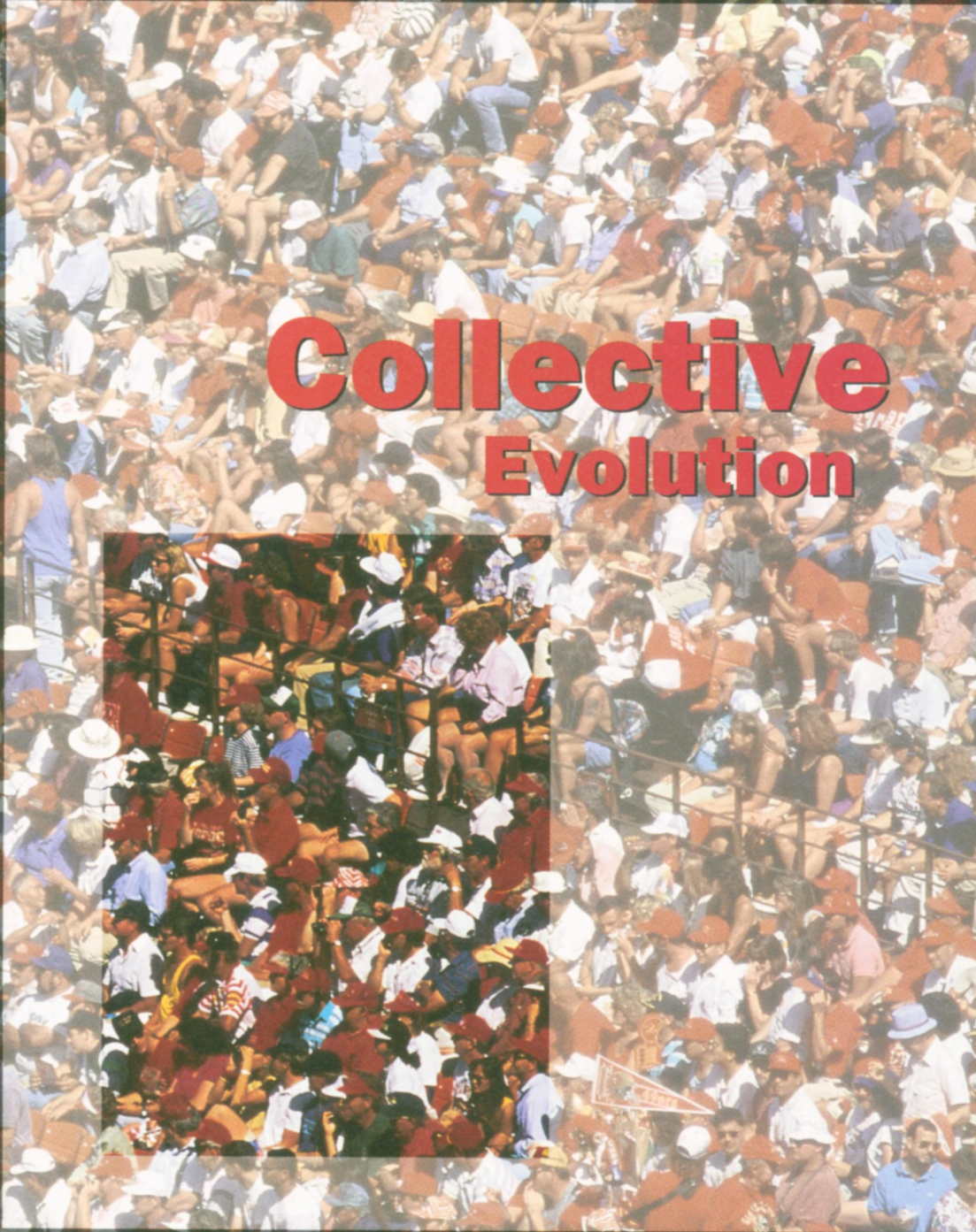


The Weekly Newsmagazine of Science

SCIENCE NEWS

November 25, 1995
Vol. 148, No. 22
Pages 353-368

Collective Evolution

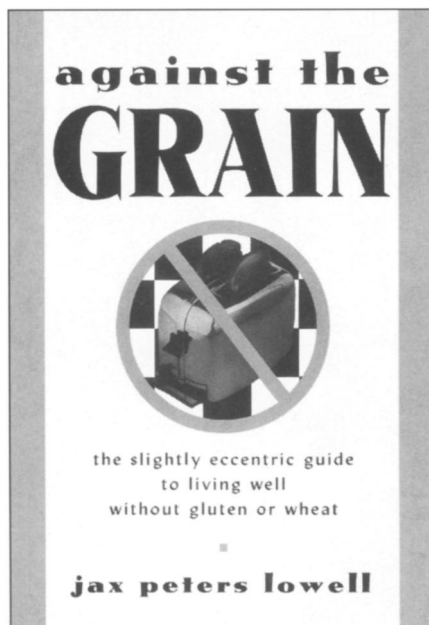


According to its witty, wise, and gluten-impaired author, *Against the Grain* is about how to save your life and eat happily ever after. It is also the first truly hip primer on creativity and resourcefulness for the gluten intolerant and wheat allergic, and for anyone who feeds them, loves them, heals them, and entertains them.

Beginning with introductory essays by two eminent gastroenterologists who explore the symptoms, diagnoses, and management of gluten intolerance and wheat allergy, *Against the Grain* is crammed with things no one ever tells you: how to charm a chef, how to avoid senseless cheating and why you should, which airlines are friendly to the gluten intolerant, how to recognize the culinary terms that spell hidden grains (roux is *not* cheek color), and how to order a good meal in fifteen languages.

The author has left no resource untapped. Along with a required reading list, Lowell provides a state-of-the-art resource guide that shows the grain challenged how to contact fast-food chains, support groups, information hot lines, diagnostic clinics, and companies specializing in mail-order wheat-and gluten-free foods.

Against the Grain is the definitive guide to coping with wheat allergy and celiac disease. —from Henry Holt & Co.



To order by phone from
Science News Books, call:

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Henry Holt and Company, 1995, 291 pages,
