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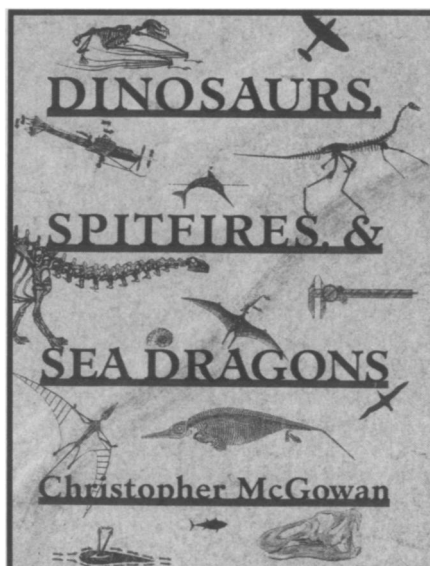
Memory's Molecule

The Mesozoic Era is often referred to as the Age of Dinosaurs, for during its 150 million years these "terrible lizards" dominated the earth. While the gigantic reptiles that enthrall schoolchildren — the tyrannosaurs, triceratops and stegosaurus — lumbered through the subtropical landscape, the pterosaurs ruled the skies, and the ichthyosaurs swam the seas.

Perhaps the greatest fascination Mesozoic reptiles hold for us is their amazing size. How, for example, did *Brachiosaurus* carry a weight 13 times that of an African elephant? And how did the largest of pterosaurs, with the wingspan of an executive jet, manage to become airborne? Given that the Mesozoic Era ended 65 million years ago, how can we possibly solve these mysteries?

The best approach to understanding extinct animals, argues Christopher McGowan, is to study living ones. What, for example, can giraffe physiology tell us about the 30-foot neck of a brachiosaur? To give his analysis even more breadth, McGowan draws on basic concepts of science and engineering to explain curiosities such as the similarities between the aerodynamics of pteranodons and Spitfires.

This engaging book is replete with topics of broad interest: warm-bloodedness, running capabilities, intellect, the mechanical properties of



"Dinosaurs are so popular that we often neglect the even more fascinating reptiles of their time that evolved in the most unrepentant habitats of sea (ichthyosaurs, plesiosaurs and their allies) and air (pterosaurs). McGowan, world's leading expert on ichthyosaurs, and a fine writer as well, tells their wonderful story better than ever before — and he doesn't neglect the more conventional dinosaurs either." —Stephen Jay Gould
Harvard University

bone, gigantism, skeletal design, fossils and preservation, and extinction. Yet, the author reminds us, we by no means have all the answers.

Dinosaurs, Spitfires, and Sea Dragons is a highly entertaining and thought-provoking book, rich in insight and lavishly illustrated with more than 150 photographs, drawings and paintings. It will be a source of delight to any reader with even a mild curiosity about these absorbing creatures.

—from the publisher

Harvard Univ. Press, 1991, 365 pages, 7 1/4" x 9 1/2", hardcover, \$29.95

Science News Books
1719 N St., NW
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DinosSpith

Please send _____ copy(ies) of *Dinosaurs, Spitfires, and Sea Dragons*. I include a check payable to Science News Books for \$29.95 plus \$2.00 postage and handling (total \$31.95) for each copy. Domestic orders only.

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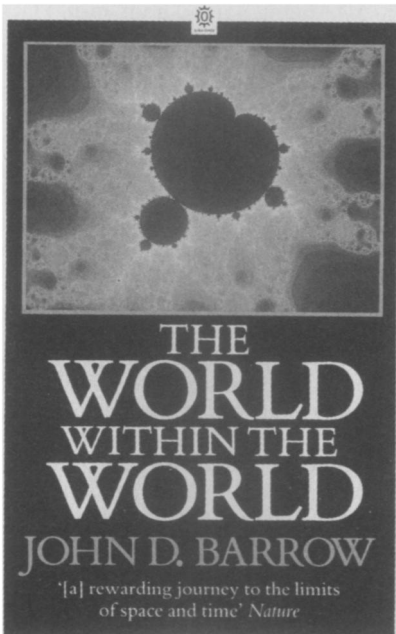
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RB1421



Do there really exist laws of Nature out there waiting to be discovered? Are these laws the ultimate reality or merely pieces of temporary legislation enacted by ourselves to guide us through the jungle of experience? Why are they so well described by mathematics? Are they the same everywhere and everywhen? Is it even possible that they are an illusion? How does our own existence limit what can be known about the Universe?

