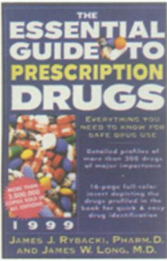


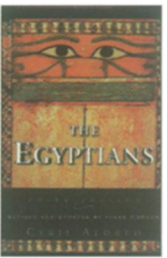
SCIENCE NEWS BOOKS

To order these books or any other book in print, call 1-800-BOOKS-NOW (266-5766) ext. 1494. Visa, MasterCard, and American Express accepted. Send checks or money orders plus \$4.95 shipping and handling (\$2.50 for each additional item) to Books Now, 348 East 6400 South, Suite 220, Salt Lake City, UT 84107. Or see our Web site at www.sciencenewsbooks.org. This service is provided in conjunction with Science News Books.



The Essential Guide to Prescription Drugs 1999

James J. Rybacki and James W. Long. Updated annually, this handbook details more than 300 pharmaceuticals. Included are brand and generic names, year introduced to the marketplace, class, principal uses, how each drug works, dosage instructions, precautions, side/adverse effects, and standard duration of use. A comprehensive index and a list of drug classifications are also included. HarpPerennial, 1999, 1,088 p., color plates, paperback, \$16.95.

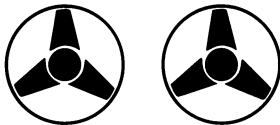


The Egyptians

Cyril Aldred, revised and updated by Aidan Dodson. Aldred's original version of this text was published in 1961 and is a highly regarded look at ancient Egyptian history and culture. Dodson, an Egyptologist, updates Aldred's succinct account. This guide to 3,000 years of history and 13 dynasties benefits from the inclusion of recent finds at the pyramids of Abusir, Giza, and Saqqara and in the Nile Delta and Valley of the Kings. Thames Hudson, 1998, 224 p., color/b&w photos/illus., paperback, \$16.95.

SCIENCE NEWS

The Weekly Newsmagazine of Science



is now available to the blind, visually impaired, and physically disabled on cassette tapes.

All inquiries should be made directly to:

Recorded Periodicals,
Division of Associated Services
for the Blind
919 Walnut Street
Philadelphia, PA 19107
215-627-0600 x208

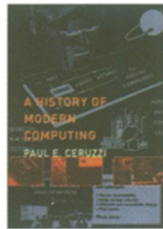
Subscription fee is \$48.00 annually.

Tapes are specially modified for National Library Service playback equipment. Only individuals possessing such equipment should apply.



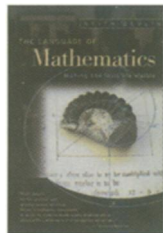
The Face

Daniel McNeill. According to McNeill, evidence for why we possess eyebrows and hair is straightforward. The rationale behind the nose and chin, however, is a little murky. The physical attributes of the face are only part of its definition, however. The ways in which the face conveys language, emotion, and cultural ideals of beauty are also key components in understanding one's visage. These elements are clearly defined in *The Face*, among other fascinating details. For instance, blinking wastes 23 minutes of every waking day, and our eyes are white to highlight their movement. Little, 1998, 374 p., illus., hardcover, \$25.00.



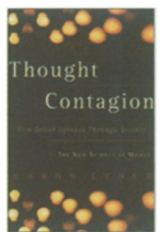
A History of Modern Computing

Paul E. Ceruzzi. With a focus on the commercialized computer, Ceruzzi relays a history of the machine, through 1995, from the first electronic digital computer in the 1940s to the emergence of personal computers and finally networking. This script casts IBM and Microsoft as starring characters—two companies on similar paths, including diversions for antitrust lawsuits filed against them. The transition from business to personal computing, which shifted dominance between the two companies, is explained in terms of both software and hardware. MIT Pr, 1998, 398 p., illus., hardcover, \$35.00.



The Language of Mathematics: Making the Invisible Visible

Keith Devlin. In a sweeping tour of his field, Devlin expands the scope of an earlier work focusing on the mathematical patterns that permeate the biological, physical, and social worlds. In doing so, he elucidates how mathematics enables us to achieve amazing feats, such as keeping an airplane aloft and predicting the weather and the stock market. He expounds on geometric principles (patterns of shape), probability theory (patterns of chance), and calculus (patterns of motion). For the sake of nonspecialist readers, Devlin has only dusted the text with equations. Freeman, 1998, 344 p., color plates/illus., hardcover, \$24.95.



