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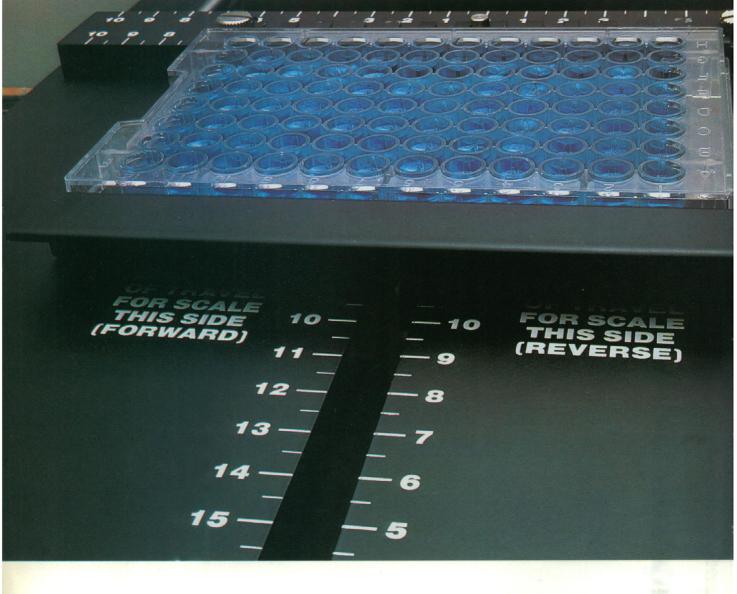
And by adding the Microplate Analyzer, you can analyze microtitration assays (including the ELISA method, for instance) with the same spectrophotometer you use for other analyses.

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And if you don't already have a DU-8, now you have even more reason to get one. For more information, contact your local Beckman representative or write: Scientific Instruments Division, Beckman Instruments, Inc., Box C-19600, Irvine, CA 92713.







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**New Marketing Concept** 



It's a flood. It began in 1978 and has been rising ever since.

The flood is software packages for the VAX computer family. There are a few good values among them—but watch out. There are also a lot of duds, especially among data-base management software.

You may already have one of these DBMS's installed on your VAX computer. If you do, you're familiar with some of their many problems: poor documentation, slow execution times, and limited data-base functionality. Above all, you also see user-level features that remind you of the early days of interactive computing.

The cause of these problems is easily explained. Soon after DEC announced the VAX, several companies noticed a great opportunity and rushed to market with their DBMS software. Some of them quickly converted their products to the VAX from other hardware. A few others took their academic research projects and tried to make them viable commercial products. If only good data-base software could be created so easily!

We took a fresh approach. Our years of experience in commercial data-base systems taught us what we and other companies had done well and had done poorly. VAX users in the 1980's, we reasoned, deserved and wanted better than the software flaws of the 1970's. So we decided to design and implement a completely new data-base system. We hired a large team of experienced software designers and documentation writers. And we spent three solid years designing and documenting our software from the ground up.

In 1982, you will see the results of our work—a DBMS for the 1980's. Whether you're a research scientist, a corporation executive, or a novice, you can immediately use our DBMS productively from your terminal. Even in the middle of a command, you can access our online documentation without opening our users manual. If you're a programmer, you can also use our DBMS from any language that supports the VAX/VMS procedure-calling standard —languages such as FORTRAN, COBOL, MACRO, BASIC, and PASCAL. And we have not sacrificed performance for usability. We exploited the unique architecture of the VAX to give you the fast execution times and throughput that will not appear in other software for years to come.

### YOU PAY FOR THE ADVERTISING

Display advertising is not cheap. Just telephone the advertising department of this publication to find out the cost of an advertisement this size. Yet advertising space is only a fraction of the cost of an elaborate promotional campaign. Include glossy literature, a large, expense-account sales force, trade show promotions, and the like and the costs quickly become staggering. Unfortunately, you pay for all of this when you buy a heavily-promoted product.

We want to avoid these expenses, and we will pass on most of our savings to you.

