all fields of natural history who might wish to take advantage of our organized expeditionary research in this region.

The New York Times has equipped the expedition with code radio transmitting and receiving apparatus, with which daily communications, news dispatches, etc., will be released from the base camp. The expedition is electrically equipped to provide for unusual field comforts and laboratory facilities and should offer extremely pleasant conditions for extensive studies of a practically unknown area.

While the expedition is essentially ethnological in character, it is my desire to increase the scope of scientific accomplishments while in the field by adding to the personnel such scientific members as may be qualified to contribute their bare transportation and living expenses, which are estimated at $1,250.00 for a full interval (New York to New York) of six months.

Supplementary field activities will include: (a) The collection of fine-grained geological specimens for Massachusetts Institute of Technology, Department of Geology, for time relation research. (b) A specimen of the rare, landlocked *Arapaima gigas*, a fifteen-foot, five hundred pound fresh-water fish, is to be secured for the American Museum of Natural History. (c) Geographical data will be filed with the American Geographical Society. This will include the exploration of Mt. Roraima, popularly known through Conan Doyle's fictional extravaganza as the "Lost World." (d) An experiment will be conducted to determine the effect of a controlled diet of modern prepared foods on the physical development of a selected group of primitive children.

All members of the expedition will be entirely free to devote their full time to their respective interests. They will be at liberty to write and to lecture on their specific subjects upon the return of the expedition and may equip themselves with both still and moving picture cameras for this purpose.

Inquiries and applications should be directed without delay to the headquarters of the expedition at Essex House, 160 Central Park South, New York City.

The expedition is thoroughly equipped for the general maintenance of the health of the party, but applicants will be required to provide health certificates attesting their physical ability to withstand the rigors of tropical life.

R. STUART MURRAY,
Leader, British Guiana Expedition, 1935

SCIENCE FOR THE GENERAL PUBLIC

ALLOW me to amend Waldemar Kaempffert's contention that "if we had a public adequately educated in science it would not be necessary . . . to resort to the literary devices of the primary school reader . . ." (SCIENCE, June 28, p. 640). The average intelligence and comprehension of the readers of our daily papers are, I find, far higher than the editors of those dailies presume.

And allow me to amend Howard W. Blakeslee's earlier contention that scientists will get more newspaper attention by using emotion-laden phraseology (SCIENCE, June 14, p. 591). Rather, scientists will keep the respectful attention of the general public (1) by always presenting their ideas clearly, and (2) by pointing to the significance of their work, with an evaluation *ad hominem* where at all possible.

MYRON WEISS
TIME, THE WEEKLY
NEWSMAGAZINE,
NEW YORK AND CHICAGO

SCIENTIFIC BOOKS

DE GENERATIONE

A History of Embryology. By JOSEPH NEEDHAM, Sc.D. Cambridge, at the University Press: New York, The Macmillan Company, 1934. xviii + 274 pp. 40 figs. Price, $4.00.

THIS is a second edition, somewhat enlarged and revised, of the author's historical introduction to his 3-volume "Chemical Embryology" of 1931. The detached chapters, at a lower price, are thus more readily available, which is fortunate, for they make a very serviceable book. Unauspiciously it begins with "Embryology in Antiquity: I. Indian Antiquity"—two pages illustrated solely by the nondescript painting on a recent New Guinea door (de Clercq, 1893). The main text is here unchanged, but footnotes and references have been added. Dr. Needham's reading-list, at the end of the volume, is a long one (35 pages) and there are few historians who will not find in it new and enticing titles. "Egyptian Antiquity" follows, with added material. There are figures of an ancient standard, borne before the king in his jubilee festival, representing no one knows what. But Seligman and Murray consider this bilobed object, with its cord or streamer, to be a perfect image of an afterbirth. Folklore on that topic—"reverence for the umbilical cord"—is followed by an account of primitive incubators, with "a very beautiful hymn" by a king of Egypt on the hatching of the bird. "Hellenic Antiquity" is almost as briefly considered, after which the reader encounters the heading, already contradicted, "Hippocrates: the Beginning of Observation."

Dr. Bruno Bloch in his scholarly essay "Die ge-