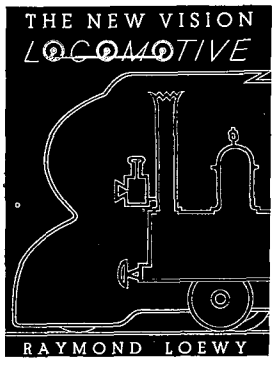

signers started to work with new materials (plastic, chrome, stainless steel), which, together with the new shapes, made some goods easier to produce. During the Great Depression, streamlining took on a transcendent meaning. With contemporary events "too complex to comprehend," Americans needed signs that the future would be better, smoother, simpler, more efficient. Streamlining had its critics, particularly among artists. "Streamlined paper cups, if dropped, . . . fall with less wind resistance," joked a New York Museum of Modern Art official. But were they really better than the old ones for their purpose? Designers contended that streamlining was the first truly American design style.

Readers may not be familiar with Raymond Loewy's name, but all will recognize his work. The company insignia of Exxon and Shell, the Lucky Strike cigarette package, the Coke bottle, the Sears Coldspot refrigerator, the U.S. postal service emblem, the 1961 Avanti automobile, Skylab—all were designed by the iconoclastic Frenchman, who emigrated to America in 1919 (in time to become a leader in the streamlining movement). *Industrial Design* is a lavishly produced picture book with scant text, a striking visual record of Loewy's achievements. To an astonishing extent, the man has (literally) shaped the world around us.

FAIR SCIENCE: Women in the Scientific Community
by Jonathan R. Cole
Free Press, 1979
336 pp. $17.95

During the 19th century, some prestigious schools, Harvard among them, admitted women to graduate science courses but refused them degrees. A shortage of male applicants during World War II helped to change this; and by 1961, 52 percent of male Ph.D.s and 51 percent of female Ph.D.s had trained in either "distinguished" or "strong" science departments. Columbia sociologist Cole has conducted a meticulous statistical analysis of men and women scientists employed at colleges and universities (he did not study private industry). Although there are more men employed in academic science than women, he finds no significant differences between them—in terms of status and peer recogni-

tion, number of publications and awards, rank of employing institution, and positions held. Among the explanations he cites are the liberalization of occupational and social stereotypes; an increased demand for scientists, especially during the Sputnik scare of the late 1950s; the proliferation of top-notch state universities; and the affirmative action requirements of the federal government, a prime source of funds. Cole concludes that there is no bias against hiring women in the scientific community. He demonstrates that salary discrimination has diminished, but not disappeared. During the early 1920s, women scientists earned only 54 percent as much as their male counterparts did. By 1954, their salaries were between 84 and 89 percent of men's; the same was true in 1975, the last year for which Cole supplies data.

THE WINE OF LIFE AND OTHER ESSAYS ON SOCIETIES, ENERGY & LIVING THINGS
By Harold J. Morowitz
St. Martin's, 1979
265 pp. $10

Morowitz, a Yale professor of molecular biophysics and biochemistry, has a noble goal. He is determined to make "hard" science enjoyable and germane. He often succeeds. His title essay recounts the heated feud between Claude Bernard, a physiologist from Beaujolais, and Louis Pasteur. "What stands," observes Morowitz, "is the whimsical idea that the ultimate confrontation between these two giants of French science revolved around the issue of . . . how grape juice becomes wine." Discussing the production of human hair, skin, and nail cells, Morowitz discredits shampoos and hair conditioners purportedly containing "protein." "What hair preparations contain is not protein but a collection of amino acids. To sell someone amino acids and maintain that it is protein is like selling someone a pile of bricks and [pretending] that you are selling them a house." Reacting to a popular assertion (found on a greeting card) that the chemicals making up the human body are worth a mere 97¢, Morowitz executes some calculations of his own. If all the body's ingredients, including hemoglobin, DNA, and crystalline insulin, are counted, everyone of us, he finds, is a six-million-dollar man.