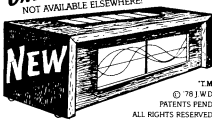


THE ONLY FOREVER-CHANGING BIORHYTHM CHART.



NOT AVAILABLE ELSEWHERE!
 This is really your life! The physical, emotional and intellectual (23, 28 & 33 day) cycle curves are on three sprocket-driven endless belts powered by synchronous 115 v.a.c. or solar and room light cell-recharging battery clock motor. The ideal lifetime gift! Warranted for life. Limited editions. Solid walnut case. Lighted screen. Relative curve positions repeat only every 58.26 years! For desk, shelf or table. We or you set once and it is accurate as an electric clock "forever." Model #A6 (115 v.a.c. 60 Hz.), \$149.00. Model #A7 (solar), \$195.00. Send birth date. Prices are not refundable. Interesting illustrated booklet \$10.00 (refundable). Send full payment to:

SCIENCE RESEARCH, Dept. 11, Box 16046, Kansas City, Mo. 64112

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. For complete information, send for free booklet "I-K." Vantage Press, 516 W. 34 St., New York 10001

MURPHY'S LAWS!

Incomparable "scientific" wit. Colorfully lithographed on 8" x 10" heavy Parchment for framing. A great business or personal gift! Only \$3 (4/\$10). Four Corners Press, Dept. SBD, Hanover, Mass. 02339

Matter, Life, Evolution

by **John G. Elliott, M.S., M.L.S.**

Advanced, modern electronic based ideas about the visible and invisible portions of the universe. A new and interesting pattern is offered toward understanding the new established order. This deeply thoughtful, plain English book is a useful tool for all scientists, chemists, engineers, and technicians and others who care to understand and readjust to this new order.

\$4.95 hard cover, \$2.95 soft cover, plus 50' handling, Dept. A, Gibson-Hiller Co., Publisher, P.O. Box 22, Dayton, Ohio, 45406.

Plant a THINK TANK anywhere and watch the minds grow!

home-office-school-park-club-churches-laboratory



Unique instructional games designed by university professors to make learning fun through brain-to-brain action. Beginning games can be mastered by young children—final games will challenge intelligent adults. These are the famous **GAMES FOR THINKERS** from **WFF 'N PROOF Publishers**.

- WFF 'N PROOF (logic) 13.00*
- QUERIES 'N THEORIES (Science & Language) 13.00*
- EQUATIONS (mathematics) 10.00*
- UN-SETS (set theory) 10.00*
- PROPAGANDA (social studies) 11.00*
- ON-WORDS (word structures) 10.00*
- CONFIGURATIONS (geometry) 6.75*
- TRI-NIM (problem solving) 5.75*
- REAL NUMBERS (arithmetic) 2.25*
- WFF (beginner's logic) 2.25*
- QWIK-SANE (topology puzzle) 2.25*
- TAC-TICKLE (pure strategy) 1.75*
- TEACHERS MANUAL 1.25*
- MEDITATION GAME (pure strategy) 2.25*
- THINKERS BOOKENDS 16.00*
- Complete 13-Kit THINK TANK & Teachers Manual with Bookends 96.50*
- without Bookends 86.50*

*includes postage and handling charges

Order from: **WFF 'N PROOF**
 1490-UL South Blvd.
 Ann Arbor, Mi 48104

Fully guaranteed. Dealer inquiries invited.

Gifts that are a COMPLIMENT to receive!

COME, JOURNEY THROUGH THE UNIVERSE

With The New Telescope That's Popularizing Astronomy



The amazing popularity of motion pictures such as Star Wars and Close Encounters and TV programs like Star Trek, Space 1999 and Logan's Run confirm the fact that Americans are looking skyward as never before. Astronomy is the *NEW HOBBY* of the 70's!

And now there's good news for would-be space watchers. It's Edmund Scientific's new Astroscan™ 2001, an unusual looking, unusually effective, unusually *inexpensive* telescope anyone can use to get into this exciting hobby. The Astroscan 2001 gives you a window on the world beyond that which you have ever known.

