

moving millions of people through acres of exhibits. The electrical infrastructure of the expositions became as interesting as the exhibits themselves.

Indeed, Beauchamp notes that electricity became so fundamental to the technologies of display (and so seamlessly integrated into the processes of life in general, for that matter) that it has more or less disappeared as a featured element of more recent expositions. "Electrical technology," he concludes, "has now become, in a real sense, the fair itself."

Some readers may find Beauchamp's meticulous attention to kilowatts and candlepower a bit tedious. Others might wish for a broader cultural analysis. Nevertheless, *Exhibiting Electricity* offers a fascinating and often amusing perspective on the modern world's love affair with the electron.

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Other Books Received

A Field Guide for Science Writers. The Official Guide of the National Association of Science Writers. Deborah Blum and Mary Knudson, Eds. Oxford University Press, New York, 1997. xiv, 287 pp. \$25. ISBN 0-19-510068-9.

Fingerprinting Methods Based on Arbitrarily Primed PCR. Maria R. Micheli and Rudolfo Bova, Eds. Springer, New York, 1997. xvi, 441 pp., illus. Spiral-bound, \$99.50. ISBN 3-540-61229-7.

A Guide to the Birds of the Galápagos Islands. Isabel Castro and Antonia Phillips. Princeton University Press, Princeton, NJ, 1997. 144 pp., illus. \$24.95 or £15.95. ISBN 0-691-01225-3.

Handbook of the History of General Topology. Vol. 1. C. E. Aull and R. Lowen, Eds. Kluwer, Norwell, MA, 1997. x, 397 pp., illus. \$183 or £109 or Dfl. 295. ISBN 0-7923-4479-0.

The Ice-Age History of Southwestern National Parks. Scott A. Elias. Smithsonian Institution Press, Washington, DC, 1997. xvi, 200 pp., illus. Paper, \$16.95. ISBN 1-56098-679-4.

II-VI Blue-Green Light Emitters. Device Physics and Epitaxial Growth. R. L. Gunshor and A. V. Nurmikko, Eds. Academic Press, San Diego, 1997. xiv, 338 pp., illus. \$119. ISBN 0-12-752144-5. Semiconductors and Semimetals, vol. 44.

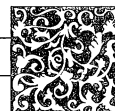
Impossible Minds. My Neurons, My Consciousness. Igor Aleksander. Imperial College Press, London, 1996 (U. S. distributor, World Scientific, River Edge, NJ). xvi, 347 pp., illus. \$25. ISBN 1-86094-030-7.

The Kingdon Field Guide to African Mammals. Jonathan Kingdon. AP Natural World (Academic Press), San Diego, 1997. xviii, 464 pp., illus. Paper, \$39.95 or £29.95. ISBN 0-12-408355-2.

Learning More Biochemistry. 100 New Case-Oriented Problems. Richard F. Ludueña. Wiley-Liss, New York, 1997. xxviii, 303 pp., Paper, \$39.95. ISBN 0-471-17054-2.

Loops, Knots, Gauge Theories and Quantum Gravity. Rodolfo Gambini and Jorge Pullin. Cambridge University Press, New York, 1996. xvi, 321 pp., illus. \$75. ISBN 0-521-47332-2. Cambridge Monographs on Mathematical Physics.

A Mathematical Introduction to Wavelets. P. Wojtaszczyk. Cambridge University Press, New York, 1997. xii, 261 pp., illus. \$59.95. ISBN 0-521-57020-4; paper, \$21.95. ISBN 0-521-57894-9. London Mathematical Society Student Texts 37.



Vignette: Editing

The writing and public relations skills required at a museum differ sharply from those needed at research institutes. I was recently reminded of how different these jobs are when Sci-Trek, Atlanta's science and technology museum, asked me to provide a draft text for a display on the scanning electron microscope.

My draft began:

Using a computerized digital light microscope, Rob Apkarian of the Yerkes Primate Research Center of Emory University was able to detect evidence of atherosclerosis (blockage of the vessels that can lead to heart attacks and strokes) in the inside wall of a human blood vessel. The two dimensional image, shown on the video screen and in the photograph at right, magnifies the surface of the wall 1,200 times. The image shows early atherosclerosis—as indicated by the white blood cells (dark colored pimple-like structures) stuck to the wall of the vessel.