### **OUR UNIQUE OFFER**

If you own a VAX computer, or if you have one on order, send us the coupon below. This puts you on our exclusive and confidential mailing list. We will keep you posted on the progress of our software development and testing. Then three weeks before we formally announce and release our DBMS, we will send you the announcement with our descriptive literature.

But that's not all. In exchange for your coupon, we will send you a voucher worth \$12,000 towards the purchase of our software. That's right-\$12,000! The voucherless, without exception, will pay \$40,000 for our DBMS software. With a voucher, you will spend only \$28,000 for software worth at least \$40,000-a respectable return on investment of 43% in these inflationary times.

When we release our DBMS, you will have at least six weeks to test it, at no charge, on your VAX computer. Compare and benchmark its speed and flexibility against other software that you already have or are considering for purchase. Decide risk-free whether indeed it is worth its \$40,000 price, let alone your low price with your voucher.

The voucher comes with your company's name on it and it is not transferable. Therefore, the information that you list on the coupon must be accurate and complete. The voucher expires two months after we formally release our software, so you will have to act promptly when we notify you of the release date.

Of course, we may still spend some money to market our software to those of you who do not respond to our voucher offer. But by that time, we hope to have quite a large mailing list as a result of this advertisement, so we will have to advertise very little.

We have chosen to remain anonymous until we release our DBMS. Otherwise your many telephone inquiries would seriously distract us from our development work. We also want to test our marketing concept and prove that VAX owners are value-conscious in their software selection. Despite our anonymity, we can assure you that we are a respected company with substantial assets and an excellent reputation for software expertise and customer service.

The DBMS software for the 1980's is almost here. Participate risk-free in its exciting release. Send in your coupon with no obligation, today.

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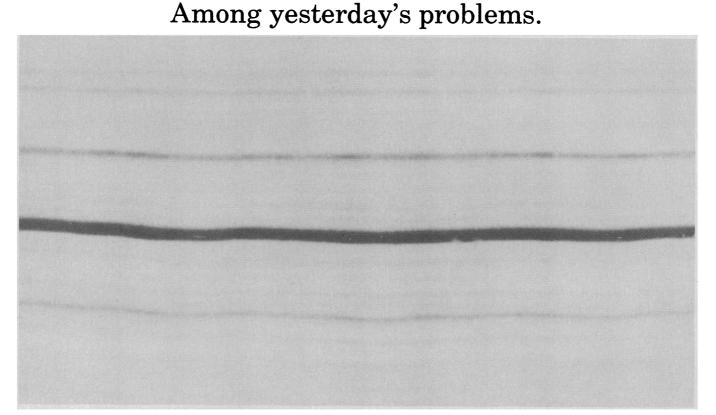
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Columbia River Gorge as seen near Crown Point. See page 913. [Photo-graph courtesy of the Oregon State Highway Department]

