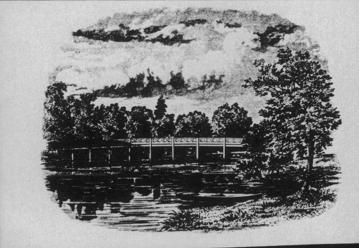
An Eloquent Response to Antitechnologists:

Until now, few have dared to buck the fashionable trend and take on Charles Reich, Lewis Mumford, Theodore Roszak and others who have denounced the philosophy and consequences of technology and engineering.

An Engineer Fights Back

THE EXISTENTIAL PLEASURES OF ENGINEERING, written by Samuel C. Florman, is an eloquent answer to the naysavers and Cassandras, to those who believe that technology is inherently evil, to those who see engineers as insensitive materialists.

A professional engineer and author of a number of books and articles concerning the relationship of engineering to the general culture, Samuel C. Florman draws on history, philosophy, science and literature to demonstrate that enExistential Pleasures of Engineering Samuel C. Florman



gineering is an expression of mankind's most elemental impulses and sublime aspirations.

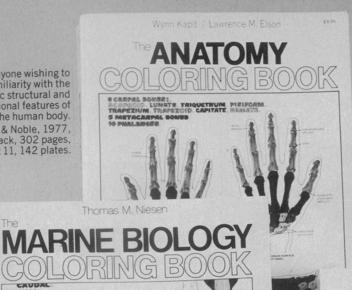
A Powerful, Persuasive Argument

While acknowledging that our society's faith in material progress has been shattered, Florman demolishes the notion that technology is destructive, the root of all evil. He refutes the stereotype of engineer as automaton, hostile to humanistic values. And he does so with consummate wit and elegance.

Essential reading for all those concerned with our culture and its vital relationship to science and technology, THE EXISTENTIAL PLEASURES OF **ENGINEERING** is a delightful and important work, now available through the Science Service Book Order Department.

Science Service Book 1719 N St. NW, Wash		RB147
Please send me Pleasures of Enginee to Science Service b \$1.00 handling (total	ering. I include a cook Order Dept. fo	heck payable or \$4.95 plus
Name		
Address		
City		
State	Zip	

For anyone wishing to gain familiarity with the basic structural and functional features of the human body. Barnes & Noble, 1977, paperback, 302 pages, 8½ x 11, 142 plates.



JAWS/MOUTH Lawrence M. Elson A fascinating approach to the evolutionary development of humankind and to the structural and adaptational relationships between humans and primates. Barnes & Noble, 1982, paperback, 256 pages, $8\frac{1}{2} \times 11$, 111 plates.

Adrienne L. Zihlman **HUMAN EVOL** PYCHY CHIMPANZEE.
COMMON CHIMPANZEE
ROTELA.
EAVANNA.
EARLY MARKET HYPOGYNOUS

PARTS OF THE FLOWER-

RECEPTACLE



anatomical structures. life cycles, and the basic mechanisms of photosynthesis and pollination. Barnes & Noble, 1982, paperback, 224 pages, 8½ x 11, 100 plates. EPIGYNOUS.

An effective and entertaining way to learn about animal life, both invertebrate and vertebrate.

Barnes & Noble, 1982, paperback, 238 pages, 8½ x 11, 107 plates.

Science News Book Order Service 1719 N St. NW, Washington DC 20036

Enclosed is a check totaling to cover retail price plus \$1.00 per book to cover handling charges. Make checks payable to Science News Book Order Service. Domestic orders only.

Please send me the following:

The Botany Coloring Book \$8.95

The Zoology Coloring Book \$8.95

For all who want to understand more about plant life, including its

The Marine Biology Coloring Book \$8.95

The Human Evolution Coloring Book \$8.95

Zip.

The Anatomy Coloring Book \$9.95

Name

Address

State City

RB146



The Body Machine

CHRISTIAAN BARNARD Consulting Editor

A completely current report of everything science knows about the body, from why we need sleep to what kinds of research doctors are doing on the control of chronic pain, from what makes hair turn gray to how human fertility may be significantly improved in the years to come.

Prepared by a team of medical experts under the editorial direction of Dr. Christiaan Barnard, the renowned surgeon who performed the first human-to-human heart transplant, the Body Machine offers a clear, direct look at the human body, exploring the way it grows, develops, and regulates itself, and what conditions help maintain it at peak performance. Profusely illustrated, 256 pages.

Contents

Introduction

Body Systems

Reproductive system Chassis

Nervous system Endocrine system

Heart Blood

Lymphatic system Immune system

Respiratory system Digestive system

Liver Renal system

On The Road Prenatal development

Infancy Adolescence Adulthood

The Ghost In The Machine

Stress

Mental abnormality Mind medicines

Body Maintenance

Lifestyles Diet Sleep Drugs Smoking Alcoholism Tropical diseases Birth control: how and why Check-ups World public health Urogenital problems Dealing with a heart attack The con brigade

In The Workshop

The future course of medicine New parts for old Genetic engineering The search for immortality

Health Quiz

Science News Book Order Service

1719 N Street, N.W., Washington, D.C. 20036

riease send copy(s) of **The Body Machine.** I include a check, payable to **Science News Book Order Service,** for \$19.95 plus \$1.00 handling (total \$20.95) for each copy.

Address

RB145