

MCDONNELL DOUGLAS



McDonnell Douglas recognizes the need to encourage and reward today's youth in exploring the sciences. We are proud to announce our sponsorship of the

Grand Awards categories

at Science Service's 46th International Science and / Engineering Fair (ISEF), which will take place in Hamilton, Ontario, Canada.

As a continuing sponsor of the ISEF,
McDonnell Douglas would like to salute
Science Service Inc., as well as the other
Grand Award Sponsors, for their contributions
to youth and science.

We encourage you to join us in sponsoring the future.

MCDONNELL DOUGLAS

McDonnell Douglas Foundation

To order by phone from Science News Books, call: 1-800-544-4565

(Visa or MasterCard Only) In D.C. Area: 202-331-9653

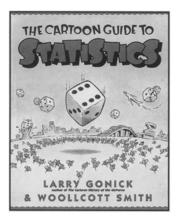
Science News Books 1719 N Street, NW Washington, DC 20036

CartoonStats CartoonPhys SetCartoonGd

Please send me the book(s) marked below. I enclose the price of the book(s) plus \$2.00 for postage and handling per book (maximum \$4.00 charge). Domestic orders only.

- __ The Cartoon Guide to Statistics, \$13.00
- __ The Cartoon Guide to Physics, \$12.00
- ___ Buy both only \$21.95

•	
Name	
Address	
City	
State Zip	
Daytime Phone	BB2231



The Cartoon Guide to Statistics covers all the central ideas of modern statistics: the summary and display of data, probability in gambling and medicine, random variables, Bernoulli Trials, the Central Limit Theorem, hypothesis testing, confidence interval estimation, and much more — all explained in simple, clear, and, yes, funny illustrations. Never again will you order the Poisson Distribution in a French restaurant!

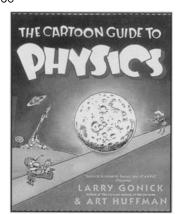
— from HarperPerennial
HarperPerennial, 1993, 230 pages, 7 ½" x 9 ¼",

paperback, \$13.00

You don't have to be a scientist to grasp the many complex ideas of physics, because *The Cartoon Guide to Physics* explains them all: velocity, acceleration, explosions, electricity and magnetism, circuits — even a taste of relativity theory — and much more, in simple, clear, and humorous illustrations. Physics will never be the same!

— from HarperPerennial

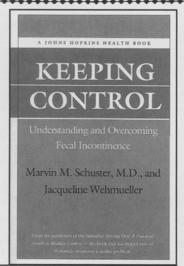
HarperPerennial, 1991, 212 pages, 7½" x 9¼", paperback, \$12.00



To order by phone from Science News Books, call: 1-800-544-4565 (Visa or MasterCard Only)

In D.C. Area: 202-331-9653

Johns Hopkins University Press, 1994, 166 pages, 5½" x 8½", paperback, \$12.95



Science News Boo 1719 N Street, N	Washington, DC 20036
payable to Science	copies of <i>Keeping Control</i> . I include a check News Books for \$12.95 plus \$2.00 postage and book (total \$14.95). Domestic orders only.
Name	
Address	
City	
State	Zip
Daytime Phone_	

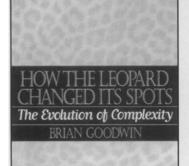
People who live with fecal incontinence — a condition causing the involuntary loss of liquid or solid stool or gas at inappropriate times — often feel alone and isolated. These people should know that two million others in the United States have fecal incontinence.

Keeping Control is a compassionate, medically reliable, and thoroughly informative resource for anyone who wants to understand the causes of fecal incontinence, learn about important advances in treatment and management, and do something about the problem. Topics include:

• Understanding the digestive system and normal continence • How to keep a symptom diary • Working with your physician to find the cause of the problem • What to expect during diagnostic tests • Behavioral treatment techniques such as biofeedback and habit training • Ways to cope when incontinence cannot be completely overcome • When to consider surgery • Effects on intimacy and sexual relations • Special considerations for older people with incontinence • Special considerations for children with incontinence, including a step-by-step bowel training program • Products that can help when treatment is not entirely successful.

