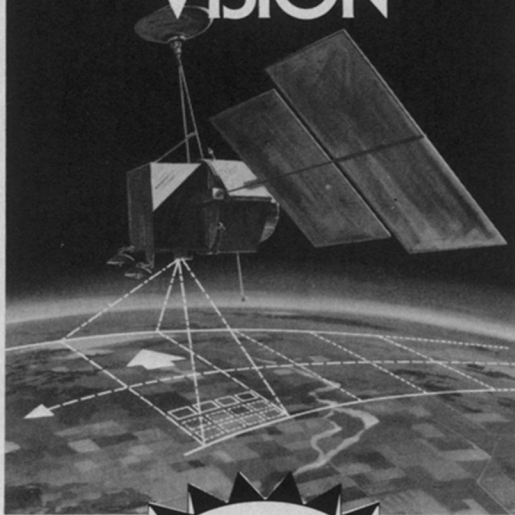


Conversation Pieces

PLANETARY CROP- WATCHER WITH 20/20 VISION



Forecasting crop yields is still more of an art than a science. No electronic system, however sophisticated, can yet match a farmer's feel for how his crops are doing. But individual assessments like "pretty good" or "we'll have a bumper crop if the weather holds" can't be used effectively for worldwide or even regional forecasts. They don't fit into a computer, and they take too long to compile and analyze.

What's needed is millions of precise, numerical estimates of crop status flowing steadily into the computer on an acre-by-acre basis. This calls for a satellite-borne system which provides a truly synoptic view of the earth's arable areas. NASA's Landsat, in orbit since 1972, has been providing this kind of data. NASA is now preparing to provide a much improved capability to the world's users of Landsat data.

This next generation Landsat sensor system, called Thematic Mapper, is now in the study phase. This new system will provide improved spatial and spectral resolution over the present system. It will be able to discriminate more effectively between different crops, stages of growth, and sick and healthy vegetation. Besides crop watching, it will be able to survey forest resources, detect changes in land use, monitor rangelands for better livestock management, and help in watershed and water use management.

Thematic Mapper scheduled to fly in 1980 aboard Landsat-D spacecraft will be in sun-synchronous orbit at 705 km altitude, scanning a swath 185 km wide and covering all inhabited areas of the earth.

Some additional growth capabilities will be built into the Thematic Mapper design under study by TRW Systems and Perkin-Elmer. Because of its unique rotary scanning system, the scan is unidirectional and the sensor output is inherently linear. This means simplified data processing on the ground, faster status reporting, and thus an overall reduction in system operating costs.

Simplified ground data processing is particularly important. It means that low-cost ground stations can be set up around the world. They'll be able to take data on local crop conditions directly from the satellite as it passes overhead; no need to go through a central receiving station. Such reports will become even more valuable when they can be coordinated with long-range weather forecasts.

The Thematic Mapper is one of many ways that TRW is working to improve space technology as a tool to give us a better understanding of our earth and man's impact on it.

TRW is a worldwide leader in electronics, defense, & energy systems and in computer-related technology for information management & systems control.



TRW

DEFENSE AND SPACE SYSTEMS GROUP

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

EMERSON BOOKS

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

\$7.95 plus 60¢ handling

10-day Money-Back Guarantee

You Are A Computer



This fascinating study applies cybernetic analysis to human behavior in business, politics, and personal relationships. Mr. Brix, noted consultant to the Ministry of Defense, shows how you can better manage your life by utilizing proven mathematical thought in the interpersonal involvements of your daily business, social and family activities. Fascinating reading, extraordinarily effective. Could be one of the most productive books you will ever read. Order Now!

YOU ARE A COMPUTER By V. H. Brix
\$5.95 plus 60¢ handling

10-day Money-Back Guarantee

Brain Puzzler's Delight

By E. R. Emmet



A treasury of unique mind-stretching puzzles that can be solved by straight, logical thinking and reasoning. No specialized math. Offers the pleasures of discovering solutions through use of ingenuity, imagination, insight, and logic. Stimulates and refreshes the mind. Fascinating, entertaining puzzles, arranged in order of difficulty, with (some amazing!) solutions and full explanations at end of book. ILLUSTRATED

\$6.95 plus 60¢ handling

10-day Money-Back Guarantee

NET MAKING

Now you can make nets for any purpose. Master Teacher Holdgate shows you how in his fascinating new book which revives the disappearing craft of net making.

FOR FUN & PROFIT!

Materials, equipment and supplies cost pennies to buy; make highly prized gifts which can be sold for prices ranging upwards of \$50.

Over 100 illustrations give step by step instructions on material you require, how to set up your work areas, how to tie knots, how to make shopping and shoulder bags, fishing, tennis and basketball nets, scarves, hammocks, crab pots and nets to decorate your home. NET MAKING prepares you to design original creations.

