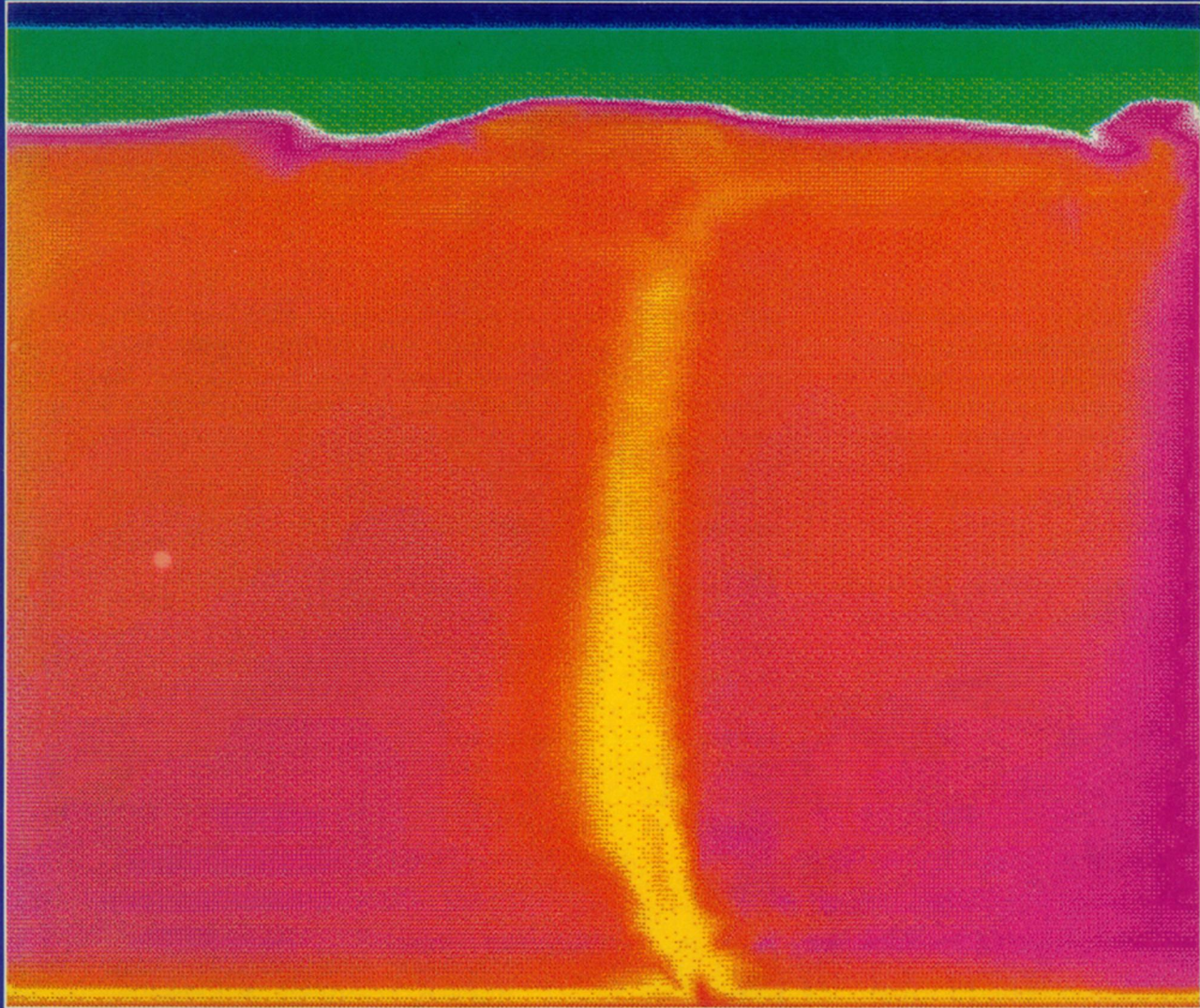


The Weekly Newsmagazine of Science

SCIENCE NEWS

October 17, 1987
Vol. 132, No. 16
Pages 241-256



Hotspots in Motion

The Barnes & Noble Reader: Different by Definition

Barnes & Noble Reader (n.) Unique species of booklover. Highly individualistic, varied esoteric tastes; intellectual in the sense of choosing own interests and exploring new subjects and ideas. Syn. Interesting person.

