

# TECHNOLOGY TRANSFER

LEARN HOW THIS COUNTRY'S FIRST MAJOR TRANSFER OF TECHNOLOGY—FROM A NATIONAL LAB TO A PRIVATE CORPORATION—WAS ACCOMPLISHED.

**Who should attend:** Laboratory officials and researchers seeking new sources of capital and venture capitalists and high-tech entrepreneurs seeking new technologies.

**When:** Thursday, February 21, 1985

**Where:** Santa Fe Hilton, Santa Fe, New Mexico

**Speakers:** Donald M. Kerr, *Director, Los Alamos National Laboratory*; Dr. Bruce Merrifield, *Assistant Secretary of Commerce for Technology, Productivity and Innovation*; Irving Weiman, *Prudential-Bache Securities*; A. David Silver, *Santa Fe Private Equity Fund* and Ross U. Robinson, *CEO, Mesa Diagnostics Inc.* George Gilder, author of *The Spirit of Enterprise*, will be the featured luncheon speaker.

For further details, call or write: Mary Freitas, Santa Fe Private Equity Fund, 524 Camino del Monte Sol, Santa Fe, New Mexico 87501. Telephone: (505) 983-1769.

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**Acceptable Risks**—Pascal James Imperato and Greg Mitchell. Discusses how risks are defined and responded to on a personal, corporate and governmental basis; why risks become acceptable for some and unacceptable for others. Divides risks into two categories: chosen risks, such as smoking and not wearing seat belts, and imposed risks, such as unsafe drugs or carcinogens and mutagens in foods. Analyzes how the public is informed, misinformed and uninformed about risks. Describes ways in which individuals can monitor themselves and their surroundings and reduce risks in everyday life. Viking Pr, 1985, 286 p., \$15.95.

**The Calligraphy of Nature**—John Pearson. Spectacular nature photographs with the photographer's comments, reproduced in calligraphy, relate nature to human feelings. Har-Row, 1984, 96 p., color illus., \$12.95.

**Cancer Today: Origins, Prevention, and Treatment**—Leslie Roberts, foreword by Lewis Thomas. An overview of the latest findings in cancer research—its causes, detection, treatment, cures and prevention. Based on a recent Institute of Medicine meeting, this book is intended for the general reader. Natl Acad Pr, 1984, 132 p., illus., paper, \$9.95.

**Colours of the Stars**—David Malin and Paul Murdin. Shows how color is related to the objects in astronomy, how the color of stars, nebulae and galaxies can be seen and photographed and how color and photography enhance our astronomical understanding. Cambridge U Pr, 1984, 198 p., color/b&w illus., \$27.95.

**Flight in America 1900-1983: From the Wrights to the Astronauts**—Roger E. Bilstein. The social, economic and political aspects of aviation and space exploration are included together with the principal technological trends in this history of U.S. flight written for the general reader. Johns Hopkins, 1984, 356 p., illus., \$32.50.

**How Flowers Work: A Guide to Plant Biology**—Bob Gibbons. Covers not only flowering plants but all plant life in an overview for the general reader. The beautiful color photographs and the detailed line drawings add to the interesting text. Blandford Pr (Sterling), 1984, 160 p., color/b&w illus., \$15.95.

**On Food and Cooking: The Science and Lore of the Kitchen**—Harold McGee. Explains the nature of foods, what they are made up of, where they originated and how they are transformed by cooking. Tells when and why particular culinary habits took hold. Science figures prominently in food and its preparation, but history and etymology also contribute to our understanding of food and cooking. Scribner, 1984, 684 p., illus., \$29.95.

**Our Green and Living World: The Wisdom to Save It**—Edward S. Ayensu et al, foreword by S. Dillon Ripley, introduction by HRH The Prince Philip. A beautifully illustrated book that evokes the full green bounty that the earth so recently possessed. The international authors survey the ways in which we are losing our ability to survive biologically, and present new approaches to stem the tide of destruction. Cambridge U Pr, 1984, 256 p., color illus., \$24.95.

**The Recursive Universe: Cosmic Complexity and the Limits of Scientific Knowledge**—William Poundstone. The game of "Life" developed at Cambridge University in 1970 is based on three rules with a simple beginning and no end. Poundstone uses this game to discuss the problems of knowledge, the discoveries of modern physics and the creation of life in the universe. Morrow, 1985, 252 p., illus., \$15.95.

**Upstream: A Voyage on the Connecticut River**—Ben Bachman. Tells of the geology and the animal and plant life of this river that rises in a pond in the northernmost tip of New Hampshire and flows southward for some 400 miles to Long Island Sound. Brings to life the river's role in the history of the earth and the history of the United States. HM, 1985, 217 p., \$15.95.

**Women Scientists in America: Struggles and Strategies to 1940**—Margaret W. Rossiter. An analysis of women's participation in American science from its beginning to the recent past. Originally published in hardback in 1982. Johns Hopkins, 1984, 439 p., illus., paper, \$10.95.