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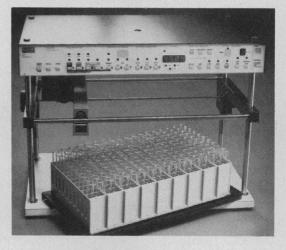
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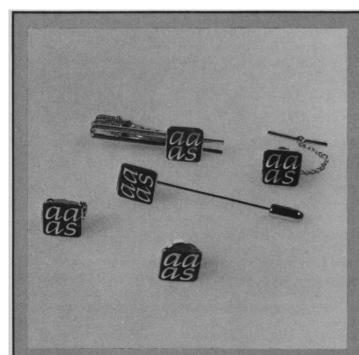
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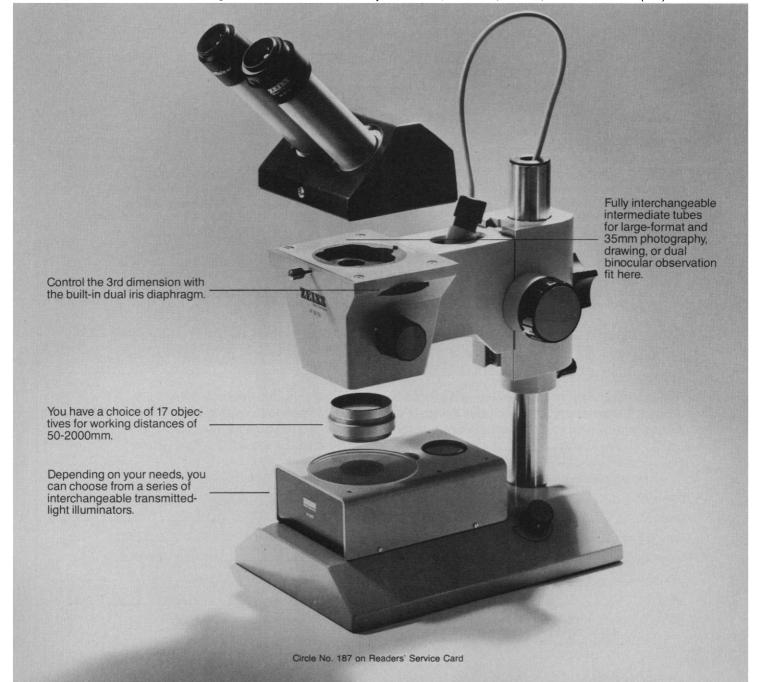
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### **Biomass Conversion Technologies**

The article by Rathin Datta and Gautam S. Dutt (14 Aug., p. 731) serves a very useful purpose in pointing out the potential to the less-developed countries of using producer gas heat engines. The reference to Stirling engines and their performance is, however, based on data applicable only to very small (less than 1 kilowatt) machines and might be misleading to the reader.

Solid biomass, such as wood chips and agricultural residues, can be used as a fuel for Stirling engines in two different ways. The first method is based on the combination of a gasifier and a Stirling engine. The second method is to burn the solid fuel without previous gasification in an enlarged combustor that forms part of the Stirling engine proper. Both ways are being pursued (1) in current R & D programs aiming at a near-term application in 30- to 60-kilowatt units. The indirect (gasifier-engine) method has the potential of allowing the use of a wide range of solid fuels. The direct method requires the use of a fairly well defined fuel (size, shape, moisture content) but offers the benefit of a higher overall conversion efficiency.

System conversion efficiencies of state-of-the-art 30- to 60-kilowatt Stirling engines are much higher than those indicated by Datta and Dutt for small engines. Actual measurements on liquidfueled engines combined with component data for the auxiliaries needed in the biomass version form the basis for a predicted overall efficiency of at least 35 percent for the direct combustion method (recent measurements on liquid-fueled 50-kilowatt engines which are being developed for automotive use have verified a peak efficiency of 37 percent).

The Stirling engine has not yet been mass-produced. Recent cost analyses (2) have, however, concluded that largescale production would facilitate a manufacturing cost of about \$19 per kilowatt for an automotive version of the Stirling engine.

LARS G. ORTEGREN United Stirling, Inc., 211 The Strand, Alexandria, Virginia 22314

#### **References and Notes**

1. Bio-Energy '80 World Congress, Proceedings (Bio-Energy Council, Washington, D.C., 1980).

(Bio-Energy Council, Washington, D.C., 1980).
2. Automotive Stirling Reference Engine Design Report (NASA CR 165381, National Aeronautics and Space Administration, Washington, D.C., 1 June 1981).

Our reference to Stirling engines and their performance on biomass fuels in the villages of less-developed countries is based on small (1 to 5 kilowatts) engines. We made this quite clear in our article (p. 735). The power outputs sustainable from renewable resources in the villages of less-developed countries are small and so are their agricultural power needs. Thus, the cost and efficiency of only small engines were discussed in the article. The costs of large internal combustion engines are considerably lower than those shown in table 3 of our article. The current cost of automobile-size (50 kilowatts) internal combustion engines is \$15 per kilowatt and is lower than the anticipated cost of mass-produced Stirling engines (\$19 per kilowatt) quoted by Ortegren.

