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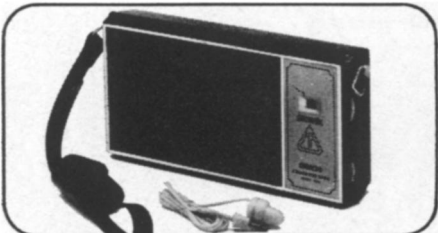
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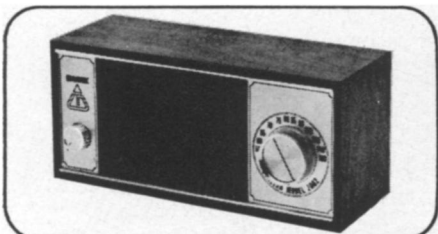
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228/science news/vol. 94/7 september 1968

films OF THE WEEK

The following films are among those which won 1968 Golden Eagle Awards from CINE, the Committee on International Nontheatrical Events. Golden Eagle Award films are used to represent the United States in foreign 16mm film festivals.

CITRUS IN MOTION. 16mm, color, 28½ min. The story of handling of four types of citrus fruit from the nursery through the grove, harvesting, packing and distribution to the retailer and ultimate promotion and sale to the consumer. Shows the modern methods used and rapid communication network between grower, wholesaler and retailer. For information, write Vista Productions, Inc., 675 Howard St., San Francisco, Calif. 94105. (Sponsor: Sunkist Growers, Inc.)

COLD-LIGHT ENDOSCOPY. 16mm, color, 21 min. Explains the principle and demonstrates the value of cold-light endoscopy in diagnosis and evaluation of therapy. Included are examinations of the liver, stomach and ovaries. For information, write The Upjohn Co., Kalamazoo, Mich. 49001. (Sponsor: The Upjohn Co.)

THE DAY TOMORROW BEGAN. 16mm, color, 30 min. By re-enactment, interview and historical footage, the famous event of building the first atomic pile takes place. For information, write Audio-Visual Branch, Div. of Public Information, U. S. Atomic Energy Commission, Washington, D. C. 20545. (Sponsor: U. S. Atomic Energy Com.)

DON'T PUSH YOUR LUCK. 16mm, color, 12 min. An industrial worker reenacts the accident which blinded him. Film warns against eye-hazardous situations in industry; recommends appropriate eye and face protective devices for various occupations. For information, write National Society for the Prevention of Blindness, Inc., 79 Madison Ave., New York, N.Y. 10016. (Sponsor: National Society for the Prevention of Blindness, Inc.)

EARLY DETECTION OF ORAL CANCER. 16mm, color, 17 min. Alerts the public to the danger of oral cancer and stresses the importance of cytological examination of abnormal tissue in and around the oral cavity. It describes early oral cancer, its action and results. For information, write Vital Research Films, 6408 Ella Lee Lane, Houston, Texas 77027. (Sponsor: U.S. Public Health Service.)

THE EMBATTLED CELL. 16mm, color, 22 min. Demonstrates the actual behavior of living cells, both normal and abnormal, within the human lung; its relation to health and disease. For information, write Wexler Film Productions, 801 N. Seward St., Los Angeles, Calif. 90038. (Sponsor: American Cancer Society.)

FAMILY PLANNING. 16 & 35mm, color, 10 min. Full animation is used to explain the reason for the population problem in the world today and the role family planning can play to again bring world's death rate and the world's birth rate into proper balance. For information, write Walt Disney 16mm Films, 800 Sonora Ave., Glendale, Calif. 91201. (Sponsor: The Population Council.)

THE FARM. 16mm, color, 28½ min. Shows how wildlife conservation can be compatible with good farm management. For information, write Larry Madison Productions, Inc., 111 E. 39th St., New York, N.Y. 10016. (Sponsor: Remington Arms Co., Inc.)

LETTERS

to the editor

Who else?

Sir:

It was with great interest that I read Anne E. Carr's letter in this column (SN: 7/13, p. 28). As I am not acquainted with either of the societies she mentions, the MENSAs or the MM, I am trying to obtain information about these organizations—their history and their function.

Also, while I have the opportunity, let me add my thanks to you and your staff for a most wonderful magazine. I cannot wholeheartedly disagree, though, with Mr. Miessner's criticism as I do make occasional use of certain textbooks and encyclopedias to better comprehend a few of your more technical articles. After all, who learns the details of the rho meson production or about the thermoplastic called acrylonitrile-butadienestyrene in a small high school like mine?

Stephanie Rifkinson
Santurce, Puerto Rico
(Readers of Science News. Ed.)

Judging readability

Sir:

Readers have commented on difficulty in reading SCIENCE NEWS. This need not be a matter of opinion—there are ways of judging readability. As a professional writer of general science textbooks, I will review some bases for judging this: familiarity of vocabulary as judged by word count in basic literature and special periodicals; length of sentences as determined by word count; familiarity of readers with the field of material. Considering that the average reader would be a science stu-

(See Letters p. 247)

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