This book presents a wide-ranging study of the evolving concept of laws of Nature. From the magical notions of primitive cultures to the latest ideas about chaos, black holes, inflation, and superstrings, the author traces the gradual development of our concept of what laws of Nature are and how we come to know them.

— from the publisher

Oxford Univ. Press,
1990, 398 pages,
6" x 9 1/4", paperback,
\$12.95

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Please send _____ copy(ies) of *The World Within the World*. I include a check payable to Science News Books for \$12.95 plus \$2.00 postage and handling (total \$14.95) for each copy. Domestic orders only.

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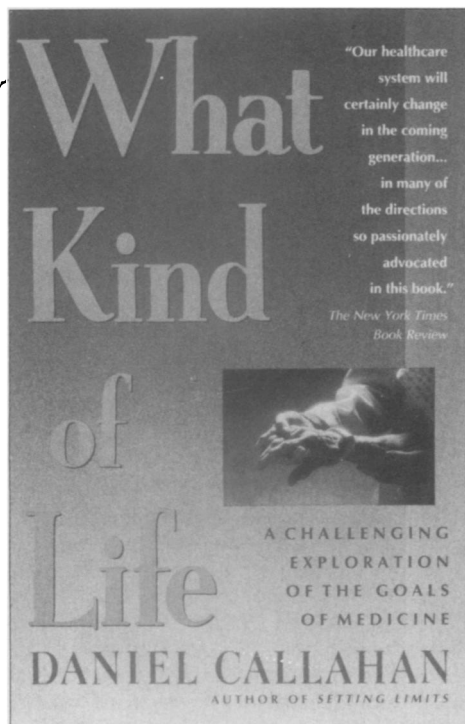
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"An excellent and entertaining book. As with a koan, the result is a certain dizziness that comes of balancing at the crumbling edge of thought. Barrow leads us to that extreme with wit and grace, making the journey an enjoyable one."

— New Scientist



Simon & Schuster, 1990, 318 pages,
5 1/2" x 8 1/2", paperback, \$9.95

What Kind of Life asks some basic practical and philosophical questions: How much and what kind of health is necessary for a decent life? What kind of claim can we make on others for care? How do we enhance the quality of life and meet the needs of society? How do we answer these questions in the context of organ transplants, the development of artificial body parts, mechanically prolonged life extension and other technologies that improve health and yet drive up costs?

For Callahan, America's obsession with open-ended medical progress distorts our view of what constitutes good health. Improving, manipulating and prolonging life beyond reasonable expectations, he argues, causes us to neglect other vital aspects of healthcare and to shortchange crucial needs such as education, housing and other necessities of the good life.

Written with great sensitivity and clarity, *What Kind of Life* is a landmark analysis, a book that will permanently change the way we think about health, happiness and the future of the common good.

—from the publisher

Science News Books, 1719 N St., NW, Washington, DC 20036

WhatKindLife

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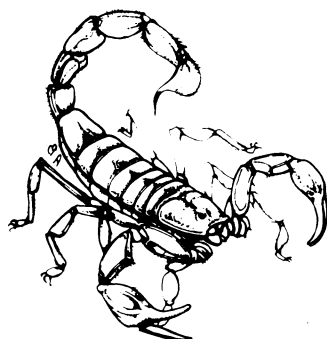
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Medicine for the Outdoors

A Guide to
Emergency Medical
Procedures and
First Aid

By Paul S. Auerbach



"If a doctor isn't with you on your wilderness wanderings, this splendid book should be in your pack."

—Nelson Bryant
New York Times

"*Medicine for the Outdoors* provides information in a concise and logical fashion, and discusses just about every problem likely to be encountered in the forests, high mountains, deserts, seacoasts or under the seas. The first aid and medical procedures recommended are 'state of the art' and are within the capabilities of the intelligent layman. I treasure my copy and can recommend it to backpackers, mountaineers, backcountry skiers, ski patrollers, rafters, cavers, members of search and rescue groups, and all others who visit the wild places of the world."

—Warren D. Bowman, Jr., M.D.
Chairman, Emergency Medical
Committee, National Association
for Search and Rescue

"By far the best book on the subject."
—*Field and Stream*

Medicine for the Outdoors offers up-to-date information on how to prevent, recognize and treat illness and accidents in the outdoors. Chapters cover major medical problems such as fractures, head injury and chest pain; minor medical problems such as skin disorders and musculoskeletal injuries; and setting-specific problems such as snakebite, altitude problems and underwater diving accidents. A valuable companion for the backcountry traveler!

Little, Brown & Co., 1991, 412 pages,
5 1/2" x 8 1/4", paperback, \$14.95

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