Thought Contagion: How Belief Spreads Through Society

Aaron Lynch. Memes, was a term for actively contagious ideas, first coined some 30 years ago by Richard Dawkins. Lynch focuses on the emerging science of memetics in an effort to show how ideas migrate. Parents and churches are two of the strongest initiators of potent memes, but how do rumors and fads pervade society? Lynch examines typical scenarios for the spread of memes in order to understand what drives intensely held beliefs and why some go extinct. Originally published in hardcover in 1996. Basic, 1998, 192 p., paperback, \$15.00.

To order by phone for faster service, call:
1-800-266-5766 ext. 1494
Visa, MasterCard, and American Express accepted

SCIENCE NEWS

A Science Service Publication

Donald R. Harless	Publisher
Julie Ann Miller	Editor
Keith Haglund	Managing Editor
Dan Skripkar	Production/Design Director
David Lindley	Associate Editor
Janet Raloff	Senior Editor
Ivars Peterson	Environment/Policy Online Editor
Bruce Bower	Mathematics/Computers
Richard Monastersky	Behavioral Sciences
Kathleen Fackelmann,	Internship Coordinator
Nathan Seppa	Earth Science
Ron Cowen	Biomedicine
John Travis	Astronomy
Corinna Wu	Biology
Susan Milius	Chemistry/
Peter Weiss	Materials Science
Sarah Simpson	Life Sciences
Penny J. Chaney	Physics/Technology
Gwendolyn K. Gillespie	Science Writer Intern
Cait Anthony	Editorial Assistant
Christina Smith	Editorial Secretary
Larry Sigler	Books/Advertising Subscriptions
	Business Manager

Board of Trustees—*Chairman*, Dudley Herschbach; *Vice Chairman*, Robert W. Fri; *Secretary*, David A. Goslin; *Treasurer*, Willis Harlow Shapley; Samuel Gubins; J. David Hann; Shirley M. Malcom; Eve L. Menger; C. Bradley Moore; Ben Patrusky; Anna C. Roosevelt; H. Guyford Stever; Gerald F. Tape; Sanford J. Ungar; Deborah P. Wolfe; *Chairman Emeritus*, Glenn T. Seaborg; *Honorary Trustees*, Edward Bliss Jr.; Bowen C. Dees; Elena O. Nightingale; John Troan.

Officers—*President*, Donald R. Harless; *Business Manager*, Larry Sigler.

SCIENCE NEWS (ISSN 0036-8423) is published weekly on Saturday, except the last week in December, for \$49.50 for 1 year or \$88.00 for 2 years (foreign postage is \$6.00 additional per year) by Science Service, 1719 N Street, N.W., Washington, D.C. 20036. Preferred Periodicals postage paid at Washington, D.C., and additional mailing office. **POSTMASTER:** Send address changes to SCIENCE NEWS, P.O. Box 1925, Marion, Ohio 43305. Change of address: Four to six weeks' notice is required—old and new addresses, including zip codes, must be provided. Copyright © 1998 by Science Service. Title registered as trademark U.S. and Canadian Patent Offices. Printed in U.S.A. on recycled paper. © Republication of any portion of SCIENCE NEWS without written permission of the publisher is prohibited. For permission to photocopy articles, contact Copyright Clearance Center at 978-750-8400 (phone) or 978-750-4470 (fax).

Editorial, Business, and Advertising Offices
1719 N St. N.W., Washington, D.C. 20036
202-785-2255; scinews@sciserv.org

Subscription Department
P.O. Box 1925, Marion, Ohio 43305
For new subscriptions and customer service, call 1-800-552-4412.

SCIENCE NEWS is published by Science Service, a nonprofit corporation founded in 1921. The mission of Science Service is to advance the understanding and appreciation of science through publications and educational programs.

Visit Science Service on the World Wide Web:
<http://www.sciserv.org>