We've devoted more than two years of concentrated engineering and product development to produce this special instrument. Our objectives were simple but challenging. The newest Edmund Scientific telescope had to: • give bright, clear views of the stars, the planets, the moon • be lightweight for extreme portability; convenient for hikes, bike trips, vacations • be simple to set up and use so anyone, even a young child, could enjoy the exciting hobby of astronomy • and, most important, be affordable!

The result of this intensive program is Astroscan 2001, a telescope so different and so precise even professional astronomers have raved about it. And at just \$169.95 it's one of the best telescope buys available.

The 2001 is a classic Newtonian reflector telescope, using the same basic optical design as the largest observatory instruments. Light from distant celestial objects enters

through an optically-coated window, is reflected and focused by a 4 1/4" highly-polished parabolic mirror, reflected onto a secondary flat-surfaced mirror and through a 28mm magnifying eyepiece, to your eye. The fine optics in Astroscan are better than those found in the world's best cameras.

With the Astroscan's wide field you can see more stars and features in a single view than possible with most other scopes. And, Astroscan's amazing light-gathering ability permits views of stars so faint they're invisible to the naked eye.

Astroscan weighs just over 10 pounds and is only 17 inches long. The attractively styled 2001 body is ruggedly constructed of high-impact red styrene. Its uniquely designed aluminum mount and fingertip focusing enables anyone to set up and use this fine instrument in minutes.

The Edmund Scientific Astroscan 2001 is available now for immediate shipment. You can order yours today with the coupon below. Use the Astroscan under the Edmund 30-day unconditional guarantee. Experience the spectacular views awaiting you wherever you go. If you and your family are not completely satisfied with this exciting telescope, simply return it for a full refund. Expand your world today. Order now.



EDMUND SCIENTIFIC CO.

Dept. Q-24, EDSCORP Building, Barrington, N.J. 08007

YES, please send me _____ Astroscan 2001 Telescope(s) priced at \$169.95 each plus \$1.00 service and handling charge.

Enclosed is my Check BAC M.O. for total of \$ _____

Please charge my Am. Exp. BAC MC Please send me Free Catalog

Card # _____ Interbank # _____ Expir. Date _____ Sig. _____

Name _____

Address _____

City _____ State _____ Zip _____

N.J. residents add 5% sales tax.

SEND TODAY FOR FREE EDMUND CATALOG



executive health

the report that briefs you on what to watch

©WORLD COPYRIGHT RESERVED 1978 BY EXECUTIVE HEALTH PUBLICATIONS

Volume XV, Number 3 • December, 1978 • Pickfair Bldg., Rancho Santa Fe, Calif. 92067 • Area 714:756-2600

New research findings . . .

ON ZINC . . . the amazing metal so *essential* to your health

*Deficiency of it can cause endless problems
many of them just now being realized*

Almost half of all men at some point can expect a bit or a lot of prostate trouble. But if a group of Chicago investigators are right, much of it might be avoided by attention to the role of a metal, zinc, in prostate health. With zinc, the investigators report, they have been able to overcome inflammation and even enlargement of the prostate in many men.

It may seem a far cry from prostate disorders to some queer problems of taste and smell — no taste or smell at all or disturbing perversions of one or both. Yet zinc of late has been used with considerable success in overcoming such problems.

And these are just two of a considerable array of recent developments in the emerging story of the metal in human health and disease. It now appears that zinc may have notable potential for helping to overcome a wide variety of problems — ranging from slow wound healing to serious blood vessel disorders including

atherosclerosis or “artery-choking,” from proneness to infections to infertility, and from retarded growth and sexual maturation to a life-threatening skin rash.

Studies suggest that the metal, although common in many foods and long supposed to be in adequate supply, can be, for one reason or another, deficient in many people and, in fact, is to a surprising degree.

Zinc is one of a group of what are called trace metals, found in the human body in only tiny amounts, as little understood for the most part now as were vitamins 75 years ago, yet vital. Iodine is one: copper, another: chromium (See Executive Health, Vol. XI, No. 5) still another; and there are more.