\$6.95 plus 60¢ handling

10-day Money-Back Guarantee



FIX CLOCKS & WATCHES

FOR FUN & PROFIT!

Fascinating new Handbook by master craftsman H. G. Harris gives you the kind of knowledge skilled watchmakers learn.

OVER 200 ILLUSTRATIONS show how to install hands, dials, crystals, mainsprings, stems . . . rehouse old movements in modern cases . . . speedily cure many troubles by demagnetizing or cleaning, etc. INSTRUCTIONS COVER every popular watch and clock, chimes, grandfathers, cuckoo, everyday alarm and electric clocks. Handbook tells you where to buy parts . . . where to send overflow work for repairs at wholesale prices as business expands! Friends gladly pay \$5 to \$50 for restoring cherished timepieces. Try the HANDBOOK OF WATCH AND CLOCK REPAIRS ten days!

\$6.95 plus 60¢ handling

10-day Money-Back Guarantee



GAMES MATH BUFFS PLAY—

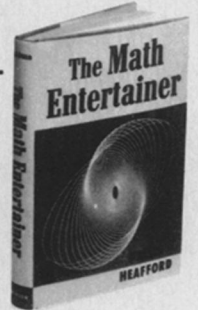
THE MATH ENTERTAINER is a treasure trove of mathematical teasers, ticklers, traps, and twisters, gems, jests and gyrations —by the hundreds!—to beguile, bemuse, and bewilder, perchance—whisper it softly!—to instruct. Answers and complete explanations are given for all problems.

Illustrated • ORDER NOW!

THE MATH ENTERTAINER by Philip Heafford

\$5.95 plus 60¢ handling

10-day Money-Back Guarantee



—THINK—

FRUSTRATION GUARANTEED



186 MENTAL MYSTERIES that get you so involved you stay up half the night! Clever brain teasers, problems, and riddles all solvable with systematic, resourceful thinking and logic provide hours of entertainment. Solutions and full explanation given. Many delightful and helpful illustrations.

MATH IS FUN by J. DeGrazia, Ph. D.

\$6.95 plus 60¢ handling

10-day Money-Back Guarantee

DESIGNING PICTURES with STRING

Now you can design pictures with string. This exciting new hobby is clearly explained by Robert Sharp-ton, artist, teacher and mathematician. Detailed STEP-BY-STEP instructions and abundant illustrations show you how to decorate your home with String Art sailboats, fish, steeples, kites, balloons, abstract, and free form designs and how to make your own originals. String art makes highly prized gifts and may be sold for prices ranging upwards of \$25.

The simple, inexpensive materials needed, are listed and explained in detail.

\$6.95 plus 60¢ handling

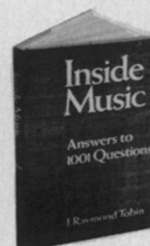
10-day Money-Back Guarantee



Inside Music

By J. Raymond Tobin

ANSWERS TO 1001 QUESTIONS



"Simply presented but full of much useful information this is a reference work to be appreciated by student or listener. The separate sections that deal with the orchestra, the families of instruments, special effects, the science of sound signs and abbreviations, musical forms and notations, time, accent, and rhythm, scales and keys, intervals, harmony, modulation and sequences. Transposition, and musical ornaments.

Pleasingly illustrated.—American Library Association Booklist. ORDER NOW!

\$6.95 plus 60¢ handling

10-day Money-Back Guarantee

ORDER NOW—10-DAY MONEY-BACK GUARANTEE

- ___ THE ART OF ARGUMENT \$5.95
- ___ BRAIN PUZZLER'S DELIGHT \$6.95
- ___ DESIGNING PICTURES WITH STRING \$6.95
- ___ HANDBOOK OF WATCH & CLOCK REPAIRS \$6.95
- ___ INSIDE MUSIC \$6.95
- ___ THE MATH ENTERTAINER \$5.95
- ___ MATH IS FUN \$6.95
- ___ MATH WITHOUT TEARS \$7.95
- ___ NET MAKING \$6.95
- ___ YOU ARE A COMPUTER \$5.95

EMERSON BOOKS, Inc. Dept. 611 C
Buchanan, N.Y. 10511.

Please send Books Checked, I enclose \$ _____

Name _____

Street _____

City _____ State _____ Zip _____

Add 60 Cents handling for each book. Save Money!! No Shipping Charge on orders of 3 or more books.

How to Argue and Win!



Here is a clear simply written basic guide to logical thinking, showing how to spot the fallacies, the prejudices and emotionalism, the inappropriate analogies, etc., in the other fellow's argument and how to watch for and avoid the irrational in your own judgments. The author makes plain not only how but also why people resist facing the truth.

A tool for clear thinking as well as convincing others. ORDER NOW!

THE ART OF ARGUMENT by Giles St. Aubyn
\$5.95 plus 60¢ handling

10-day Money-Back Guarantee