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2 July 1976, Volume 193, No. 4247



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Volume 193, No. 4247

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LETTERS	Costs and Benefits of Recombinant DNA Research: <i>F. J. Dyson; J. Weizenbaum</i> ; Circadian Rhythms: <i>P. Kanciruk; J. W. Lang</i> ; Clinical Lab Standards: <i>W. L. Bostick</i>	6
EDITORIAL	Supporting Society Journals	9
ARTICLES	Reactions of Oriented Molecules: <i>P. R. Brooks</i>	11
	Chirality in Chemistry: <i>V. Prelog</i>	17
	Plant Defense Guilds: <i>P. R. Atsatt and D. J. O'Dowd</i>	24
NEWS AND COMMENT	Teton Dam Collapse: Was It a Predictable Disaster?	30
	Kennedy Hearings: Year-Long Probe of Biomedical Research Begins	32
	Science Adviser: Four GOP Senators Seek to Block Nomination of Stever	35
RESEARCH NEWS	Fusion Research (II): Detailed Reactor Studies Identify More Problems	38
AAAS NEWS	AAAS Selects Congressional Science Fellows for Fourth Consecutive Year: <i>R. A. Scribner and M. C. Dolan</i> ; AAAS Selects 1976 Mass Media Interns; Do You Need Information on Salaries for Scientists, Engineers, and Technicians?; Reminder; West African Science Association Conference; Notes from Other Offices; New Publications	41
BOOK REVIEWS	Nuclear Structure, reviewed by <i>J. B. French</i> ; Molecular Behaviour and the Development of Polymeric Materials, <i>M. Fixman</i> ; The Hot-Blooded Dinosaurs.	

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<i>R. J. Wassersug</i> ; Gamete Competition in Plants and Animals. <i>J. P. Mascarenhas</i> ; Ion Transport in Plant Cells and Tissues. <i>E. Epstein</i> ; Books Received	43
--	----

REPORTS	How Old Are the Eukaryotes?: <i>J. W. Schopf</i> and <i>D. Z. Oehler</i>	47
	Time-Resolved Spectroscopy of Hemoglobin and Its Complexes with Subpicosecond Optical Pulses: <i>C. V. Shank</i> , <i>E. P. Ippen</i> , <i>R. Bersohn</i>	50
	Valid Climatological Data from Historical Sources by Content Analysis: <i>D. W. Moodie</i> and <i>A. J. W. Catchpole</i>	51
	Expression of C4 on Human Lymphoid Cells and Possible Involvement in Immune Recognition Phenomena: <i>S. Ferrone</i> , <i>M. A. Pellegrino</i> , <i>N. R. Cooper</i>	53
	Drinking Water and Cancer Mortality in Louisiana: <i>T. Page</i> , <i>R. H. Harris</i> , <i>S. S. Epstein</i>	55
	Barium in Southern California Coastal Waters: A Potential Indicator of Marine Drilling Contamination: <i>T. J. Chow</i>	57
	Ethanol-Induced Depletion of Cerebellar Guanosine 3',5'-Cyclic Monophosphate: <i>J. D. Redos</i> , <i>G. N. Catravas</i> , <i>W. A. Hunt</i>	58
	Enhanced Template Activity in Chromatin from Adrenal Medulla after Phosphorylation of Chromosomal Proteins: <i>D. M. Chuang</i> , <i>R. Hollenbeck</i> , <i>E. Costa</i>	60
	Cross-Linking of DNA in situ as a Probe for Chromatin Structure: <i>C. V. Hanson</i> , <i>C. J. Shen</i> , <i>J. E. Hearst</i>	62
	Karyotype Conservation and Difference in DNA Amount in Anguilloid Fishes: <i>E. H. Park</i> and <i>Y. S. Kang</i>	64
	(+)- α -(N-1-Phenethyl)Urea Stereospecifically Inhibits Ca^{2+} - but Not ADP- Stimulated Mitochondrial Respiration: <i>F. Davidoff</i> , <i>D. Haas</i> , <i>D. Bertolini</i>	66
	Thermal Polyamino Acids: Synthesis at Less Than 100°C: <i>D. L. Rohlfing</i>	68
	Isolation of a Cartilage Factor That Inhibits Tumor Neovascularization: <i>R. Langer</i> et al.	70
	<i>Technical Comments</i> : Conditioning of <i>Pleurobranchaea</i> : <i>R. M. Lee</i> ; <i>G. J. Mpitsos</i> ; Of Stress, Vitamin A, and Tumors: <i>E. Seifter</i> ; <i>M. H. Cohen</i> ; <i>V. Riley</i>	72

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123

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Supporting Society Journals

During the past several years many scientific societies have been experiencing financial strains that have threatened their publication programs and limited their ability to engage in other desirable activities. Soaring prices of paper and other inflation have raised costs sharply and forced a search for additional income. The principal sources of revenue are members' dues, subscriptions, page charges, and advertising. Increases in members' dues are not popular and are a burden to students. Libraries have been hit hard by increases in subscription rates and are cutting back on the number of periodicals. Some, but probably not a majority, of the publications have page charges. This source of revenue brings complex problems which become more severe as costs per page increase. Advertising is the one source of revenue for major publications that might be increased without trauma to scientists. However, the wholehearted cooperation of their readers is essential if more advertising dollars are to be channeled to publications of scientific societies.

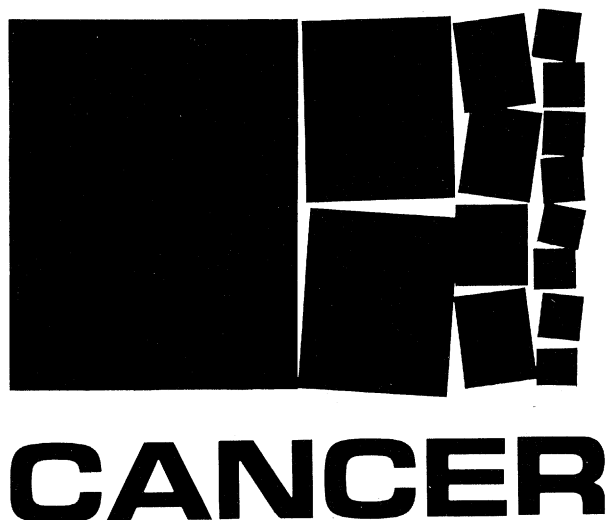
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