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In *Five Golden Rules*, critically acclaimed author John L. Casti serves as curator to a brilliant collection of 20th-century mathematical theories, leading us on a fascinating journey of discovery and insight. This is a tale of mystery and logic, elegance and reason; it is the story of five modern, monumental mathematical breakthroughs and how they shape our lives. All those intrigued by the mathematical process will find this an enlightening, eye-opening, and entertaining work. High school algebra or geometry—and enthusiasm—are the only prerequisites.

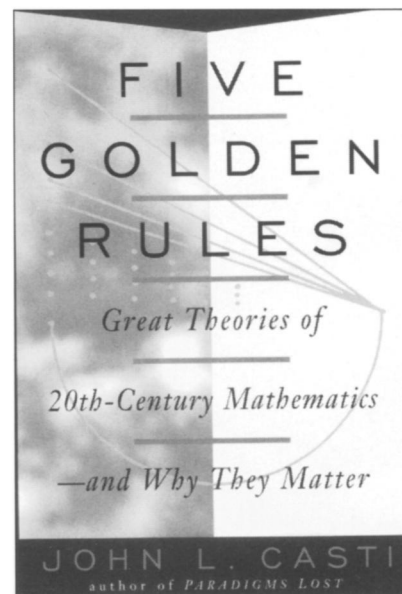
From the theorem that provided the impetus for modern computers to the calculations that sent the first men to the moon, these breakthroughs have transformed our lives.

Casti illustrates each theorem with a dazzling array of real-world problems it has helped solve—how to calculate the shape of space, optimize investment returns, even chart the course of the development of organisms.

Along the way, we meet the leading thinkers of the day: John von Neumann, L.E.J. Brouwer, Marston Morse, and Alan Turing, among others. And we come to understand the circumstances that led each to such revolutionary discoveries as the Minimax Theorem, which spawned the exciting field of game theory, and the Simplex Method, which underpins the powerful tools of optimization theory.

One of the first books to focus exclusively on the mathematical breakthroughs of the 20th century, *Five Golden Rules* is wonderfully accessible, informative, and incisive.

