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Why Can't You Control Your Memory?

A noted publisher in Chicago reports there is a simple technique for acquiring a powerful memory which can pay you real dividends in both business and social advancement and works like magic to give you added poise, necessary self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by remembering accurately everything they see, hear, or read. Whether in business, at social functions or even in casual conversations with new acquaintances, there are ways in which you can dominate each situation by your ability to remember.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in remembering anything you choose to remember, the publishers have printed full details of their self-training method in a new booklet, "Adventures in Memory," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Memory Studies, 835 Diversey Parkway, Dept. 540-013, Chicago, Ill. 60614. A postcard will do. (Adv.)

Letters from p. 228

ting up a standard for measuring the biological degree of adaptability of any vertebrate animal. While many specialists in the development of terrestrial life forms regard the ability of an organism to adapt to a new set of environmental conditions as being a critical parameter in determining the survivability factor of that organism, to my knowledge no easily measurable criterion for the quantitative determination of adaptability has yet been developed.

If it is assumed that weightlessness constitutes a new and stressless set of environmental conditions and that the percentage loss of bone calcium represents the adaptation of an organism to the new conditions, then such a quantitative yardstick for determining the adaptability of any vertebrate will have been established.

The new technique for the accurate determination of bone calcium content, called photon absorptiometry in the SCIENCE NEWS article, is said to find application in growth studies of school children. It would, therefore, have the advantage of not in any way injuring the vertebrates being tested.

Donald P. Farquhar
Quasar Research Associates
New York, N.Y.

Food and population

The Rev. Guy J. Cyr, S.M. in his letter (SN: 2/15, p. 156) maintains that if man uses the earth's resources properly, he would produce enough food, fiber, fuel and other items people need for their happiness so that more than 20 billion would be satisfied.

May I ask: Satisfied with what? Isn't the quality of life at least as important as the quantity? Must we continue this mad proliferation until the world is one vast polluted slum? And then what? Once we reach the 20 billion figure, we will have to stop this explosion even according to the Rev. Cyr's figures, and it is impossible to stop it all at once. Why not do all

we can to start slowing this avalanche down while there is still hope of improving the ever-worsening conditions under which a billion or so people must live even now as a result of the fact that the "ingenious men" to whom the Rev. Cyr refers have slowed down death but not birth. It is these same ingenious men who keep warning us that something must be done to slow down birth as well.

H. L. Klopping, Ph.D.
Wilmington, Del.

(We appreciate our readers' comments on this issue. Though letters are still coming in, we feel we can print no more on the subject for the time. Ed.)

Synthetic RNase

I must say I enjoyed your article ("Synthetic Ribonuclease," SN: 2/1, p. 112) very much. I think it was one of the best I have read, possibly because you didn't quote all the same things that everyone else did.

Robert G. Denkwalter
Vice President for Exploratory Research
Merck & Co., Inc.
Rahway, N. J.

Cavalier answer

Re (SN: 12/14, p. 596) "Checking Coulomb's Law" and (SN: 2/8, p. 133) "to the editor" letter "Numbers." I agree with Quine, and I feel that "(The hyphen tells the tale, Ed.)" is a cavalier answer. If a "thousand-billionth" is anything, it is a trillionth, and should be so labeled. I believe your answer is unworthy of a science publication.

Ralph P. Thompson
Georgetown, Del.

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