S. Clearbrook Drive Arlington Heights, IL 60005 (312) 593-6300 Toll-free (800-323-9750) In Canada: 400 Iroquois Shore Road Oakville, ONT (416) 844-8122 Toll-free (1-800-261-5061)

Circle No. 109 on Reader Service Card

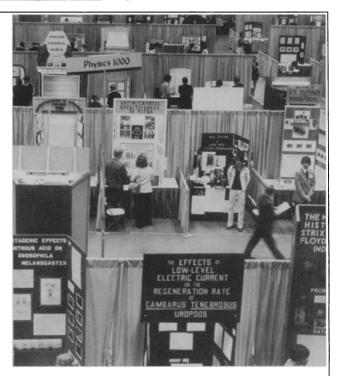
## Show and tell ...professionally

High schoolers whose science fair exhibits won their way to the International Science and Engineering Fair at Denver this spring may already have learned some lessons about communicating science that many a professional has yet to learn. They have succeeded in a format that is catching on fast.

There is nothing sacred about standing up in front of a seated audience and delivering a lecture. Major professional gatherings now permit an alternative—poster sessions. Here the audience strolls by, sampling visually. When one sees something interesting, one stops. Conversation ensues at whatever level of depth the parties can handle. Information is traded. Boredom is minimized.

How to make your story stand up and attract interest can be learned young. Good photography is a great help. A big print can snap the passerby to attention and convey the heart of the matter. Good science that goes unnoticed might as well be bad science. That's reason enough for a career scientist to get into photography while still in high school.

Our package of photographic hints for science fair contestants is free for the asking from Kodak, Department 841, Rochester, N.Y. 14650.





# Use this easy way to shop for books that matter.

#### PSYCHOLOGY OF SPORT

By Dorcas Susan Butt. Brilliantly analyzes the behavior, motivation, personality and performance of athletes. Dr. Butt, a professor of psychology and former world-ranked tennis player, examines competition and cooperation in team sports, sex role conflicts of athletes, effects of money, commercialism and TV, and much more. 200 pp., illus., \$12.95

To order, circle "A" on Reader Service Card.

#### **BODY HOT SPOTS**

By R. Dale Guthrie. An absorbing study of the social parts of the human body—the "hot spots." Reveals how facial shape, body hair, hip size, etc. determine status, attract mates and intimidate peers. "A fascinating voyage of discovery into the meaning of our physical traits."—Ashley Montagu 226 pp., illus., \$8.95

To order, circle "B" on Reader Service Card.

## THE ANNOTATED McGUFFEY

Edited by Stanley W. Lindberg. Representative lessons from the original McGuffey Eclectic Readers. Carefully reproduced in facsimile are their nostalgic illustrations and antique typefaces, side by side with social commentary and fresh insight into the development of the American character. "Fascinating."—Newsweek 360 pp., illus., \$12.95

To order, circle "C" on Reader Service Card.

## GEMSTONES OF NORTH AMERICA, Volume II

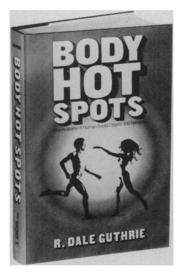
By John Sinkankas. Describes characteristic features, and provides geological and minerological information on each class of stone. Features upto-date price lists, lavish color and monochrome illustrations, and facts on new and reopened deposits. 592 pp., \$30.00

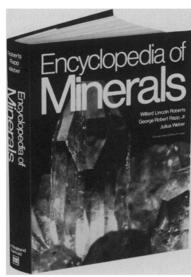
To order, circle "D" on Reader Service Card.

#### EVERYTHING YOU CAN GET FROM THE GOVERNMENT FOR FREE— OR ALMOST FOR FREE

By Craig & Peter Norback. A practical, easy-to-use guide to almost 1,000 programs and services available at little or no cost. "This oversized comprehensive directory of federal programs is a godsend."—Booklist 250 pp., illus., 11 x 14, \$7.95 paper

To order, circle "E" on Reader Service card.





## ENCYCLOPEDIA OF MINERALS

By Willard Roberts, George Rapp, Jr. & Julius Weber. Contains nearly 1,000 full-color photomicrographs. Includes chemical, physical, crystallographic, X-ray, optical and geographical data on all known and authenticated mineral species. "An authoritative and stunning book."—Library Journal 848 pp., 8½ x 11, \$69.50

To order, circle "F" on Reader Service Card.

#### MATHEMATICS DICTIONARY Fourth Edition

James & James. Featuring expanded coverage of probability and statistics, this edition's thousands of definitions, explanations and technical descriptions are reinforced with hundreds of formulas, a detailed multilingual index, and tabular information most often required. 518 pp., illus., \$17.95

To order, circle "G" on Reader Service Card.

