

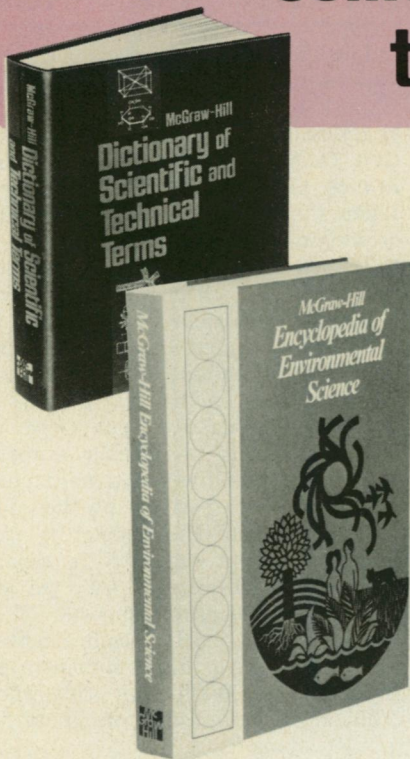
science news

April 26, 1975
Vol. 107, No. 17, 265-280



**GETTING A FEELING FOR THE MOON:
LUNAR SAMPLES GO TO SCHOOL**

Some McGraw-Hill choices for today's science-minded reader



McGraw-Hill DICTIONARY OF SCIENTIFIC AND TECHNICAL TERMS

Daniel N. Lapedes (Editor-in-Chief) and the Staff of the McGraw-Hill Encyclopedia of Science and Technology, with a Board of 30 Contributing and Consulting Editors. This greatest compilation of scientific, engineering, and technical terms ever published in one easy-access volume covers 100 separate disciplines, permitting readers to keep up not only with the proliferating language of their own disciplines but with that of 99 others. Each of the nearly 100,000 definitions is identified with its prime field. "Does a hard job superbly . . . probably one of the best buys around," says *Popular Science*, and "Highly Recommended," says *Library Journal*, who chose it as one of the Outstanding Science Books for 1974. 1,600 pp. Nearly 2,800 illus. 8½ x 11". \$39.50

To order, circle "A" on Reader Service Card.

McGraw-Hill ENCYCLOPEDIA OF ENVIRONMENTAL SCIENCE

Daniel N. Lapedes (Editor-in-Chief) and the Staff of the McGraw-Hill Encyclopedia of Science and Technology. One of the most important references today, "this encyclopedia contains more than 300 illustrated, signed articles from the entire spectrum of environmental science . . . presented in a concise, clearcut manner . . . an invaluable tool for the concerned environmentalist . . . recommended as an excellent classroom reference for science teacher and student," comments Nathan S. Washton, Prof. of Science Education, Queens College. There is no better treatment of the problems, causes, and needed actions in, on, and above planet Earth if we are to survive. 768 pp. 573 illus. 8½ x 11". \$24.50

To order, circle "B" on Reader Service Card.

THE ART OF WRITING EFFECTIVE LETTERS

Rosemary T. Fruehling and Sharon Bouchard. The secrets of capturing and holding your reader's attention in persuasive business and personal letters are explained, point by point. Specific help is given on requests, acknowledgements, special replies, goodwill, sales, claim and adjustment, credit and collection letters, reports, and job applications. 258 pp. \$7.95

To order, circle "C" on Reader Service Card

HANDBOOK FOR PROSPECTORS

Fifth Edition. Richard M. Pearl. For years, mineral collectors, rockhounds, and mine owners have relied on this classic. The enormous amount of information here is so easy to get at, accurate, well-organized, wide-ranging, complete, and authoritative that you will take it along on all your explorations and field trips. 496 pp. Illus. \$15.75

To order, circle "D" on Reader Service Card.

