

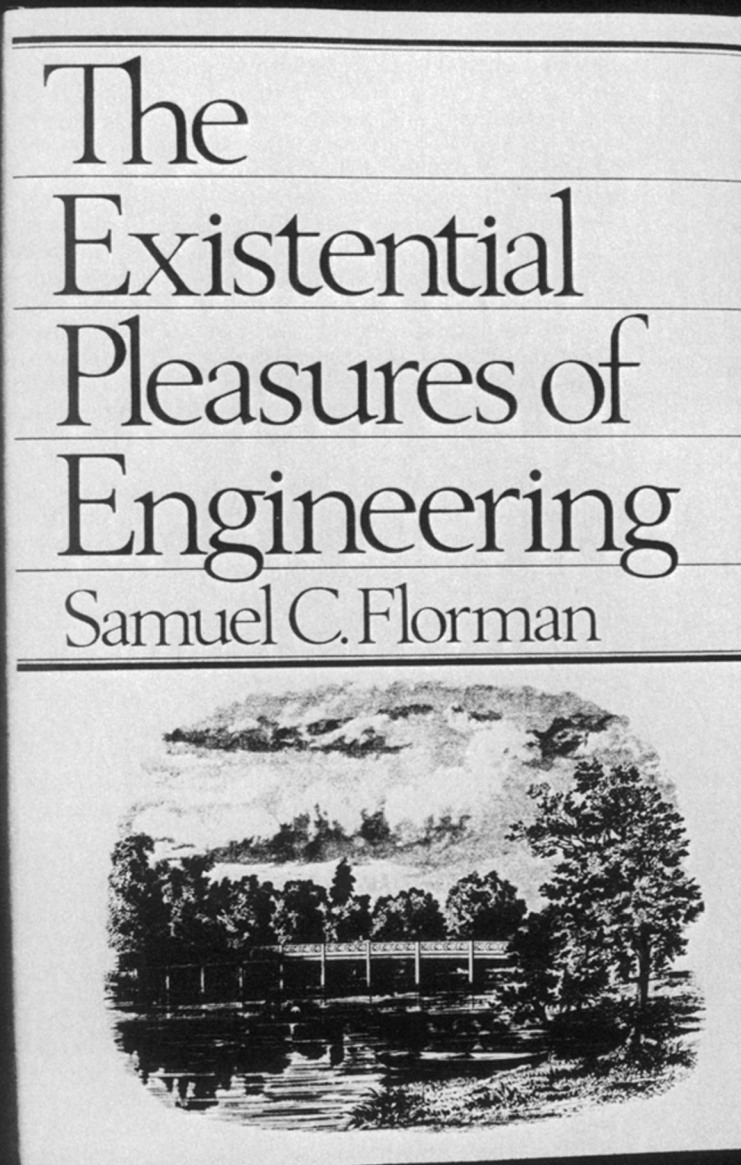
An Eloquent Response to Antitechnologists:

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.

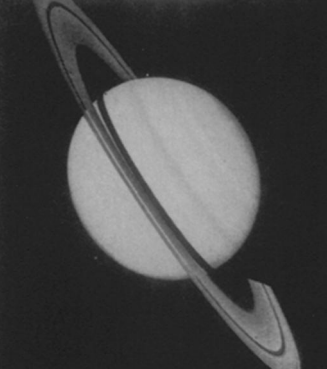
IN THE ORIGINAL HARDBACK EDITION

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

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 _____

Saturn!



POSTERS • SLIDES

Voyager has done it again! We now have two beautiful full-color posters of everyone's favorite planet, Saturn! One shows only Saturn; the other is a montage showing the ringed planet and six of its moons.

We are also offering a set of ten slides from the Voyager-Saturn encounter.

- Enclosed is \$4.50 prepaid for both posters.
- Enclosed is \$5.00 prepaid for set of 10 slides.

Add \$1.00 for our complete catalogs.
Foreign orders add \$1.00 postage.

DEPT. SN
Hansen Planetarium
15 South State Street
Salt Lake City, Utah 84111

THINGS of Science

Stimulate inquiring, young minds with a THINGS membership. Kits mailed each month have materials to use, and a booklet giving background on the science subject and easy to follow instructions for exciting demonstrations and experiments.

Designed for young people 10 to 16, parents often enjoy them too!

One donor wrote, "My brother and I loved THINGS of Science. All the years we shared and explored with this program were so well enjoyed that we both vowed to enroll our children in it as soon as they were old enough."

Enjoy the "mysteries" of optical illusions, do chemical analysis using chromatography, discover the principles of aerodynamics, explore magnetism, make a sextant — these are some of the recent THINGS subjects.

Ideas for Science Fairs — an interesting hobby — a help in deciding on a career — a gift that's for the whole year; join now!