Their combined weight in the body amounts to no more than an ounce. Yet, in their minute quantities, they play vital roles. The total of iodine in the body, for example, amounts to 30 milligrams (and a milligram is only one thirty-thousandths of an ounce). But

EDITORIAL BOARD

SIR HANS KREBS, M.D., F.R.C.P. (England), *Nobel Laureate in Physiology and Medicine. Emeritus Professor of Biochemistry, Oxford University, Metabolic Research Laboratory, Nuffield Department of Clinical Medicine, Radcliffe Infirmary, Oxford, England.*

RICHARD L. BOHANNON, M.D., F.A.C.P., *Lieutenant-General, United States Air Force (Ret.); Medical Director, The Institute for Aerobics Research, Dallas, Texas.*

JAMES F. TOOLE, M.D., F.A.C.P., *The Walter C. Teagle Professor of Neurology, Bowman Gray School of Medicine, Wake Forest University, Winston-Salem, North Carolina.*

LEONARD HAYFLICK, Ph.D., *Senior Research Cell Biologist, Children's Hospital Medical Center, Bruce Lyon Memorial Research Laboratory, Oakland, California.*

DEMETRIO SODI-PALLARES, M.D., *Professor of Medicine, Chief of the Department of Electrocardiography, Instituto Nacional de Cardiologia, Mexico, D.F.*

ALBERT SZENT-GYORGYI, M.D., Ph.D., *Nobel Laureate for Physiology and Medicine, Scientific Director, The National Foundation for Cancer Research, Woods Hole, Massachusetts.*

JOHN K. LATTIMER, M.D., Sc.D., FACS, *Professor and Chairman, Department of Urology, College of Physicians and Surgeons, Columbia University; Director, Squier Urological Clinic and Director, Urological Service, Presbyterian Hospital, New York City.*

JOHN STIRLING MEYER, M.D., *Professor, Department of Neurology, Baylor College of Medicine; Director, Baylor-Methodist Center for Cerebrovascular Disease, Texas Medical Center, Houston, Texas.*

SOLOMON PALMER, Jr., M.D., *Scripps Clinic and Research Foundation, La Jolla, California.*

HANS SELYE, C.C., M.D., Ph.D., D.Sc., F.R.S. (C), *President, International Institute of Stress, University of Montreal, Montreal, Quebec, Canada.*

LINUS PAULING, Ph.D., *Nobel Laureate in Chemistry and in Peace; Emeritus Professor of Chemistry, Stanford University, Stanford, California. Research Professor, Linus Pauling Institute of Science and Medicine, Menlo Park, California.*

MARK D. ALTSCHULE, M.D., *Visiting Professor of Medicine, Harvard Medical School; Lecturer in Medicine, Yale University; Staff Consultant, Boston City Hospital; Attending Physician, Boston Veterans Administration Hospital, Boston, Massachusetts.*

ALTON OCHSNER, M.D., *Senior Consultant in Surgery, Ochsner Clinic and Ochsner Foundation Hospital and Emeritus Professor of Surgery, Tulane University School of Medicine, New Orleans, Louisiana.*

ROGER J. WILLIAMS, Ph.D., D.Sc., *Professor of Chemistry, Co-founder and Consultant, Clayton Foundation Biochemical Institute, The University of Texas; Past President, The American Chemical Society, Austin, Texas.*

THE TRUTH THAT SHOCKS too many executives too late!

Only the fit survive. Ignorance about how to take care of yourself can be the mistake that kills you in your 50's or 60's . . . like an ordinary man. But as an executive you are not an ordinary man. *Put your brains to use.* Discover what research scientists now know about how to take the best care you can of the only body you will ever have.

Remember this! The errors of our younger years, are drafts upon our older years, payable (with interest) some 30 years from date.

The so-called "diseases of old age" are essentially the diseases of 50 to 70 . . . "the dangerous years!"

Research scientists find that people who survive these "dangerous years" successfully (without acquiring some "chronic" disease such as cancer or heart trouble) are likely to live on for another healthy quarter of a century. They seem to have developed what might almost be called an immunity to these killers. Why? To find out, some careful studies have now been made of these longlived individuals.

May we suggest that you get the benefit of these new research studies for yourself? Do as so many thousands of executives do. Subscribe to Executive Health Report. The members of our Editorial Board are among the world's most distinguished authorities on preventive medicine. Their wise advice can help you not only live longer but enjoy those extra years! (Note their high qualifications as shown on opposite page.)

