Sample Comparison, Controversy, Conviction COMPARISONS A visual guide to measurement how man measured in the past and the many systems of measurement used An ingenious visual guide to the relative PERPETUAL MOTION A subjective history with fascinating illustrations of this quest for the impossible. Explains why the varispeed, size, strength, area, height, depth, today. Unique drawings, diagrams and length, quantity, shape, mass, hardness, charts point up temperature, noisiness, running, jumping, ous attempts cited here failed paper, \$5.95 lifting, swimming, diving, drilling, flying, the comparisons. birth, growth, aging, life expectancy, evolution and more of man, woman, animals, birds, fish, insects, dinosaurs, cars, trains, planes, rockets, buildings, bridges, tunnels, trees, waterfalls, mountains, rivers, islands, oceans, planets, stars, galaxies and more THE EXISTENTIAL **PLEASURES OF** plus comparisons o ENGINEERING of number, design, Draws on history, philosophy, science and and for measureme Existential heat, energy, proba literature to demonstrate that engineering is an expression of mankind's easures of An incomparably educational illustr most elemental im-pulses and sublime as-Engineering by the Diagram G pirations. paper, \$4.95 muel C. Florman SCIENCE NEWS BOOK ORDER DEPT. 1719 N St. NW Dept. RB1 Washington, DC 20036 PLEASE send me the following: ☐ Comparisons \$15.00 ☐ Perpetual Motion \$5.95 **BLAMING TECHNOLOGY** ☐ Blaming Technology \$12.95 Addresses the contro-☐ The Existential Pleasures of Engineering \$4.95 versial issues con-Enclosed is a check totaling _______ to cover retail price plus 50¢ per book to cover handling charge. Domestic orders only. cerning technology with common sense and realism and confronts the myths that allow technology to Address be used as a scapegoat. \$12.95