CAREER ADVANCEMENT GUIDE

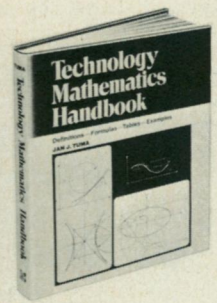
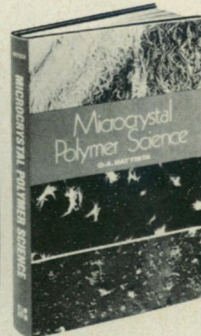
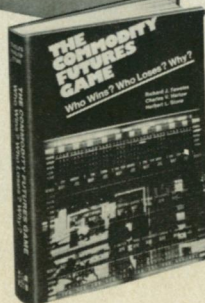
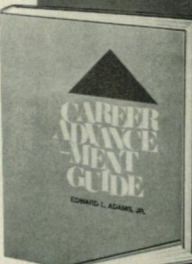
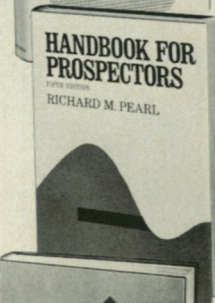
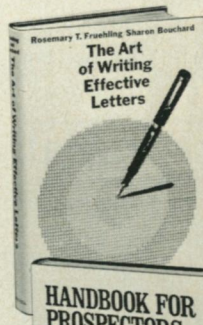
Edward L. Adams, Jr. In this unique use-participation workbook you have a personal career clinic—a center—in which you record, sort, analyze, and evaluate your total education, job, talents, personality, and goals picture so you can determine your personal pluses and program them to blueprint your greater career satisfaction and accomplishment. 263 pp. 8½ x 11". \$19.95

To order, circle "E" on Reader Service Card.

THE COMMODITY FUTURES GAME: Who Wins? Who Loses? Why?

Richard J. Teweles, Charles V. Harlow, and Herbert L. Stone. This classic futures trading guide discusses in depth all the essentials you need to win greater profits in the commodity futures game—your own risk-reward trading curve, behavior of prices, trade selection, and the underlying factors behind each of more than 25 major commodities today. 630 pp. Illus. \$16.95

To order, circle "F" on Reader Service Card.



INDUSTRIAL LASERS AND THEIR APPLICATIONS

John E. Harry. The number of uses to which lasers are put today is staggering. Requiring no special knowledge of lasers, this book provides you with the facts to enable you to evaluate applications—with examples of uses from some 200 technical publications—ranging from surveying, metrology, and communications, to dentistry, missile guiding, and medicine. 189 pp. Illus. \$15.00

To order, circle "G" on Reader Service Card.

MICROCRYSTAL POLYMER SCIENCE

O. A. Battista. A full introduction to a new field joining polymer and colloidal science, this is the first work to collect the results of two decades of comprehensive original investigation into particle microcrystals in suspension or aggregated as dry powders. The reader working toward new product developments will find this volume invaluable. 224 pp. \$18.50

To order, circle "H" on Reader Service Card.

TECHNOLOGY MATHEMATICS HANDBOOK: Definitions, Formulas, Tables, Examples

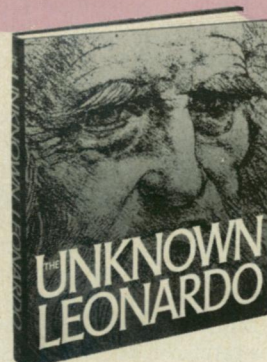
Jan J. Tuma. The technologist in every engineering field will find here the mathematics he needs—outlined, cataloged, defined, and illustrated—starting with elementary and intermediate math through calculus, vectors, and matrices. Every topic and subtopic is quickly found with its appropriate definitions, formulas, tables, and examples. 370 pp. Illus. \$15.95

To order, circle "I" on Reader Service Card.

who enjoys a wide span of interests...

THE UNKNOWN LEONARDO

Edited by Ladislao Reti. The scientist who has marveled at the extraordinary scope of Leonardo's mind will welcome this lavishly illustrated new exploration of his accomplishments newly revealed in the recently rediscovered Madrid Codices. Here are new aspects of Leonardo as artist, architect, sculptor, musician, engineer, mathematician, botanist, anatomist, inventor. 320 pp. 10 1/4 x 12 3/4". 870 illus. \$34.95
To order, circle "J" on Reader Service Card.



ATLAS OF ANCIENT ARCHAEOLOGY

Edited by Jacquetta Hawkes. With maps, plans, discussions, and reconstructions, this handsome volume brings alive some 170 important prehistoric archaeological sites in such rich and diverse regions as Anatolia and Persia, the Nile valley, Mycenaean Greece, Minoan Crete, and Pre-Columbian South America. 272 pp. 330 two-color illus. \$19.50

To order, circle "K" on Reader Service Card.