Executive Health Report is not sold on newsstands but only by private subscription at \$24 a year in the U.S.A. and its possessions, Canada and Mexico. Individual reports (back issues) \$2.00 per copy. All other countries \$26 by surface mail, \$30 by air mail. (Only International Money Order or check cashable on U.S. bank will be acceptable.)

Subscribe now under this unusual introductory offer:

(1) Your choice of any three of the reports listed below (\$2.00 each) FREE!

(2) If you are not completely satisfied with your first issue, your money will be promptly refunded.

Please study the reports listed here and circle your three choices:
New research findings **On Walking** . . . nature's own amazing "anti-age antibiotic"!

New research findings **On Zinc** . . . the amazing metal so essential to your health.

Linus Pauling, Ph.D.: For the best of health, how much vitamin C do you need? People who take the optimum amount of vitamin C may well have, at each age, only one quarter as much illness and chance of dying as those who do not take extra vitamin C.

George C. Griffith, M.D.: On those irregular heart beats (Arrhythmias). Some mean little or nothing, but others warn your heart is in trouble.

Raymond J. Shamberger, Ph.D.: On your risk of stomach cancer from untreated beef . . . and how the natural antioxidants, vitamins C and E and selenium, help protect you!

On The Syndrome Of Longevity. Key factors dependably present ("constants") in the way of life of men who have outlived other men born when they were by a generation!

Roger J. Williams, Ph.D., D.Sc.: On your startling biochemical individuality. Some amazing facts about your body you need to know if you want to understand yourself (and other people) better.

Linus Pauling, Ph.D.: On vitamin C and heart disease. Can vitamin C protect you, and how much should you take?

James F. Toole, M.D.: On Strokes and "Little Strokes" . . . their causes and what you should know about them to help protect yourself!

Sir Hans Krebs, M.D., F.R.C.S.: On the use and misuse of medication. The world-famous Nobel Laureate in Physiology and Medicine warns that too many patients are being made ill due to their own or their physicians carelessness because the new high-potency

drugs have side-effects that are almost unavoidable if not carefully monitored.

Alton Ochsner, M.D.: "On the Role of Vitamins C and E in Medicine." A world-famous surgeon tells you how he uses these two essential vitamins.
John K. Lattimer, M.D., Sc.D.: On That Treacherous Gland . . . Your Prostate — as you approach 50.

John Yudkin, M.D.: On "This Slimming Business" . . . The truth about the prevention and cure of overweight!

Linus Pauling, Ph.D.: What About Vitamin E? Eminent investigators now suspect it may be one of the key factors to help resist disease and slow the aging process.

Mark D. Altschule, M.D.: Is It True What They Say About Cholesterol? Is it as dangerous as they claim?

Alton Ochsner, M.D.: On "The Chair Disease" . . . Why blood clots in your veins are a little-realized hazard.

Hans Selye, M.D.: On Stress Without Distress. Your mind can make or break you!

The B Vitamins . . . Part II. On Vitamin B₆ (Pyridoxine) "The Sleeping Giant of Nutrition."

Hardin B. Jones, Ph.D.: On The Problems Executives Must Anticipate With Marijuana Smokers. The Senior Scientist at the world-renowned Donner Laboratory of Medical Research, University of California, Berkeley, explains some dangerous, little-understood facts.

Jan Koch-Weser, M.D.: On Systolic Hypertension, more common than diastolic hypertension and at least as dangerous. What it is, what it does, and what to do about it.

Please use the coupon below under our special money-back guarantee.

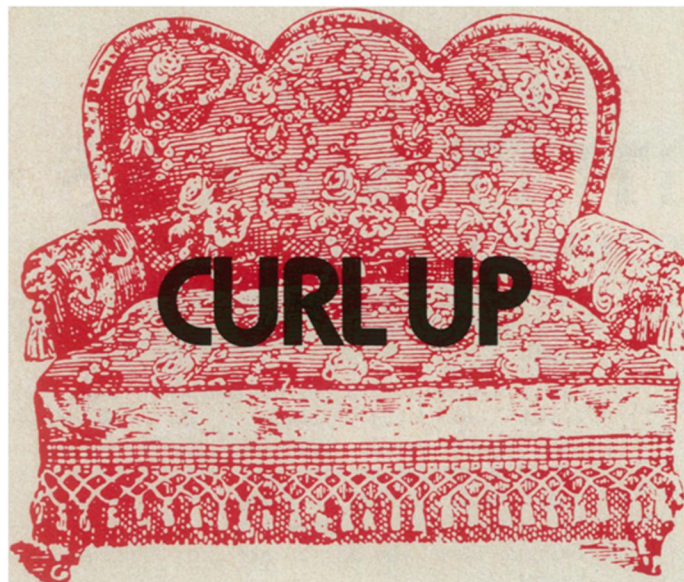
EXECUTIVE HEALTH, Pickfair Bldg., Rancho Santa Fe, CA 92067

