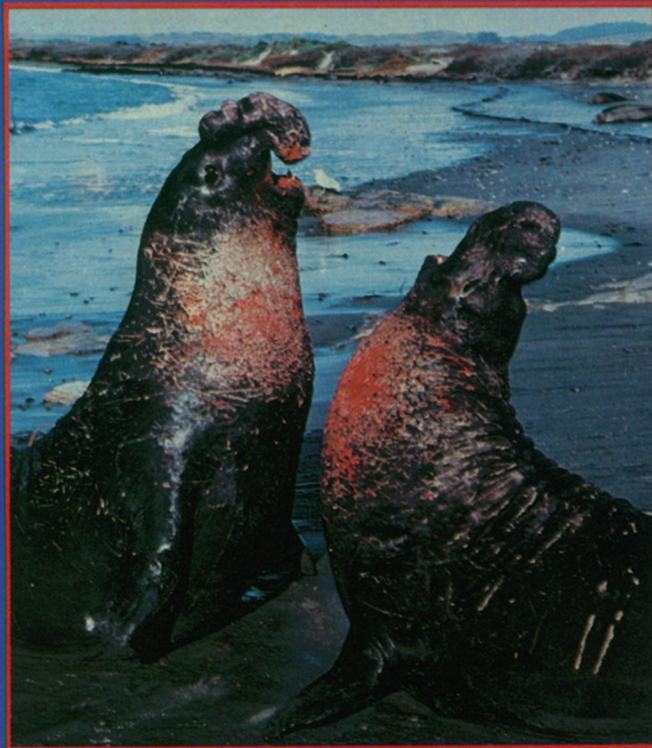


The Weekly Newsmagazine of Science

SCIENCE NEWS

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**Elephant
Seals:**



**Beating
The
Odds**



An Eloquent Response to Antitechnologists:

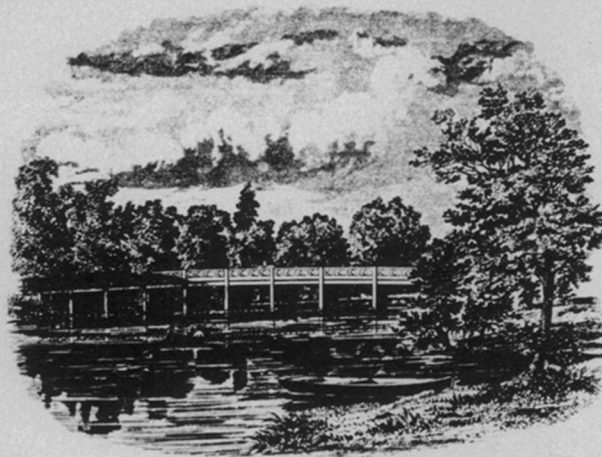
Until now, few have dared to buck the fashionable trend and take on Charles Reich, Lewis Mumford, Theodore Roszak and others who have denounced the philosophy and consequences of technology and engineering.

An Engineer Fights Back

THE EXISTENTIAL PLEASURES OF ENGINEERING, written by Samuel C. Florman, is an eloquent answer to the naysayers 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 en-

The Existential 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.