This definition of our readers is inspired by the books they read. Picasso's well-known statement, "To my misfortune—and probably my delight—I use things as my passions tell me," gives you an idea of how our readers select subjects and titles in our catalog.

From *Je Suis Le Cahier: The Sketchbooks of Picasso* to the *Himalayas*,



Picasso's skills were eclectic—ranging from subtle realism in his Blue Period to dramatic simplicity in his striking abstractions. For the passionate reader, the Barnes & Noble Catalog is a discovery.

both oversized color photo collections, the whole world of reading sooner or later comes your way in the Barnes & Noble catalog. If you're in a pensive mood, try the *Mensa Think-Smart Book*. For fun, there's *Outrageously Pogo* and *The New! Improved! Bob & Ray Book*.

We bring you unusual books, interesting books, specialized books, books that are hard to find. None of them are the ho-hum titles you can find just anywhere. Some start out as they are now—books that do not appeal to just any taste level. However, when we offer them to our readers they become our idea of "bestsellers." Here's a listing of some of these titles:

The Gentle Art of Verbal Self Defense,
Suzette H. Elgin
The Tao of Pooh, Benjamin Hoff

Ansel Adams: An Autobiography
The History of the Church, Eusebius
Great Bordellos of the World,
Emmett Murphy
Motel of the Mysteries, David
Macauley
The Fifth Son, Elie Wiesel

And since the Barnes & Noble reader also shows great interest in a good value, we offer these books at a lower price (sometimes a savings of 60% and more off the list price.) In fact, we know our readers like to buy a lot of books. That's why we even offer low-priced bookshelves!

If you haven't been getting the Barnes & Nobles Catalog, and if all this sounds like your kind of reading, send the coupon below. If you fit the definition of a Barnes & Noble Reader, it will be a happy moment to look back on. If not, well, what do you have to lose?