Keeping Control also includes a glossary of terms and valuable information about contacting support groups and using additional resources. An epilogue by Nancy Norton, founder of the International Foundation for Bowel Dysfunction, describes the personal challenge of living with fecal incontinence and explains how she and many others cope with the problem and live life to the fullest.

— from Johns Hopkins University Press



Order by phone for faster service! 1-800-544-4565 (Visa or MasterCard Only)

> In D.C. Area: 202-331-9653

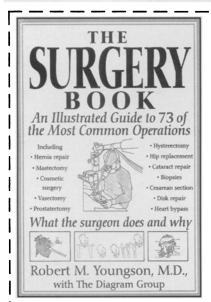
Charles Scribner's Sons. 1994, 252 pages, 61/4" x 91/2", hardcover, \$23.00

THE PARTY AND PARTY AND PARTY AND PARTY.	The state of the s	
Science News Bo 1719 N Street, N	ooks NW, Washington, DC 20036	LeopardSpotH
Spots. I include a	copy(ies) of How the Leop check payable to Science News E ge and handling for each book only.	Books for \$23.00
Name		
Address		
City		
State	Zip	
Daytime Phone _		
	(used only for problems with order)	RB2227

he "leopard" in the title of How the Leopard Changed Its Spots is the science of biology, today poised for a massive change in its theoretical perspective. Here Brian Goodwin, described by colleagues as "the poet of theoretical biology," proposes an alternative to the modern synthesis of Darwinism and twentieth-century genetics. Goodwin rigorously and clearly demonstrates the flaws in the quasireligious fervor with which Darwin's theory of natural selection is defended, and presents another, equally powerful engine for the origin and diversity of species.

The consequences of this altered perspective are both scientific and metaphorical. The images of Darwinism that color so much of modern life — survival of the fittest, selfish genes, survival strategies, "a war of all against all" are incomplete, says Goodwin. If we regard organisms as more than survival machines, they take on an intrinsic value, with worth in and of themselves. Darwinism has shortchanged us, scientifically and ethically, for more than a century. This book demonstrates that organisms are every bit as cooperative as they are competitive, as altruistic as they are selfish, as creative and playful as they are destructive and repetitive. Erudite and dazzling, at once a brilliant application of the laws of physics to the study of life, an exposition of the powerful force — not Darwinian selection — that shapes life on earth, and a meditation on the evolution of complex forms, it is certain to be the science book of the year.

from Charles Scribner's Sons



1719 N Street, NW, Washington, DC 20036

Science News Books

Address _

Daytime Phone

City

State

Nothing is more daunting than facing the prospect of surgery. Whether the patient is yourself or a loved one, you are bound to have many questions about the operation the doctor has recommended – concerns that even the most attentive and thorough doctor might be too busy to address completely.

The Surgery Book is a dependable, comprehensive sourcebook that answers these important medical questions. Designed for the layperson, the book explains the seventy-three most common surgical operations, delivering the information that every well-informed patient needs to know in a clear, easy-to-understand format. For each operation, it answers these crucial questions:

- Why is the operation necessary?
- What does the surgeon hope to accomplish?
- How is the operation performed?

SurgeryBookH

RB2230

___ copy(ies) of The Surgery Book. I include a check |

payable to Science News Books for \$27.95 plus \$2.00 postage and

Zip

handling (total \$29.95) for each copy. Domestic orders only.

(used only for problems with order)

 How long will post-operation recovery take, and will there be pain or other side effects?

The book also explains what every patient should know about each of the most common diagnostic and surgical tests. It also covers blood transfusion, tissue and organ transplantation, and bone marrow transplant, in addition to giving readers a thorough introduction to operating-room procedures, staff, and equipment.

Written by a leading surgeon and thoroughly illustrated with more than 350 step-by-step drawings, The Surgery Book allays patients' fears and anxieties, and helps them become fully informed about their upcoming experience in the operating room.

- from St. Martin's Press

To order by Visa or MasterCard Call 1-800-544-4565

In D.C. Area: 202-331-9653

St. Martin's Press, 1993, 448 pages, 61/4" x 91/2", hardcover, \$27.95