

SCIENCE

VOL. 83

FRIDAY, MARCH 6, 1936

No. 2149

<i>The American Association for the Advancement of Science:</i>	
<i>Applied Anthropology and the American Anthropologists:</i> DR. MELVILLE J. HERSKOVITS	215
<i>Obituary:</i>	
<i>Albert Spear Hitchcock:</i> AGNES CHASE. <i>Recent Deaths</i>	222
<i>Scientific Events:</i>	
<i>A Habitat Group of Baboons from Ethiopia at the Field Museum; The Academy of Natural Sciences of Philadelphia; Expeditions of the Peabody Museum of Yale University; Aeronautics and Air-Conditioning at Cornell University; The Kansas City Meeting of the American Chemical Society</i>	224
<i>Scientific Notes and News</i>	227
<i>Discussion:</i>	
<i>Recent German Mathematics:</i> PROFESSOR G. A. MILLER. <i>Folklore and Science:</i> JEROME ALEXANDER. <i>The Meaning of "Masking":</i> FRANKLIN HENRY. <i>A Central Tree Seed Laboratory:</i> DR. HENRY I. BALDWIN. <i>A Bit of Ill-considered Conservation Legislation:</i> PROFESSOR EDGAR T. WHERRY	230
<i>Special Correspondence:</i>	
<i>Joint Geological and Prehistoric Studies of the Late Cenozoic in India:</i> DR. H. DE TERRA, P. TEILHARD DE CHARDIN and T. T. PATERSON	233
<i>Scientific Books:</i>	
<i>Sanitary Engineering:</i> PROFESSOR CHARLES ATWOOD KOFOID. <i>Vitamins:</i> PROFESSOR BENJAMIN HARROW. <i>Structural Geology:</i> PROFESSOR BAILEY WILLIS	236
<i>Special Articles:</i>	
<i>Brain Potentials during Hypnosis:</i> DR. ALFRED L. LOOMIS, PROFESSOR E. NEWTON HARVEY and GARRET HOBART. <i>Leaf Xanthophylls:</i> DR. HAROLD H. STRAIN. <i>The Average Pore Size of Diaphragms:</i> PROFESSOR HENRY B. BULL and DR. LAURENCE S. MOYER	239
<i>Scientific Apparatus and Laboratory Methods:</i>	
<i>A Simple Apparatus to Facilitate the Preparation of Bacterial Vaccines:</i> LUCY MISHULOW. <i>The Production of High Velocity Ions for the Disintegration of Atomic Nuclei:</i> ROBERT J. MOON and PROFESSOR WILLIAM D. HARKINS	243
<i>Science News</i>	10

SCIENCE: A Weekly Journal devoted to the Advancement of Science, edited by J. McKEEN CATTELL and published every Friday by

THE SCIENCE PRESS

New York City: Grand Central Terminal
Lancaster, Pa. Garrison, N. Y.
Annual Subscription, \$6.00 Single Copies, 15 Cts.
SCIENCE is the official organ of the American Association for the Advancement of Science. Information regarding membership in the Association may be secured from the office of the permanent secretary in the Smithsonian Institution Building, Washington, D. C.

APPLIED ANTHROPOLOGY AND THE AMERICAN ANTHROPOLOGISTS¹

By Dr. MELVILLE J. HERSKOVITS
NORTHWESTERN UNIVERSITY

THE anthropologist, in following the dictum that the proper study of mankind is man, must inevitably answer the questions that arise from the related fact that, in the last analysis, mankind's greatest curiosity is also man. And to-day, when this natural curiosity is reinforced by the pragmatic philosophy of our time, it has become increasingly difficult for students of humankind to maintain the detachment of the scientist who works with non-human materials.

Faced with the brilliant examples of the successful application of results of research in the fields of the physical, natural and medical sciences, there are those who emphasize the desirability and the urgency of pro-

ducing like results in the study of man. What, in the final analysis, they ask, validates the ends of science, and the support given the scientist by society, if it is not to point the way to immediate gains accruing from the work thus supported? How justify his withdrawal to the ivory tower, where, occupied with his researches, the worker seemingly ignores all those facets of his work that impinge on the practical problems of contemporary life? The issues raised by these questions are not lacking in importance. For in considering them, not only are we concerned with the problem of the aims of pure science and the obligation of the scientist to society, but also with the never-ending problems of the relationship between the scientist and the engineer, the thinker and the doer, the planner and the executive. And it is some of the implications of

¹ Address of the vice-president and chairman of the Section of Anthropology, American Association for the Advancement of Science, St. Louis, January 3, 1936.

Ready in March

SHULL'S
EVOLUTION

By A. FRANKLIN SHULL
Professor of Zoölogy, University of Michigan

McGraw-Hill Publications in the Zoölogical Sciences

309 pages, 6 x 9, illustrated, \$3.00

Here is a readable general treatment of evolution which approaches the subject from the viewpoints of the outdoor naturalist who presents phenomena to be explained, and of the laboratory worker who would interpret them. The statement of facts of evolution is reduced to a minimum; the bearing of modern genetics on the process is stressed throughout, and genetic discoveries up to 1935 are dealt with. The author's point of view is that the student is chiefly interested in the how and why of the subject of change of species—how evolution must work in the presence of the typical heredity mechanism. Thus the book is mainly concerned with initiating causes and guiding agencies, although the history of the idea and of evolution itself is also discussed.

