

Discovered in New Books—

Propaganda

● "WHERE PROPAGANDA is used for selfish purposes we decry it, but we depend upon it all the time to keep the wheels of civilization going. Gossip, pull, influence, tact, personality, will, oratory, rhetoric, salesmanship, executive ability, getting friends and using them, getting jobs and keeping them, managing children, managing parents, running schools, homes, factories, governments—it is all a matter of propaganda, of getting people to take the attitudes which have proved most profitable or convenient to those in power. *Truth* about people or events or causes or things does not count. It is what is said about them that molds our attitudes, and the truth is helpless against convincing misrepresentation."—Hugh Hartshorne in *CHARACTER IN HUMAN RELATIONS* (Scribners).

Science News Letter, April 22, 1933

Life

● "I AM A CITIZEN of the British Empire, which includes the great Dominions. My high-brow friends complain that the Dominions have produced little great art or literature. I answer that at least they have done something unique. Before the war the average expectation of life of a baby born in New Zealand was sixty years, in Australia fifty-seven years, in Denmark, the next healthiest country, fifty-six years. England also ran. Since then other countries have caught up to a large extent, but New Zealand and Australia still seem to be leading. I am proud to belong to a commonwealth which has won the first and second places in the great race against death."—J. B. S. Haldane in *SCIENCE AND HUMAN LIFE* (Harpers).

Science News Letter, April 22, 1933

Oil

● "THE TOTAL amount of crude oil in the earth's crust is unknown, and unestimated, but it is assuredly a staggering volume. Geologists state that oil discovery is a possibility in 1,100,000,000 acres in the United States alone, or 56 per cent. of its total land area. The contrast of this huge territory with about 2,500,000 acres which are now producing oil, makes it certain that new fields will continue to be discovered and that the oil of this country

will prove ample for many years to come. It has even been estimated that in the 35-foot thickness of limestone underlying Chicago there are over 7,000,000 barrels of oil to each square mile. What is true regarding the potential oil resources of the United States is probably true in even greater measure for many countries of the world, where oil exploration has been less thorough."—Gustav Egloff in *EARTH OIL* (Williams and Wilkins).

Science News Letter, April 22, 1933

Research

● "IF SCIENCE is to be kept from stagnation it is absolutely essential to encourage research in all kinds of new and unusual fields which offer little or no hope of direct financial return. That nation which fails to encourage pure research for its own sake quickly reaches a state of intellectual decay."—Physics staff of the University of Pittsburgh in *AN OUTLINE OF ATOMIC PHYSICS* (Wiley).

Science News Letter, April 22, 1933

Lucky Babies

● "SOME DAYS were lucky some unlucky, and yet others indifferent. The day I Cipactli, for instance, was very lucky. Boys born on this day had a prosperous future in front of them. If of noble family they would prove to be great leaders and the owners of much property. If of humble birth they would be honest, brave and never in want. Similarly children born on I Acatl, or the following twelve days, would be traitorous or given to the practice of witchcraft. Unhappy was the fate of those born on one of the thirteen days starting at I Calli. If they did not die a violent death in battle or as sacrificial victims, they stood a good chance of being caught in adultery, and suffering death as a punishment. About the best they could hope for was to be forced by want to sell themselves into slavery.

"Actually it was possible to avert impending ill-fate of this nature by a little manipulation. The most usual method of doing this was to postpone the ceremony held four days after birth to some later date when the fates were more auspicious."—J. Eric Thompson in *MEXICO BEFORE CORTÉZ* (Scribners).

Science News Letter, April 22, 1933

Flies

● "WHY DID the world endure the housefly so long? I remember a meeting of the American Civic Association in Washington. Dr. Woods Hutchinson of New York had talked to the meeting about the housefly. He said very bad things about it and commended the Association on its strenuous efforts to promote the warfare against it. At the conclusion of his lecture, a dear old lady arose in the audience and said, with breathless indignation, 'In the name of the women of the United States and of that of the Society for the Prevention of Cruelty to Animals, I protest against the wholesale murder of these defenseless creatures.' Perhaps that was one of the reasons."—L. O. Howard in *FIGHTING THE INSECTS* (Macmillan).

Science News Letter, April 22, 1933


Importance

● "WE HUMANS, in contemplating ourselves, are prone to marvel at our own importance. Because we know how to build an Empire State Building that is ten times as high as it is wide at the base and yet will not collapse or tip over; because we know how to build and operate a ship that is a fifth of a mile long and yet will not break in two in the middle; because we know how to separate continents and join oceans; because we know how to weigh the Sun and the stars, determine their dimensions, temperatures, and the materials of which they are made up; because we know how to modify Nature and create animals, vegetables, fruits and flowers to suit our needs or our pleasure, some of us think we are an important factor in this world. But there may be considerable doubt about this importance. When we draw apart and contemplate ourselves from a detached viewpoint, we discover some amazing things."—Hiram Percy Maxim in *LIFE'S PLACE IN THE COSMOS* (Appleton).

Science News Letter, April 22, 1933

Youth

● "PHYSICIANS have of late made a strong effort to discover the fountain of youth. That fountain will not be found through physical means alone. If a human being were made young by gland therapy, or through other physical rejuvenation, he would still be an old man. His mind must be rejuvenated if he is to be looked upon as salvaged, and (Turn to Page 250)



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this we believe to be true, because we have so often found the characteristics attributed to the old in the very young."—Lillian J. Martin and Clare de Gruchy in *SWEEPING THE COBWEBS* (Macmillan).

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Gutter

● "ON THE SUBJECT of imparting instruction about sex, I once wrote that in my experience the gutter is a very good school. And I was roundly abused for it. My critics seemed to believe that I thought only of the smut and filth of the gutter. But I did not. I was regarding that quality which the gutter shares with Sophocles, of seeing life steadily and seeing it whole."—Logan Clendening in *PREPARATION FOR MARRIAGE*, edited by K. M. Walker (Norton).

Science News Letter, April 22, 1933

Change

● "ALL CHANGE is relative. The universe is expanding relatively to our common material standards; our material standards are shrinking relatively to the size of the universe. The theory of the 'expanding universe' might also be called the theory of the shrinking atom."—Sir Arthur Eddington in *THE EXPANDING UNIVERSE* (Macmillan).

Science News Letter, April 22, 1933

Marriage

● "NUMBERS have played a tremendous part in marriage—witness monogamy, polyandry, polygyny, polygamy, and concubinage, to cite only five noteworthy manifestations of numerology in human mating."—E. T. Bell in *NUMEROLOGY* (Williams and Wilkins).

Science News Letter, April 22, 1933

Secretions

● "ONE of the fascinating new chapters in the book of science is the story of the internal secretions. Their potency is almost unbelievable. Their influence is pervasive in all that we do and are. In the present they cooperate in determining the forms of our bodies and the working of our minds. In the past they may have set the pattern of our advancement through the ages."—R. G. Hoskins in *THE TIDES OF LIFE* (Norton).

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