

## films OF THE WEEK

**FAIR WARNING.** 16mm, color, sound, 28 min. Daniel Horn, Ph.D., director, National Clearinghouse for Smoking and Health, U.S. Public Health Service, and Donald Frederickson, M.D., former director, Smoking Control Program, New York City Department of Health, both of whom have had extensive experience in smoking-control programs, discuss the individual's motivation to smoke and motivation to stop smoking. Includes discussion of ways in which the health professional can intervene in smoking behavior and assist his patients to stop. Audience: physicians, dentists, nurses and other health care professionals, and students in these professions. Purchase from Capital Film Laboratories, 470 E St. S.W., Washington, D.C. 20024 or free short-term loan from National Medical Audiovisual Center (Annex), Station K, Atlanta, Ga. 30324.

**MASS SPECTROMETRY.** 16mm, color, sound, 33 min. Presents the techniques of mass spectrometry, showing how the mass spectrometer operates, and the kinds of information it yields with an elementary interpretation of the data obtained. The film was written by L. R. Pecsok and J. L. Sudmeier, both of the University of California at Los Angeles. Audience: scientists, engineers. Purchase \$300 from Educational Services Dept. John Wiley & Sons, 605 3rd Ave., New York, N.Y. 10016.

**THE NOW COLLEGES.** 16mm, color, sound, 28 min. There is an educational growth explosion taking place in the two-year community colleges which are springing up at the rate of almost one each week. Within a few years, one out of every two students beginning their college careers will enter a junior college. Film shows what junior colleges are doing in broad educational fields today as told by the students, faculty and administration recorded by camera crews all across the country. Audience: students interested in entering junior colleges, parents. Free loan from Audio-Visual Dept., Sears-Roebuck Foundation, 7435 Skokie Blvd., Skokie, Ill. 60076.

**OREGON AND ITS NATURAL RESOURCES.** 16mm, color, sound, 26½ min. Describes the balanced conservation program that has helped a modern western state conserve environmental values while accelerating economic growth. The opening scene depicts the natural gifts bestowed upon Oregon, and shows how each gift presents a challenge for wise development and efficient use. Succeeding scenes depict the different sectors of Oregon's industry today for forestry, agriculture, fisheries, minerals and leisure-time activities, and how the state has handled the conservation and economic aspects of these industries. Audience: schools, civic and scientific groups, and other organizations interested in conservation. Free loan from Motion Pictures, Bureau of Mines, 4800 Forbes Ave., Pittsburgh, Pa. 15213.

*Listing is for readers' information of new 16mm and 8mm films on science, engineering, medicine and agriculture for professional, student and general audiences. For further information on purchase, rental or free loan, write to distributor.*

## books OF THE WEEK

**ACADEMIC DEGREE STRUCTURES: Innovative Approaches, Principles of Reform in Degree Structures in the United States**—Stephen H. Spurr—McGraw-Hill, 1970, 213 p., \$5.95. An extensive investigation and analysis of developments in the complicated pattern of American college degrees.

**APPROACHES TO ANIMAL COMMUNICATION**—Thomas A. Sebeok and Alexandra Ramsey, Eds.—Mouton (Humanities Press), 1970, 261 p., illus., \$14.50. Papers reflect the approaches of several disciplines to zoosemiotics, an emerging science at the intersection of semiotics, the general theory of signs, and ethology, the biological study of behavior.

**BEFORE NATURE DIES**—Jean Dorst, transl. from French by Constance D. Sherman, preface by Prince Bernhard—Houghton, 1970, 352 p., color plates, photographs, drawings, diagrams, maps, \$8.95. Zoologist's worldwide assessment of man's impact on nature, on forests, soils, waters, air and animal species. States the case for an internationally agreed policy on rational management.

**THE BIOCHEMISTRY OF INORGANIC COMPOUNDS OF SULPHUR**—A. B. Roy and P. A. Trudinger—Cambridge Univ. Press, 1970, 400 p., diagrams, \$18.50. Provides a balanced account of present knowledge of the chemistry of sulphur compounds, investigations using sulfotransferases, sulphatases and other enzymes, metabolism in animals, and economic aspects of inorganic sulphur compounds.

**BIRDS IN OUR LIVES**—Alfred Stefferud and Arnold L. Nelson, Eds.—Arco Pub. Co., 1970, 447 p., photographs, illus. by Bob Hines, \$9; paper, \$5.95. Popular, generously illustrated essays discuss the place of birds in the web of life, in man's arts and recreation, in science and agriculture, and questions of conservation.