Gentlemen: Enclosed is my check for \$.....for a year's subscription to Executive Health to start with this month's issue. I have circled the three \$2.00 reports I am to receive free. It is understood that if I am not completely satisfied with my first issue, my money will be promptly refunded. In addition, I would appreciate your sending me a complete list of your 101 other reports because among them may be some from which I might greatly benefit and would otherwise miss.

NAME (please print) _____

ADDRESS _____

STATE/COUNTRY _____ ZIP _____ SN-28



ANTIBODIES AND IMMUNITY — D. J. V. Nossal — Basic, 2nd ed., 1978, 310 p., illus., \$11.95. Presents the subject of immunology in language intelligible to the nonscientist who has virtually no background in biology. The first edition (1969) was awarded the Phi Beta Kappa Science Award. This edition has been revised and expanded to include the important new knowledge that has accumulated in immunology in the last decade. [1]

BUILD YOUR OWN SOLAR WATER HEATER — Stu Campbell with Douglas Taff — Garden Way Pub, 1978, 108 p., illus., \$10.95; paper, \$7.95. Using the sun to heat domestic hot water is, according to the author, the most practical and least expensive application of solar energy. [2]

CATASTROPHE THEORY — Alexander Woodcock and Monte Davis — Dutton, 1978, 152 p., illus., \$9.95. Catastrophe theory, a controversial new way of thinking about change, is a mathematical language that uses geometrical shapes (called catastrophes) to transform abstract concepts into concrete visual pictures. The theory is explained for the general reader and examples are given as to how this theory can be used to understand problems in economics, biology, politics and history. [3]

EPIDEMICS — Geoffrey Marks and William K. Beatty — Scribner, 1978, 323 p., illus., paper, \$4.95. Tells the story, often described by eyewitnesses, of some of the major epidemics in human history from ancient times to the present. Originally published in hardback in 1976. [4]

FIGURING: The Joy of Numbers — Shakuntala Devi — Har-Row, 1977, 157 p., \$6.95. Dramatizes the fascination of numbers and leads the reader into a world of intellectual adventures where calculations are thrilling, not tedious. Only a basic knowledge of arithmetic is necessary. [5]

EXPLORING WASHINGTON ARCHAEOLOGY — Ruth Kirk with Richard D. Daugherty — U of Wash Pr, 1978, 112 p., color and b&w photographs, \$12.95; paper, \$5.95. Draws together for the general reader what has been learned about prehistoric man and his environment in the state of Washington, from the earliest bands of hunters and gatherers to the complex social and highly developed technologies of the Indians before their disruption by the arrival of the settlers. [6]

GENERAL RELATIVITY FROM A TO B — Robert Geroch — U of Chicago Pr, 1978, 225 p., illus., \$11.95. To help the nonscientist understand what Einstein's general theory of relativity is, how it works, what it has to say, what the physical phenomena are with which it deals and its predictions and applications. [7]

GOD AND THE ASTRONOMERS — Robert Jastrow — Norton, 1978, 136 p., color and b&w photographs, \$7.95. Traces the history of the big bang theory of the origin of the universe and tells of the scientists and their work that produced the evidence that the universe exploded into being. Discusses the problems scientists have with this theory and suggests possible ways our universe may end. [8]

Curl up with some of our readers' favorite books

A HISTORY OF HERBAL PLANTS — Richard le Strange — Arco, 1977, 304 p., illustrated by Derek Cork, \$15. The introduction is a worldwide historical survey of herbs used by man through the ages, followed by an encyclopedia of 750 plants giving history, locale, appearance and curative properties of each plant. Beautiful line drawings. [9]

