

"The Most Important Mathematical Discovery of the 20th Century"

That is what Prof. James R. Meginniss (Harvey Mudd College) said about the first new systems of calculus in 300 years. The simplest and best introduction is contained in *The First Nonlinear System of Differential and Integral Calculus* (\$16.00 postpaid). If for any reason you are not fully satisfied, you may keep the book and we shall send you a full refund immediately. Send your check or money order to

Newton Institute
8-1 Newcastle Drive
Nashua, NH 03060

$$x^3 + 7x - 4 = 0?$$

It looks HARD with that x^3 term, but it's EASY to get $x = .547928287$ on your calculator with my

FREE

INFINITE LIMIT METHOD:

Set $x^3 + 7x - 4 = 0$ and then $x = 4/(x^2 + 7)$. Now make a first guess of $x = \frac{1}{2}$ and use it on the right-hand side to calculate $4/(5^2 + 7) = .55$. Let .55 be your second guess and get $4/(.55^2 + 7) = .5477$...for your third guess. Repeat this process for greater and greater accuracy. **WANT TO KNOW MORE?**

QUICK • EASY • GUARANTEED • FUN, TOO!

the limit and stop.

Professor John A. Ball of Harvard College (author of the book *Algorithms for RPN Calculators*) writes: "I wish I had had as good a calculus course."

Professor H. I. Freedman of the U. of Alberta, writing in *Soc. Ind. Appl. Math Review*, states: "There can be no question as to the usefulness of this book...lots of exercises...very clearly written and makes for easy reading."

C. B. of Santa Barbara says: "Your book has given me much instruction and pleasure. I do not hesitate to recommend it. *CALCULATOR CALCULUS* is a book that inspires the reader to understand everything down to the last detail. You seem to have put your heart into the teaching."

I WANT YOU TO TRY THIS. Get my complete kit, with a TI-35 calculator, a 200 p. Student Math Book, AND the guidebook, ALL for \$39.95 (to USA only: add \$2 for shipping, or \$5 by AIR; in Calif. add \$2.40 tax. Foreign \$5, or \$10 AIR.)

If you already have a scientific calculator, you can invest in *CALCULATOR CALCULUS* for only U.S. \$14.95 (to USA or foreign: add \$1 for shipping, or \$4 by AIR; in Calif. add 90¢ tax). As pennywise Ben Franklin said, *"An investment in knowledge pays the best dividends."* GET STARTED NOW — Tax deductible for professionals.

NO RISK WHATEVER! Send for it today. Be sure to give me your complete mailing address with your check or money order. If you want to charge it (Visa or MC), tell me your card no. and exp. date. Prompt shipment guaranteed.

Thank you!

George McCarty

EduCALC Publications, Dept. J-9
Box 974, Laguna Beach, California 92652
In Calif. (also AK and HI), call 714-497-3600;
elsewhere TOLL FREE 24-hour Credit Card orders:
800-854-0561, Ext. 845; Dept. J-9

Don't let fear smother a generation of potential scientists!

Open the door to a scientifically-educated society — by recognizing the causes and cures of "science anxiety!"

Now this ground-breaking volume thoroughly analyzes the widespread fear of science and offers successful methods to overcome it. Proven tips show you how to replace intimidation by technical subject matter with a desire for the kind of "discovery" that only science can offer.

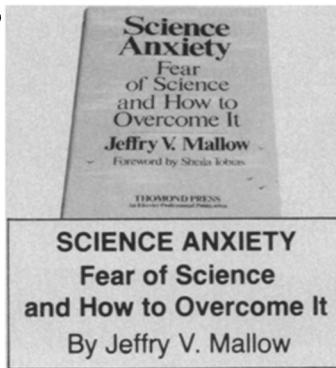
Find out how you can dispel the image of the stereotypical scientist — that highly intelligent but socially dull human being — as well as the stereotype that television keeps alive in the guise of the "mad scientist."