The Sci-Trek writers changed my text, making it more dramatic and fun to read:

THE CRIME—TRESPASSING IN THE BLOODSTREAM. A mob of trespassers have clogged a major artery, blocking the flow of important traffic. This dangerous condition, called atherosclerosis, may lead to heart attack or stroke.

THE DETECTIVE: THE GAME IS AFOOT! Rob Apkarian uses a computer-controlled light microscope to examine the scene of the crime: the inside wall of a human blood vessel.

Mary Miller, at San Francisco's user-friendly science museum, the Exploratorium, explained that museum science writers must always remember that people read their work while standing up.

—Cathy Yarbrough, in *A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers*, Deborah Blum, Ed. (Oxford University Press)

Melatonin. A Universal Photoperiodic Signal with Diverse Actions. P. L. Tang, S. F. Pang, and R. J. Reiter, Eds. Karger, Farmington, CT, 1997. viii, 208 pp., illus. \$198.25 or CHF 228 or DEM 273. ISBN 3-8055-6344-2. Frontiers of Hormone Research, vol. 21. From a symposium, Hong Kong, Sept. 1995.

Nonequilibrium Statistical Mechanics in One Dimension. Vladimir Privman, Ed. Cambridge University Press, New York, 1997. xviii, 470 pp., illus. \$100. ISBN 0-521-55974-x.

Opportunities in Chemistry Careers. John H. Woodburn. VGM Career Horizons (NTC Publishing Group), Lincolnwood, IL, 1997. xvi, 144 pp. \$14.95. ISBN 0-8442-4653-0; paper, \$11.95. ISBN 0-8442-4654-9. VGM Career Opportunities.

The Origins and Consequences of Obesity. Derek J. Chadwick and Gail Cardew, Eds. Wiley, New York, 1997. x, 278 pp., illus. \$84.95. ISBN 0-471-96506-5. Ciba Foundation Symposium 201. From a symposium, Kingston, Jamaica, Nov. 1995.

PCR. Essential Techniques. J. F. Burke, Ed. Wiley, New York, 1997. xiv, 153 pp., illus. Spiralbound, \$23.95. ISBN 0-471-95697-x.

Plant Dormancy. Physiology, Biochemistry, and Molecular Biology. G. A. Lang, Ed. CAB International, Oxford, UK, 1997. xx, 386 pp., illus. \$100. ISBN 0-85198-978-0. Based on a symposium, Corvallis, OR.

Possible Health Effects of Exposure to Residential Electric and Magnetic Fields. Committee on the Possible Effects of Electromagnetic Fields and Magnetic Fields, National Research Council. National Academy Press, Washington, DC, 1997. xxii, 356 pp., illus.

\$39.95. ISBN 0-309-05447-8.

Protein Folding. C. M. Dobson and A. R. Fersht, Eds. Cambridge University Press, New York, 1996. iv, 119 pp., illus. Paper, \$27.95. ISBN 0-521-57636-9. Reprinted from the Philosophical Transactions of the Royal Society of London, series B, vol. 348, no. 1323 (1995). From a discussion, Oct. 1994.

QCD and Collider Physics. R. K. Ellis, W. J. Stirling, and B. R. Weber. Cambridge University Press, New York, 1997. xiv, 435 pp., illus. \$49.95. ISBN 0-521-58189-3. Cambridge Monographs on Particle Physics, Nuclear Physics and Cosmology, 8.

The Recovery of Unconscious Memories. Hypermnesia and Reminiscence. Matthew Hugh Erdelyi. University of Chicago Press, Chicago, 1997. xx, 243 pp., illus. \$28.95 or £23.25. ISBN 0-226-21660-8. John D. and Catherine T. MacArthur Foundation Series on Mental Health and Development.

Semiclassical Physics. Matthias Brack and Rajat K. Bhaduri. Addison-Wesley, Reading, MA, 1997. xviii, 443 pp., illus. \$89.95. ISBN 0-201-48351-3. Frontiers in Physics, vol. 96.

2025. Scenarios of US and Global Society Reshaped by Science and Technology. Joseph F. Coates, John B. Mahaffie, and Andy Hines. Published for Coates and Jarratt by Oakhill Press, Greensboro, NC, 1997. viii, 517 pp., illus. \$27.95. ISBN 1-886939-09-8.

Why Aren't Black Holes Black? The Unanswered Questions at the Frontiers of Science. Robert Hazen, with Maxine Singer. Anchor (Doubleday), New York, 1997. xxii, 313 pp. Paper, \$12.95 or C\$17.95. ISBN 0-385-48014-8.