### **RATHIN DATTA**

Chemical Sciences Laboratory, Exxon Research and Engineering Company, Post Office Box 45, Linden, New Jersey 07036

### The Right Westinghouse

In an article by Eliot Marshall on Nikola Tesla (News and Comment, 30 Oct., p. 524), it is stated that "Tesla himself showed little interest in developing these inventions for commercial application; that he left to his partner, Edward Westinghouse."

Are we rewriting history? Who is Edward Westinghouse? Surely Marshall meant George Westinghouse!

HENRY F. IVEY Systems Planning and Technology Assessment, Research and Development Center, Westinghouse Electric Corporation, Pittsburgh, Pennsylvania 15235

George is indeed correct.—ED.

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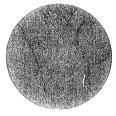
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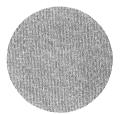
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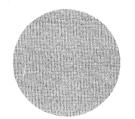
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### **Centenary of Joel H. Hildebrand**

November 16, 1981, marks the 100th birthday of Joel H. Hildebrand. This venerable scientist has led a rich life with many achievements. One could speak in praise of his writing skill; in admiration of his athletic accomplishments, his appreciation of classical music, his respect for the outdoors; in gratitude for his public service in two World Wars and as president of the American Chemical Society, president of the Sierra Club, manager of the U.S. Olympic ski team of 1936, and chairman of the Academic Senate of the University of California at Berkeley. But we would like to focus on the model he gives us to emulate as a scientist and teacher.

Hildebrand's investigations of the solubility of various nonelectrolytes helped shape our thinking about the liquid state. He began with insightful demonstrations of the importance of molecular interactions in solutions, and these led to his early recognition that entropy provided the primary conceptual framework within which to understand solubility behavior. His reformulation of Trouton's rule by comparing entropies of vaporization at fixed molar volume placed this important rule on a more sound theoretical footing. He provided us with a useful definition of regular solutions and defined the solubility parameter with which to codify solubility behavior. He was one of the earliest to make use of radial distribution functions determined by x-ray diffraction as indicators of molecular packing in liquids. He first recognized the intense optical absorption that occurs when certain liquids are mixed and thereby discovered what we now call chargetransfer complexes. Recently, he proposed a simple but effective theory of the viscosity of liquids. His latest research paper, published in 1981, concerns the state of hydrogen in liquid metals.

While contributing to the advancement of science with these fundamental ideas, he also established a reputation as a science teacher par excellence. In the course of his career, he has challenged and charmed some 40,000 first-year students, many of whom may have forgotten the oxidation states of manganese but remember with pleasure the excitement and inspiration conveyed by Professor Hildebrand in his freshman lectures.

These are days of waning support for science education in our nation's capital. This attitude can only tend to diminish the enthusiasm and energy which our younger academic colleagues bring to their teaching responsibilities. In such times we can all benefit by reading again some of Hildebrand's remarks about science and teaching in his Remsen Lecture to the Maryland section of the American Chemical Society on May 27, 1949:

"A university should be primarily not a place of compulsions but one of opportunities.

"Freshmen . . . are more dependent upon good teaching than at any later period. It is, therefore, more of a challenge to teach at this stage and more of an art to do it well.

"I and my colleagues have experimented for many years upon the problem of presenting chemistry to students in such a way as to activate their minds, to stimulate them to develop some degree of skill to think and act scientifically.

"If we are trying to help graduate students to become scientists, should we not begin by treating them as scientists? Should we not encourage in them the qualities of the scientist, such as imagination, originality, judgment, and curiosity?

"The discovery of truth and its transmission to others belong together, and their joint exercise can afford satisfactions greater than either one practiced by itself.'

These are ideas which should be remembered. Putting them into practice is a fitting way to wish Joel Hildebrand a happy 100th birthday.-George C. PIMENTEL and KENNETH S. PITZER, Department of Chemistry, University of California, Berkeley 94720

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