You'll become familiar with the personal and political causes (and consequences) of science anxiety ... how people are "taught" to fear science ... how a lack of science education acts as a job filter ... how and why science is artificially separated from the humanities ... and sexism in scientific fields.

Equip yourself to correct misguided ideas! *Science Anxiety* assesses the most common pre-conceived notions — including beliefs that science stifles creativity and freedom — and examines the field as it really is.

Jeffry Mallow, who introduced the highly successful Science Anxiety Clinic at Loyola University, gives an enlightening account of the work done at this nationally renowned center. He also provides you with practical advice on how to set up similar clinics of your own.

As technology continues to infiltrate every aspect of our lives, it becomes more crucial than ever to strive for a public that can accurately assess claims of technology ... make intelligent political decisions based on scientific information ... and help professional scientists by insulating them from too much societal and government interference. Now you can take the first step toward making this happen!



VAN NOSTRAND REINHOLD-Mail Order Service
7625 Empire Drive-Florence, Kentucky 41042

Please send me *Science Anxiety: Fear of Science and How to Overcome It* for 15 days **free examination**. At the end of that time I will remit \$9.95 plus postage, handling and local sales tax. Otherwise, I will return the book and pay nothing, owe nothing.

Name _____

Address _____

City _____ State _____ Zip _____

Offer subject to credit department approval. Price subject to change.
88018-9 S4144

An Eloquent Response to Antitechnologists:

Until now, few have dared to buck the fashionable trend and take on Charles Reich, Lewis Mumford, Theodore Roszak and others who have denounced the philosophy and consequences of technology and engineering.

An Engineer Fights Back

THE EXISTENTIAL PLEASURES OF ENGINEERING, written by Samuel C. Florman, is an eloquent answer to the naysayers and Cassandras, to those who believe that technology is inherently evil, to those who see engineers as insensitive materialists.

A professional engineer and author of a number of books and articles concerning the relationship of engineering to the general culture, Samuel C. Florman draws on history, philosophy, science and literature to demonstrate that en-

gineering is an expression of mankind's most elemental impulses and sublime aspirations.

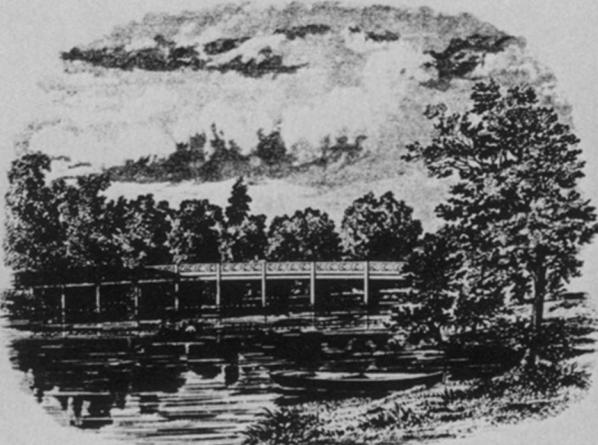
A Powerful, Persuasive Argument

While acknowledging that our society's faith in material progress has been shattered, Florman demolishes the notion that technology is destructive, the root of all evil. He refutes the stereotype of engineer as automaton, hostile to humanistic values. And he does so with consummate wit and elegance.

Essential reading for all those concerned with our culture and its vital relationship to science and technology, **THE EXISTENTIAL PLEASURES OF ENGINEERING** is a delightful and important work, now available through the Science Service Book Order Department.

The Existential Pleasures of Engineering

Samuel C. Florman



Science Service Book Order Dept.
1719 N St. NW, Washington DC 20036 RB-10

Please send me _____ copy(s) of **The Existential Pleasures of Engineering**. I include a check payable to Science Service Book Order Dept. for \$4.50 plus 50¢ handling (total \$5.00) for each copy.

Name _____

Address _____

City _____

State _____

Zip _____