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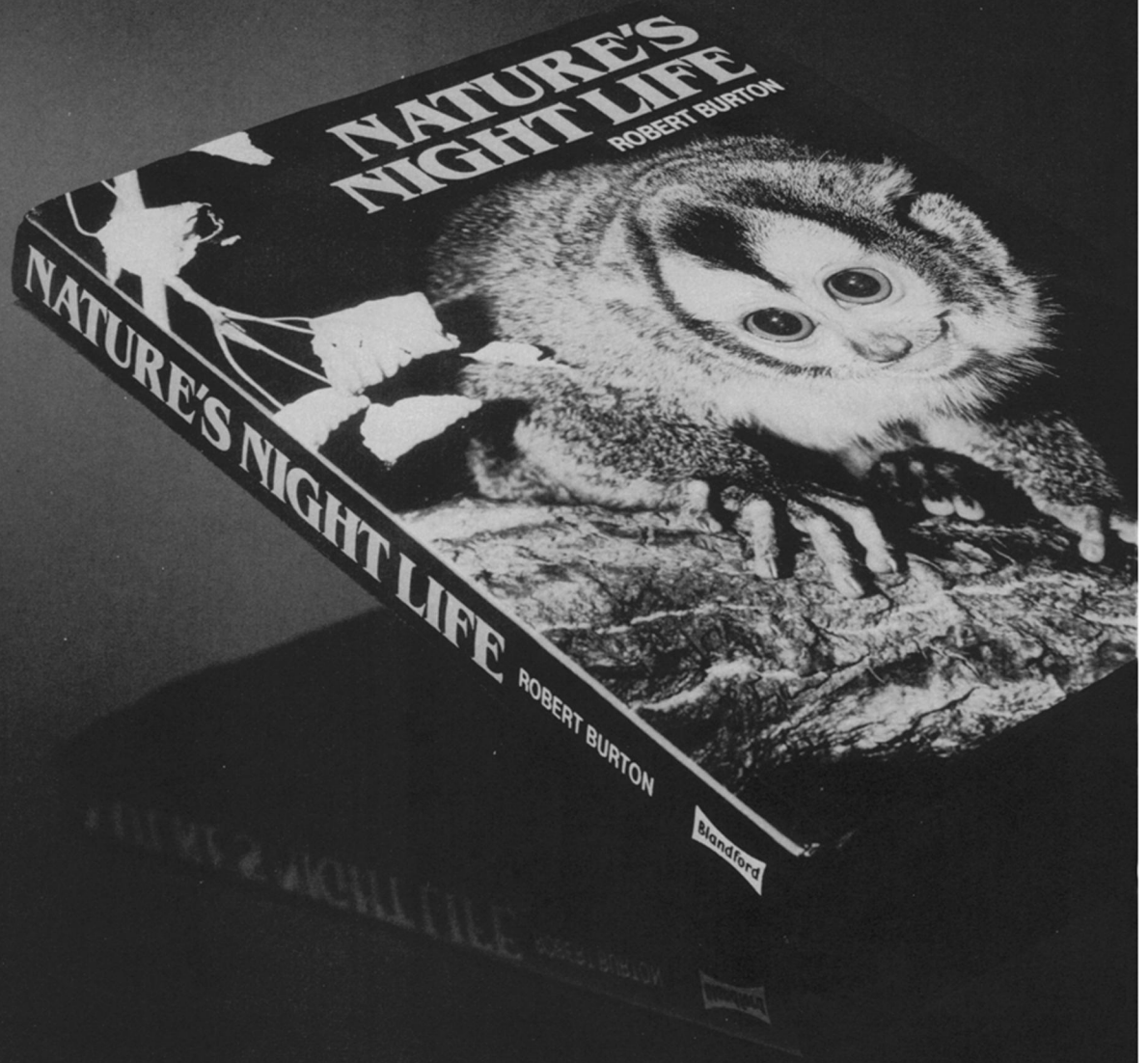
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Nature's Night Life

By Robert Burton

A fascinating discussion of night life in the wild, with 63 color photographs and 57 black and white photographs of animals from all over the world.

Because we are essentially diurnal — active during the day — it is easy to forget that the natural world does not go to sleep when we go home in the evening and awake with us the next morning. Some animals may be active around the clock, others prefer the twilight hours and there are some that are specifically adapted for activity in the darkness.

When it is realized how many animals operate by night, a look at selected habitats show how much the naturalist misses by staying indoors at that time. As the cast of diurnal animals leaves the scene, it is replaced by another, playing the same stage but with different lines.

The book covers all parts of the animal kingdom, from insects, spiders and fish to the wide-eyed bushbabies, owls, possums and bats.

Blandford Press, 160 pages, 7³/₄ x 10, hardcover, \$17.95.

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