**The
Barnes & Noble
Catalog:
A Discovery**

**OK. Send me your next catalog.
The price is right: FREE.**

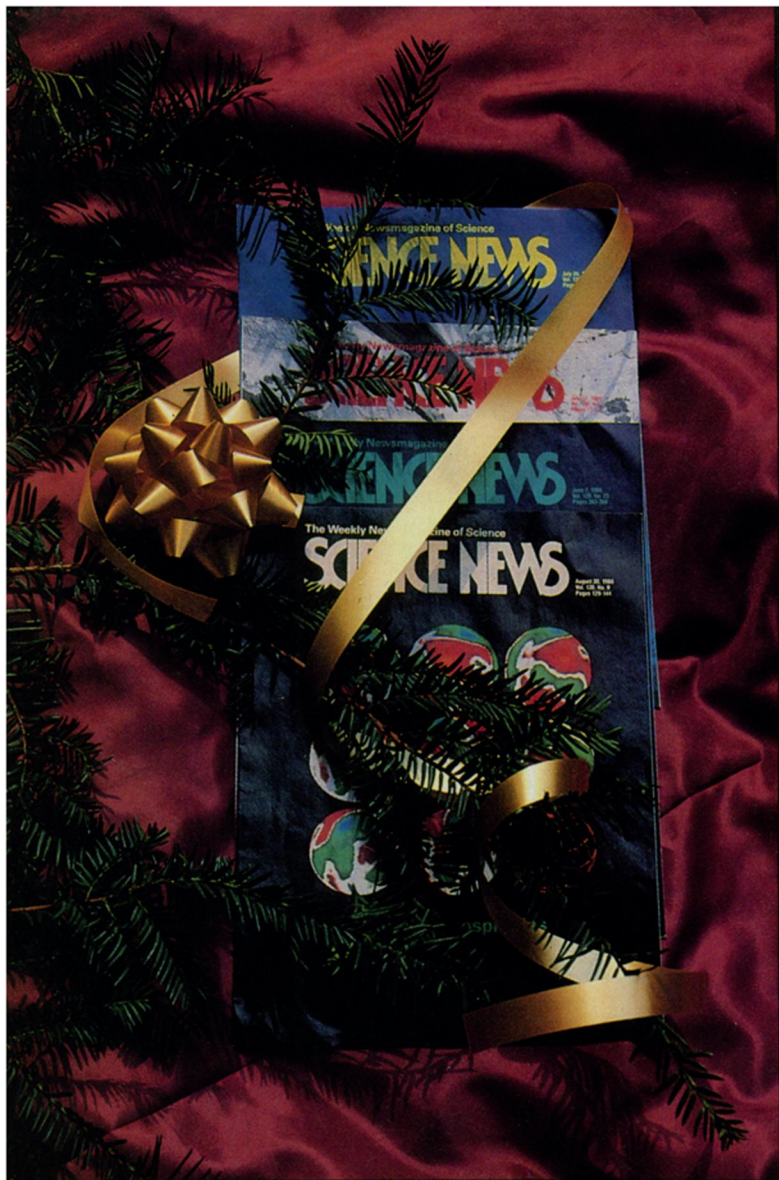
Print name

Address

City/State/Zip

TO: Barnes & Noble
Dept 910CA
126 Fifth Ave.
New York, N.Y. 10011

*We're sorry, we cannot honor this offer
outside of the United States.*



*Wrap up the latest news in science under your tree with a gift of **SCIENCE NEWS**.*

SCIENCE NEWS is the ideal gift for busy executives, professional people, scientists in search of an overview of all major fields of science, science teachers and students.

This Christmas share **SCIENCE NEWS** with your friends. They will appreciate the opportunity to learn about new scientific developments and discoveries that can affect their lives, their jobs, their future. And in this day of changing social directions, they will especially appreciate the perspective **SCIENCE NEWS** gives to the issues involving science and society.

Why? Because it is planned for people on the go. It reports key developments clearly, accurately, concisely — in about an hour's reading time a week. For someone with no more than an hour to spare, **SCIENCE NEWS** is a reliable summary of important news. For the reader with more leisure, it is a guide to subjects worth pursuing in more detail in other scientific journals.

SPECIAL CHRISTMAS SAVINGS!

Your first gift subscription of **SCIENCE NEWS** is \$34.50. Each additional one-year subscription is only \$29.00 — and you may include your own renewal or new subscription at this money-saving rate.

SEND YOUR GIFT ORDERS NOW!

Use the convenient postage-paid reply card opposite this message. Or, if someone else has already used it, fill in the order form at the right and mail it today.

SCIENCE NEWS

231 W. Center Street Marion, Ohio 43305

Please enter the following **SCIENCE NEWS** Christmas Gift Subscription:

One subscription for \$34.50

Name _____
(Please print)

Address _____

City _____ State _____ Zip _____

Each additional subscription \$29.00 (save \$5.50 each)

Name _____
(Please print)

Address _____

City _____ State _____ Zip _____

Name _____
(Please print)

Address _____

City _____ State _____ Zip _____

My name and address as Donor is:

Name _____
(Please print)

Address _____

City _____ State _____ Zip _____

(If more gifts are desired, use separate sheet)

- Send gift announcement card to recipients.
- Please enter or extend my **SCIENCE NEWS** subscription for one year at the lowest rate to which my total subscription order entitles me.
- I enclose \$ _____ Please bill me.

Foreign postage \$6.00 additional per year.



SERENGETI

NATURAL ORDER ON THE AFRICAN PLAIN

BY MITSUAKI IWAGO



"Never have I seen so many stunning photographs of African animals and landscapes in one volume."

— Richard Estes in *NATURAL HISTORY*

In 300 full-color photographs Iwago records the struggle of survival in a harsh and brutal landscape. A kaleidoscope of color and action, *Serengeti* overflows with riveting images: Iwago gives us the sublime magic of a wildebeest's birth, the helpless agony of a rhino mother unable to protect her calf from wild dogs, the playfulness of lion cubs swatting their mother's tail, the sweep of African sky and the elusive but omnipresent nourishing abundance of the land.

— from the publisher

Chronicle Books, 1987, 328 pages, 8¼" x 10¼", paperback, \$19.95, hardcover, \$35.00

Science News Books, 1719 N Street, NW, Washington, DC 20036

Please send _____ copy(ies) of *Serengeti*. I include a check payable to Science News Books for the price of the book plus \$1.00 handling for each copy. Domestic orders only.

- paperback, \$19.95
 hardcover, \$35.00

Name _____

Address _____

City _____

State _____ Zip _____

RB788