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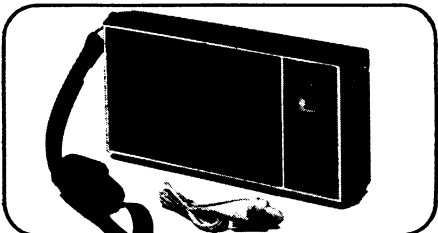
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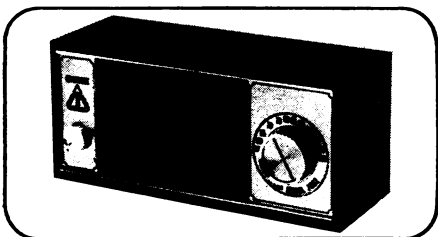
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228/science news/vol. 94/7 september 1968

## 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 MENSA 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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(Letters from p. 228)

dent or high school graduate, I would rate these articles generally difficult or incomprehensible, in the Aug. 10 issue: page 136, estrogens; 137, plasma; 138, laser and Sommerfeld constant; 139, superconductivity. All of these require knowledge of both vocabulary and concepts involved. As to sentence length, there are far too many sentences of 30 or more words. These occur at random in many articles. A statistical analysis would make it possible for your writers to present all articles on a predetermined level of difficulty. Your present policy of presenting a few articles for a specialized part of your readership is probably better, if a balance is kept.

Victor C. Smith  
Monmouth, Ore.

(The Aug. 10 issue carried 34 articles, not counting Letters to the Editor, Books and Films. Mr. Smith contends that four were difficult to read. Three of these were very brief articles, only a few paragraphs long and of a type that must often be highly specialized. Many readers might skip such notes, but would still have 30 articles of various lengths which, by Mr. Smith's standard, as well as ours, should indicate balance. Ed.)

## Was Franklin first?

Sir:

Benjamin Franklin certainly charted the Gulf Stream nearly 200 years ago (SN: 7/20, p. 54), but was he the first? The first president of (the Commonwealth of) Pennsylvania deserves credit for poring over the logs of sailing ships to find ocean currents, but the first Governor of Florida should have a bit of credit for plotting the return route to Spain for the treasure ships from Panama—right over the Gulf Stream.

It is curious that both Ponce de Leon and Franklin were more landlubber than sea captain. Perhaps some things are better seen with others' observations.

Charles T. Hoard  
Consulting Engineer  
Oakland, Calif.

## Map colors

Sir:

I would greatly appreciate details of how the four-color map problem has been solved (SN: 7/27, p. 89).

Robert W. Mack  
Cambridge, Mass.

(Details are contained in the June issue of the PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES, as noted in our brief account. Ed.)

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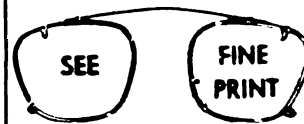
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