YOU AND YOUR WILL: The Planning and Management of Your Estate

Paul P. Ashley. Everyone who owns or may inherit property should know the fundamental rules and concepts of how to plan and manage an estate in order to seek out and respond intelligently to proper professional counsel and be in full control—from drafting a will and reducing taxes and costs to selecting fiduciaries. 238 pp. \$10.50

To order, circle "L" on Reader Service Card.

CHEMICAL TECHNICIANS' READY REFERENCE HANDBOOK

Gershon J. Shugar, Ronald A. Shugar, and Lawrence Bauman. Step-by-step illustrated instructions show all commonly used laboratory procedures—from planning assignments and selecting and setting up equipment to performing tasks and keeping records. 463 pp. 513 illus. \$22.50

To order, circle "M" on Reader Service Card.

MOTIVATING HUMAN BEHAVIOR

Ernest Dichter. The latest psychological methods gleaned from actual findings of more than 4000 research studies show you how to use dynamic new techniques to build your powers of persuasion and motivate your peers, superiors, and subordinates to behave in a prescribed manner. 272 pp., \$12.95

To order, circle "N" on Reader Service Card.

SUCCESSFUL TECHNICAL WRITING

Tyler G. Hicks. Clear methods help you to write successful technical articles, papers, reports, instruction and training manuals, and books for today's major technical markets. You are shown where to look for ideas, how to evaluate and develop them, how to work with editors and publishers to get into print. 287 pp. Illus. \$12.50

To order, circle "O" on Reader Service Card.

MAKE YOURSELF CLEAR

John O. Morris. Your personal performance on the job—whatever the level—requires that you communicate clearly with others. Here is a practical, tested system to improve your communication skills—in writing, speaking, reading, and listening—to save you time, effort, and errors, and to get desired results and reactions from superiors, subordinates, and associates. 226 pp. \$11.50

To order, circle "P" on Reader Service Card.

LANGE'S HANDBOOK OF CHEMISTRY

Eleventh Edition. Edited by John A. Dean. With many new sections, this new edition of the famous Handbook in the field is more effective than ever in saving precious hours and bringing you up to date on the latest chemical concepts, facts, formulas, and data, including measurement of pH, use of statistics, x-ray methods, and much else. 1,576 pp. \$22.50

To order, circle "Q" on Reader Service Card.

PRACTICAL CHARTING TECHNIQUES

Mary E. Spear. Graphic aids that back up your speeches, reports, and presentations can be powerful persuaders, but they must really work. Here are all the techniques needed to help you add impact to your message through forceful, clear charts and other graphic forms. 352 pp. Illus. \$16.50

To order, circle "R" on Reader Service Card.

MINICOMPUTERS FOR ENGINEERS AND SCIENTISTS

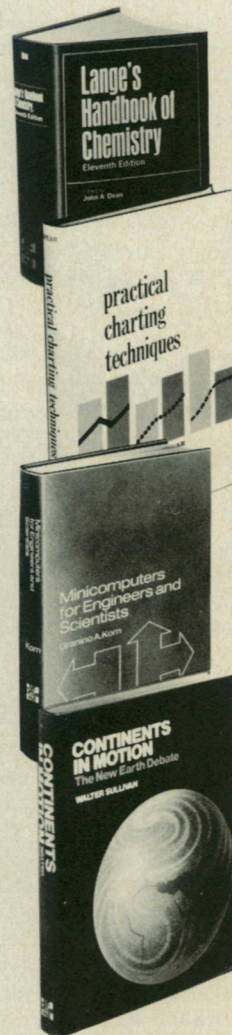
Granino A. Korn. Anyone using or planning to use one of the new breeds of low-cost computers will find this single volume all that's needed to fully understand these remarkable little machines and what they can do. It's the only book to simplify and codify manufacturers' literature. 352 pp. \$17.75

To order, circle "S" on Reader Service Card.

CONTINENTS IN MOTION: The New Earth Debate

Walter Sullivan. In his fascinating and authoritative narrative of the origins and development of the theory of "continental drift," the Science Editor of *The New York Times* discusses the change this new scientific revolution is having on our understanding of the planet earth. 399 pp. Illus. \$17.95

To order, circle "T" on Service Order Card.



McGRAW-HILL BOOK COMPANY

TO ORDER ANY OF THESE BOOKS:

Circle appropriate letter on Reader Service Card.

FREE 15 days examination of all books. No obligation to buy.