— from John Wiley & Sons



John Wiley & Sons, 1996, 235 pages,
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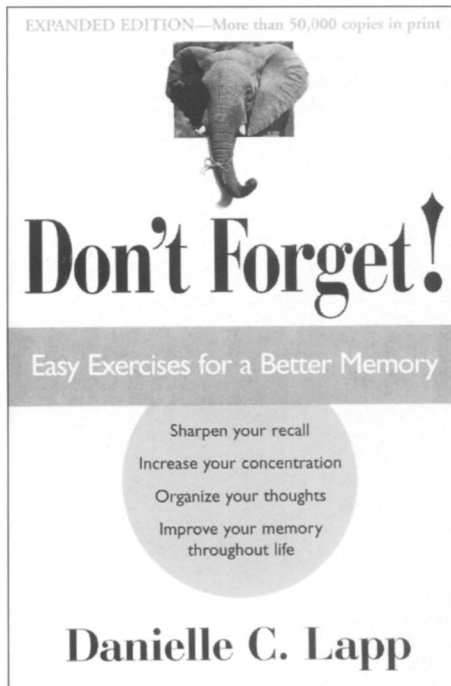
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Addison-Wesley, 1995, 270 pages,
 5 1/4" x 8 1/4", paperback, \$10.00

The car keys? The name of your boss's husband? The street you lived on when you were in grammar school? What you need at the grocery store? Your anniversary? Your ATM password? If you want to improve your memory, you need the new edition of Danielle C. Lapp's **Don't Forget!**

Human memory starts to decline at age 16, and can drop 30 percent by the time we reach 70. Fortunately, by keeping our minds active as we grow older, we can develop a superior ability to organize facts, making them easier to recall. That is the basis for the well-known memory-training techniques developed at Stanford University and revealed in **Don't Forget!**

In this unforgettable book, Lapp collects more than 100 fun exercises proven to help people develop a sharper, longer memory. The exercises focus on real concerns and everyday tasks: matching names to faces, remembering directions, sharpening recall, increasing concentration, decreasing absentmindedness, and learning new memory skills.

— from Addison-Wesley

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Bye-bye pasta...So long, rice...

*Oh, and about that baked potato and bread for lunch? Get out the tuna! It's time to achieve lasting fat loss, great health and peak athletic, mental and emotional performance. It's time to enter **The Zone**.*

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Please send me _____ copy(ies) of **The Zone**. I include a check payable to Science News Books for \$22.00 plus \$2.00 postage and handling for each book (total \$24.00). Domestic orders only.

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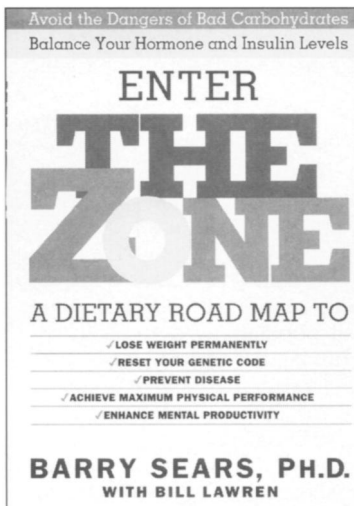
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In this scientific and revolutionary book, based on Nobel Prize-winning research, medical visionary and former MIT researcher Dr. Barry Sears makes peak physical and mental performance, as well as permanent fat loss, simple for you to understand and to achieve.

For instance, did you know that your genes haven't changed for the past 100,000 years? And that 8,000 years ago there were no grains, bread or pasta? The evolution of man's digestive system has been based on a diet of low-fat protein and low-density carbohydrate fruits and fiber-rich vegetables. Genetically, mankind has not evolved to a stage at which we can consume excessive amounts of grains and breads without adverse biochemical consequences.

With lists of good and bad carbohydrates, easy-to-follow food blocks and delicious recipes, **The Zone** provides all you need to begin your journey toward permanent fat loss, great health and all-around peak performance.

In balance, your body will not only burn fat, but you'll fight heart disease, diabetes, PMS, chronic fatigue, depression, and cancer, as well as alleviate the painful symptoms of diseases such as multiple sclerosis and HIV.

This Zone state of exceptional health is well-known to champion athletes. Your own journey toward it can begin with your next meal. Food is your medicine and your ticket to that state of ultimate body balance, strength and great health: the Zone.

—from HarperCollins

HarperCollins, 1995, 286 pages, 6 1/4" x 9 1/2", hardcover, \$22.00