#### HANDBOOK OF APPLIED MATHEMATICS

Edited by Carl E. Pearson. Here's how to solve all your math problems quickly and easily. Includes scores of worked examples drawn from various areas of science and engineering. 1,000 pp., 200 illus., \$37.50

To order, circle "H" on Reader Service Card

#### **SOUND RECORDING**

By John Eargle. Comprehensive one-volume guide to modern recording technology—from fundamentals of sound generation and propagation to the latest details of disc recording. Brings you information in areas such as automated mix-down systems, methods for signal processing or conditioning, and the wide range of devices used to modify basic recorded sounds. 338 pp., 232 illus., \$16.95

To order, circle "I" on Reader Service Card.

#### HANDBOOK OF MEDICAL ACUPUNCTURE

By Frank Z. Warren, M.D. A professional guide to contemporary acupuncture written by a noted physiciananesthesiologist who is also Executive Director of the National Acupuncture Research Society. Focusing on practice rather than philosophical and historical aspects, it includes legal and psychiatric aspects of acupuncture, FDA instructions for labeling devices, and the National Institute of Health's first official analysis of acupuncture treatment. 286 pp., illus., \$15.00

To order, circle "J" on Reader Service Card.

#### CIRCUIT CONCEPTS

By Thomas S. Kubala. A practical introduction to the current state of the art in electric circuitry. Divided into 17 self-contained units, each devoted to specific concepts and circuits. Each unit ends with a section on measurement and analysis to verify relevant theory and provide a better working know-how of circuit behavior. 210 pp., illus., 8 x 10½, \$8.95

To order, circle "K" on Reader Service Card.

#### GLOSSARY OF CHEMICAL TERMS

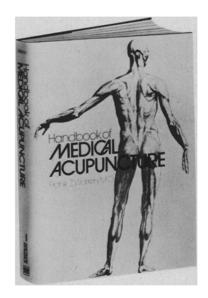
By Clifford Hampel & Gessner Hawley. Thousands of clear, concise definitions of terms used in the various chemical industries and subdivisions of chemistry. Includes a wealth of terminology that is widely employed but seldom explained—common prefixes and suffixes plus the large number of words used daily in chemical enterprises. 290 pp., \$14.95

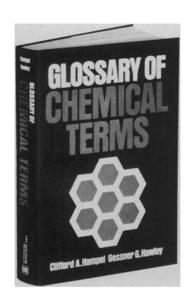
To order, circle "L" on Reader Service Card.

#### **SELENIUM**

Edited by Ralph Zingaro & W. Cooper. Current research indicates that high levels of selenium in both diet and the environment may reduce the risks of cancer and heart disease. This volume presents recently-researched facts on the element, its compounds, and selenium-bearing natural products. 852 pp., 379 illus., \$47.50

To order, circle "M" on Reader Service Card.





#### FOSSILS FOR AMATEURS

By Russell MacFall & Jay Wollin. Shows how to find, collect, classify, prepare, and exhibit fossils. Included is a state-by-state listing of fossil sources, along with information on gaining access to or locating the most productive parts of sites. "Carefully done, well-written . . . an excellent reference source."—Library Journal 320 pp., 150 illus., \$5.95 paper

To order, circle "N" on Reader Service Card.

#### ASTRONOMY Tenth Edition

By Laurence W. Fredrick & Robert H. Baker. Latest edition of the classic introduction to astronomy. Utilizing metric units throughout, the book contains an up-to-date presentation of cosmological theory; detailed but non-technical explanations of the origin of stars and planets; in-depth coverage of observational and instrumental techniques; a thorough discussion of quasars, black holes and pulsars; and examinations of curiosities such as the lack of neutrinos emanating from the sun. 700 pp., illus., \$16.95

To order, circle "O" on Reader Service Card.

## THE BOOK OF HEALTH Third Edition

Edited by Randolph Clark, M.D. & Russell Cumley, M.D. Describes, in layman's language, how to treat virtually every human disease. Covers 300 recent developments in the medical field. "Intelligently written . . . easy to pick out useful information . . . outstanding in comparison with other recently published works of this nature."—Choice

992 pp., illus., 7 x 10, \$29.95

To order, circle "P" on Reader Service Card.

## ELECTRIC MOTOR CONTROL

By Walter N. Alerich. Explains all the common types of motor starters and controllers. Information on theory, operation, installation and maintenance is backed up with hundreds of schematic diagrams and other working aids. 232 pp., illus., 8 x 10½, \$6.95

To order, circle "Q" on Reader Service Card.

## NATIONAL GUIDE TO CRAFT SUPPLIES

By Judith Glassman. A convenient directory to over 600 wholesale and retail craft supply sources. For each source the author gives the address, telephone number, hours of business, products and services, catalog prices and all minimum-order or wholesale requirements. 224 pp., 8½ x 11, \$12.95

To order, circle "R" on Reader Service Card.