**CACTI OF THE SOUTHWEST: Texas, New Mexico, Oklahoma, Arkansas and Louisiana**—Del Weniger—Univ. of Texas Press, 1970, 249 p., 64 p. of color photographs by author, \$25. Offers comprehensive descriptions of all the cacti in the five-state area, shown in full bloom, lists a total of 119 species and 172 varieties, and discusses each genus including its taxonomic history.

**THE CHALLENGE OF INCOMPETENCE AND POVERTY: Papers on the Role of Early Education**—J. McVicker Hunt—Univ. of Ill. Press, 1970, 289 p., \$9.50. Papers deal with our changing conceptions concerning the origins of both intelligence and incompetence.

**CHEMICALS AND LIFE**—Kenneth E. Maxwell—Dickenson Pub. Co., 1970, 372 p., illus., paper, \$5.95. Concerned with the sensitiveness to chemicals in the external and internal environment of the highly organized systems of living things, as in birth control, eutrophication, neoplastic cells, pesticides and radiation.

**CRYSTAL GROWTH IN GELS**—Heinz K. Henisch—Pa. State Univ. Press, 1970, 111 p., photographs, diagrams, \$6.95. Clear presentation of an inexpensive, versatile and relatively uncomplicated technique, particularly suited to meaningful student experimentation.

**THE CYTOLOGY AND LIFE-HISTORY OF BACTERIA**—K. A. Bisset—Livingstone (Williams & Wilkins), 1970, 3rd ed., 147 p., illus., \$10. A study of bacteria as living cells, of the bacterial nucleus, reproduction, life-cycles in bacteria, macroformations, and cytogenetics of bacteria.

**DRUGS AND THE YOUNG**—Brian J. Brown, Ed.—Time Education Program, 1970, 25 p., illus., paper, \$1.50. Discusses patterns of drug use, drugs and their dangers, drug laws, and offers guidelines for classroom discussion, prevention and treatment.

**THE EVOLUTION OF MAN AND SOCIETY**—C. D. Darlington—Simon & Schuster, 1970, 753 p., diagrams, maps, \$12.95. A history of man viewed by geneticist as a continuous interplay of genetics and environment. Reinterprets, with the aid of newly gained scientific insights, peoples, societies, empires, world religions and societies in conflict.

**A HISTORY OF THE UMBRELLA**—T. S. Crawford—Taplinger, 1970, 220 p., photographs, drawings, \$8.50. Traces the umbrella from earliest known uses in Egypt and China, India and Africa, to its popularity in Britain, and discusses the growth and decline of the umbrella industry.

**HOME GUIDE TO TREES, SHRUBS AND WILD FLOWERS**—William Carey Grimm—Stackpole Bks., 1970, 320 p., illus. by author, \$9.95. Quick reference for all-season identification of woody and herbaceous plants common to the woodlands, wet places, fields and waysides of eastern North America.

**HUMAN SCHISTOSOMIASIS**—Peter Jordan and Gerald Webbe—Thomas, C. C., 1970, 212 p., illus., \$8.75. A thorough treatment of the parasites, the endemic environment, transmission and diagnosis, chemotherapy and evaluation of control methods of a parasitic disease that irrigation and world travel have made an increasing problem.

**IN CASE OF EMERGENCY: What to do Until the Doctor Arrives**—Bry Benjamin, M.D. and Annette Francis Benjamin—Doubleday, 1970, rev. ed., 224 p., illus. by Marta Cone, \$5.95. Short instructions for use in life-threatening situations and advice on prompt and proper care in specific emergencies.

**INTO THE UNKNOWN: The Evolution of Science Fiction from Francis Godwin to H. G. Wells**—Robert M. Philmus—Univ. of Calif. Press, 1970, 174 p., \$6.95. Examines works of science fiction in order to define how this genre differs from other kinds of fantasy by skillfully employing scientific rationale to get the reader to suspend disbelief in a fantastic state of affairs.

**METEOROLOGICAL ASPECTS OF AIR POLLUTION**—World Meteorological Organization—Unipub, N.Y., 1970, 75 p., illus., paper, \$4.50. Technical notes of surveys on the meteorological aspects of both high- and low-concentration atmospheric pollution.

*Listing is an editorial service for readers' information. For convenient purchase of any book listed or any U.S. book in print, remit retail price (we pay postage) plus 25c handling charge to Book Order Service, Science News, 1719 N St., N.W., Washington, D.C. 20036. Prices subject to publishers' changes. Be sure to include zip code in your address.*