Other Books by the Same Author**Heredity**

McGraw-Hill Publications in the Zoölogical Sciences. Second edition. 345 pages, \$3.00

Principles of Animal Biology

With the collaboration of GEORGE R. LARUE, Professor of Zoölogy, University of Michigan, and ALEXANDER G. RUTHVEN, President, University of Michigan. *McGraw-Hill Publications in the Zoölogical Sciences.* Fourth edition. 400 pages, \$3.50

Laboratory Directions in Principles of Animal Biology

With the collaboration of GEORGE R. LARUE and ALEXANDER G. RUTHVEN. *McGraw-Hill Publications in the Zoölogical Sciences.* Fourth edition. 92 pages, \$1.00

Send for copies on approval

McGRAW-HILL BOOK COMPANY, INC.

330 West 42nd Street, New York

Aldwych House, London, W.C.2

Published February 1936

*A textbook for courses
in the psychology of motivation*

**A reference book for courses in human and
animal behavior, educational, social and
applied psychology, and specialized courses**

In the last few years the experimental study of motivation has come rapidly to the forefront of psychological research. Its fundamental importance to the science is more and more plainly recognized. Because of its comparatively recent development, however, there has been up to the present time no textbook suitable for use in a course covering the subject. To supply that lack, Professor Young has prepared this new book, based on his investigations and readings in the literature for many years.

For three semesters the material in the book has been thoroughly tested by actual use, in lithoprinted form, at the University of Illinois, and for one semester at Stanford University. Its teachability is thus assured. Furthermore, the book includes reports of the most recent experiments in the field, and is therefore entirely up to date. Parts of it contain reports of the author's own researches, some of which have never before been published. Throughout the book the attempt is made to preserve an impartial viewpoint in regard to the several schools of psychological thought existing today in the study of behavior. This enables the student to acquire a scientifically unprejudiced picture of the various aspects of motivation.

The approach is factual: Speculation and theory have been strictly subordinated to the presentation of laboratory findings based for the most part upon experiments which have been carried out during the past ten or fifteen years. An excellent bibliography is appended at the end of each chapter, listing the more pertinent guides to the available sources. An important feature is the section at the close of the book giving questions and exercises designed to aid the beginning student in study and review of the materials in the different chapters.

CONTENTS: The Problem; The Energetics of Activity; Animal Drives; Drive and Purpose; Direction and Regulation; Positive and Negative Behavior; Psychological Hedonism; Social Motivation; Emotion and Motivation; The Dynamic Interplay of Motives; Questions and Answers; Index.

562 pages

6 by 9

\$4.00

MOTIVATION OF BEHAVIOR

The Fundamental Determinants of Human and Animal Activity

By PAUL THOMAS YOUNG

Professor of Psychology

University of Illinois

JOHN WILEY & SONS, INC., 440 FOURTH AVE., NEW YORK

"POSTLIP"

(No. 633 MILL)

ENGLISH FILTER PAPERS

Manufactured in
ANNUALLY INCREASING QUANTITIES
for upwards of 50 years.

White and
Grey Plain,
Antique,
Crinkled,
and
Embossed



All sizes in
Squares,
Circles, and
Folded
Filters
Rolls made
to order.

Pure Filterings for Laboratory
Work and in quantities for all
industrial purposes

See Report of TESTS made by The
National Physical Laboratory, a copy
of which will be sent on application,
together with free samples if required.

EVANS, ADLARD & CO., Ltd.
POSTLIP MILLS,
WINCHCOMBE, CHELTENHAM, ENGLAND.

WANTED A NEW PHARMACEUTICAL PRODUCT

which can be offered to the medical profession. If you are engaged in research on a meritorious product of this nature, or if you have an idea for such a product, we are in a position to arrange for its development and promotion by our client, a large manufacturer of ethical products. Please submit sufficient information for critical evaluation of your product or idea to

**BERTRAM FEUER AND
ASSOCIATES**

612 North Michigan Avenue
Chicago, Illinois

An American-Made Giemsa Stain,

using American dyes
and American solvents

Continued satisfied patronage encourages us in our efforts in introducing our GIEMSA STAIN made after the original method described by Giemsa in Deutsche med. Wochenschrift, No. 31, p. 1026, 1905.

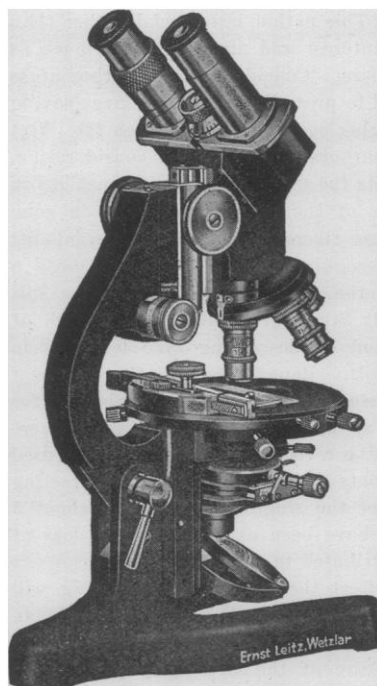
We are supplying American scientists with an efficient stain marketed at a price that is reasonable by virtue of neither excessive cost of custom duty fees nor high priced unfavorable foreign exchange:

Fifty grams for \$2.00.

Gradwohl Laboratories

3514 Lucas Avenue.

St. Louis, Missouri



"Leitz"

Microscopes for
all purposes.

Micro
Projectors.

Microscopical
Lamps.

Metallurgical
Equipment.

Grinding - Pol-
ishing and Rock
Cutting Ma-
chines for thin
sections.

Projection Ap-
paratus for
Opaque Ob-
jects and Lan-
tern Slides.

Leica Camera
and Film Slide
Projectors.

Expert repairing of Microscopes

SPINDLER & SAUPPE, INC.

Western Representatives

SAN FRANCISCO
86 Third St.

LOS ANGELES
811 West Seventh St.