THE LIFE THAT LIVES ON MAN — Michael Andrews — Taplinger, 1977, 183 p., illus., \$9.95; paper, \$4.95. Demonstrates that our skin is a habitat that supports flora and fauna that have evolved with us through millions of years. Includes many magnification photographs and drawings. [10]

THE MEANING OF ANXIETY — Rollo May — Norton, rev. ed., 1977, 425 p., \$11.95. The confrontation with anxiety can relieve us from boredom, sharpen our sensitivity and assure the presence of the tension that is necessary to preserve human existence, says the author in the revised edition of this study of anxiety originally published in 1950. [11]

THE MOON BOOK — Bevan M. French — Penguin, 1977, 287 p., illus., paper, \$4.95. What we have learned from the Apollo program about our closest neighbor in space. [12]

THE OZONE WAR — Lydia Dotto and Harold Schiff — Doubleday, 1978, 342 p., \$10. The story of the controversy during the 1970s among science, government and industry over the ozone layer and the damage being done to it by man. [13]

PRESCRIPTION DRUGS AND THEIR SIDE EFFECTS — Edward L. Stern — G&D, rev. ed., 1978, 135 p., paper, \$4.95. Intended to alert consumers to the possible side effects and adverse reactions of 220 prescription drugs. [14]

THE ROAD TO THE STARS — Iain Nicolson — Morrow, 1978, 224 p., color and b&w photographs and drawings, \$14.95. Maintains the view that interstellar travel will become technically feasible during the 21st century. Examines the basic principles of interstellar travel, progress to date, problems of flight and how these journeys may be accomplished. Discusses the reasons for interstellar travel and its effects on individuals and the human race. [15]

THE SOCIOBIOLOGY DEBATE: Readings on Ethical and Scientific Issues — Arthur L. Caplan, Ed. — Har-Row, 514 p., \$12.95. The papers and materials selected are intended to provide a basis for advancing rational discussion of sociobiology. [16]

THE STAR THROWER — Loren Eiseley, introduction by W. H. Auden — Times Books, 1978, 319 p., \$12.50. An anthology of essays and poems selected and arranged by Eiseley in the year before his death. Many of the pieces have never appeared in a book before and are from his early writings. [17]

THE VIEW FROM THE OAK: The Private Worlds of Other Creatures — Judith and Herbert Kohl — Sierra/Scribner, 1977, 112 p., illus. by Roger Bayless, \$8.95; paper, \$4.95. There is no one world experienced by all living creatures. This charmingly illustrated book explores the ways in which a variety of animals, from whales to ants, experience the world around them. Activities are included which are designed to help the reader enter these different worlds through an understanding of the senses of the animals themselves. [18]

WHAT'S SO FUNNY ABOUT SCIENCE? — Sidney Harris — W. Kaufmann, 1977, 120 p., drawings, \$7.95; paper, \$3.95. These delightful cartoons, originally published in *AMERICAN SCIENTIST*, point up the humor in modern science and technology. [19]

YOUR BABY'S MIND AND HOW IT GROWS: Piaget's Theory for Parents — Mary Ann Spencer Pulaski — Har-Row, 1978, 208 p., illus., \$8.95. A book about babies, how they grow and respond intelligently to the world around them up to the age of three. Looking through the eyes of Piaget, the pioneer in the study of cognitive development in children, we can see the baby learning right from birth about her body, the world around her and how to make it work for her. [20]

SCIENCE NEWS CHOICE BOOKS

1719 N Street, NW, Dept. RC 23
Washington, D.C. 20036

Please send me the books circled below. Enclosed is check to cover retail price plus 50¢ to cover handling charge per book.

Domestic orders only.

1 2 3 4 5 6 7 8 9 10 11

12 13 14 15 16 17 18 19 20

(PLEASE PRINT)

Name _____

Address _____

City _____ State _____

Zip _____

(Prices subject to change)

If this selection has stimulated your appetite for good reading, we can help. All books listed in our columns and any in print (except nonscience paperbacks) are available through our order service. Enclose title, author's and publisher's names, and check for retail price plus 50¢ handling per book.

RC-23