1 year — \$16; 2 years — \$30; each additional year — \$15; Canada and Mexico add \$4; others add \$6. Send for a list of Back Units that are available @ \$1.50 each and 50 cents postage and handling. Gift card sent if desired. Mail with remittance to:

THINGS of Science

RD 1, Box 130SN
Newtown, PA, 18940

Free!

Edmund Scientific Catalog



Astronomy, Microscopy, Biofeedback, Weather, Alternate Energy, Binoculars, Optics, Magnets, Magnifiers, Tools, Unique Lighting, Lab Equipment, and much more. Over 4,000 unique and fascinating products. Send for our **FREE** 112-page, colorful 1981 Edmund Scientific Catalog. . . Today!

Rush me your free catalog!

Name _____
Address _____
City _____
State _____ Zip _____

Clip And Mail Coupon Today To:
Edmund Scientific Co., Dept. 3016 QQ14
Edscorp Bldg., Barrington, N.J. 08007

No. 226 *1981 Edmund Scientific Co.

"IN JUST 10 DAYS, I'LL SHOW YOU HOW TO DO



REAL MATH

ON YOUR SCIENTIFIC CALCULATOR! ★

$$\int_a^b f \quad \frac{df}{dx} \quad \sum_{n=1}^{\infty} a_n \quad \lim_{n \rightarrow \infty}$$

- Quick.
- Easy.
- Guaranteed.
- Fun, too!

INTRIGUED BY CALCULATORS? Then you can step up your math skills fast! Use my new method in guidebook form. It's called **CALCULATOR CALCULUS** and comes with this guarantee: *If after 10 days you're not astounded at the problems you're solving on your own calculator, return the guidebook for an immediate refund.*

But the point is - you won't want to send it back. For this is the *easiest, fastest shortcut ever!* The day you receive your copy in the mail you'll want to put it to work. It's that exciting and helpful.

My name is Dr. George McCarty. I teach math at the University of California. I wrote this guidebook to cut through the confusion. It does just that — with worked-out examples, simple exercises and practical problems — all designed to work with precision and magic on your calculator!

POWER METHODS. Need to evaluate functions, areas, volumes — solve equations — use curves, trig, polar coordinates — find limits for sequences and series? It's all here!

If you're in the biological, social or physical sciences, you'll be doing Bessel functions, carbon dating, Gompertz' growth curves, half-life, future value, marginal costs, motion, cooling, probability, pressure — and plenty more (even differential equations).

Important numerical techniques? Those algorithms are here, too — rational and Padé approximation, bracketing, continued fractions, Euler's method, Heun's method, iteration functions, Newton's method, predictor-corrector, successive substitutions, Simpson's method and synthetic division.

LOOK AT WHAT USERS SAY: Samuel C. McCluney, Jr., of Philadelphia writes:

"**CALCULATOR CALCULUS IS GREAT!** For ten years I have been trying to get the theory of calculus through my head, using home-study courses. It was not until I had your book that it became clear what the calculus was all about. Now I can go through the other books and see what they are trying to do. With your book and a calculator the whole idea becomes clear in a moment, and is a **MOST REFRESHING EXPERIENCE.** I program some of the iterative problems you suggest and it

always *GIVES ME A THRILL* to see it start out with a wild guess and then approach 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. So, if you act now, 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).

★ **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). 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, Box 974, Dept. J70, Laguna Beach, California 92652
In California, call 714—497-3600; elsewhere
TOLL FREE 24-hour Credit Card orders: 800—854-0561, Ext. 854; Dept. J70

T
E
A
R
O
U
T
A
N
D
M
A
I
L
T
O
D
A
Y

FUN FLOATS™



The Floating Island: room for even more fun!

At \$30 to \$190, these unique inflatables provide FLOATIN' FUN in the summer sun!

Whether it be riding a cool wave on our Sea Eagle® Surfer™, lounging on our Sun Couch™ or picnicking on our Floating Island™, there's no better way to beat the heat than with one of our FUN FLOATS™.

Unique, longlasting and fun, these new kinds of inflatables provide new kinds of water fun. Unique air mattresses for surfing and lounging. Floating Islands, inflatable couches and chairs. All pack small, all last for years.

Send now for FREE color brochure. Or, for faster service, phone: 516-724-8900. Office hours are from 8:30 AM to 4:30 PM, Eastern Standard Time.



You "float" in comfort on porch, deck or lawn or —even on water!



SE Surfer steers fast! The secret? A semi-rigid, molded keel!



Floating in comfort high and dry: our Super Mattress!

Rush me FREE color brochure

name _____

address _____

city _____

state _____ zip _____

Mail to: Fun Floats, Dept. SN-X, St. James, NY 11780

FUN FLOATS™

• Telephone: 516-724-8900