

How to Argue and Win!



Here is a clear simply written basic guide to logical thinking, showing how to spot the fallacies, the prejudices and emotionalism, the inappropriate analogies, etc., in the other fellow's argument and how to watch for and avoid the irrational in your own judgments. The author makes plain not only *how* but also *why* people resist facing the truth.

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BUTTERFLY MAGIC—Michael G. Emsley—Viking Pr, 1975, 9x11, 128 p., 76 color plates by Kjell B. Sandved, \$12.95. Selection of detailed photographs with notes, and discussion of experiments concerning butterfly adaptation, time clock, mating and mimicry.

CHEMICAL TECHNOLOGY: An Encyclopedic Treatment, Vol. VII: **VEGETABLE FOOD PRODUCTS AND LUXURIES**—L. W. Codd et al, Eds.; based on the original work of the late J. F. van Oss—B&N, 1975, 935 p., photographs, drawings, tables, \$45. Deals with the sources, manufacture, processing and world production of fertilizers, pest control, vegetable foodstuffs, cereals, crops, grains, starch, sugars, and synthetic sweeteners, spices, tobacco and alcoholic fermentation products.

THE CURVE OF BINDING ENERGY—John McPhee—FS&G, 1974, 232 p., \$7.95. Story of the life and career of Theodore B. Taylor, a theoretical physicist who went from developing atomic bombs and the nuclear-powered spaceship Orion to seeking safeguards against the "diversion" of proliferating fissionable material.

THE ECOLOGY OF SMALL MAMMALS—M. J. Delany—Arnold (Crane Russak), 60 p., diagrams, paper, \$2.75. Outlines field methods and provides insight into the ecological relationships of free-living small rodents and insectivores of interest to both professional and amateur biologists.

GEOCHEMISTRY OF WATER—Yasushi Kitano, Ed.—DH&R (Halsted Pr), 1975, 470 p., diagrams, tables, \$27. Twenty benchmark papers emphasize the mechanisms of distribution and migration of isotopes and chemical species through the hydrosphere, as well as the chemical systems that control the concentrations and equilibria of chemical species.

THE LANGUAGES OF THE WORLD—Kenneth Katzner—Funk & W, 1975, 374 p., \$11.95. Survey of the language families of 500 of the world's living languages, with more than 200 passages from the literature shown in native script with English translations, and includes country-by-country survey of spoken languages.

LEGENDS OF THE EARTH: Their Geologic Origins—Dorothy B. Vitaliano—Ind U Pr, 1974, 305 p., photographs, maps, \$12.50. Explores geology's role in history and legend, the lore of landforms, earthquakes and volcanoes. Examines the actual geologic origins of natural phenomena explained long ago in terms of myth and folklore, such as the Deluge, the Minoan eruption of Santorin, and Atlantis.

LIFE IN AND AROUND FRESHWATER WETLANDS—Michael J. Ursin—T. Y. Crowell, 1975, 116 p., 16 color plates, 200

drawings by author, \$6.95. A handbook of plant and animal life in and around marshes, bogs, and swamps of temperate North America east of the Mississippi.

PEST CONTROL AND ITS ECOLOGY—Helmut F. van Emden—Crane-Russak, 1975, 60 p., photographs, diagrams, paper, \$2.75. Discusses recent developments in the control of insect pests on growing crops, and suggests studies that can be attempted around any farm or in glasshouse.

PETROLEUM AND GLOBAL TECTONICS—Alfred G. Fischer and Sheldon Judson, Eds.—Princeton U Pr, 1975, 322 p., illus., \$16.50; paper, \$8.95. Conference papers present the implications of the theoretical advances on the quest for petroleum and its by-products. Topics range from heat flow and vertical crust movements to geothermal gradients and hydrocarbon recovery.

PHILOSOPHY OF GEOHISTORY: 1785-1970—Claude C. Albritton, Jr., Ed.—DH&R (Wiley), 1975, 394 p., \$24. Benchmark papers about the guiding principles of historical geology, from Hutton's *System of the Earth, Its Duration and Stability* to Kitts' *Geologic Time*.

POLYMER CONVERSION—W. A. Holmes-Walker—Halsted Pr, 1975, 294 p., photographs, diagrams, tables, \$32.50. Concerned primarily with the conversion of polymeric materials into useful articles, dealing with the various processing stages and ending with the finished products.

SCOTT'S LAST VOYAGE: Through the Antarctic Camera of Herbert Ponting—Ann Savours, Ed; introd. by Sir Peter Scott—Praeger, 1975, 160 p., photographs, map, \$12.50. Absorbing narrative highlights superb photographic record of the British Antarctic Expedition of 1911-1913, showing life aboard the *Terra Nova*, in camp, on ice and in the sea.

SPACE-TIME AND BEYOND—Bob Toben, Jack Sarfatti and Fred Wolf—Dutton, 1975, 175 p., illus. by Bob Toben, paper, \$4.95. Popular illustrations of the concepts of space-time, gravity, energy, matter and paranormal phenomena. Scientific commentary and annotated bibliography and reading list included.

STRETCHING MAN'S MIND: A History of Data Processing—Margaret Harmon—Mason/Charter, 1975, 254 p., photographs, diagrams, \$8.95. Provides a general view of the development and character of calculating machines and computers, from the abacus to the electronic retina computing reader.

SYLVIA PORTER'S MONEY BOOK: How to Earn it, Save it, Invest it, Borrow it, and Use it to Better Your Life—Sylvia Porter—Doubleday, 1975, 1,105 p., \$14.95. A well-organized, comprehensive and practical guide covering every aspect of personal and family economics, a complete course in consumer economics.

U.S. ENERGY POLICY: Alternatives for Security—Douglas R. Bohi and Milton Russell—Johns Hopkins U Pr, 1975, 140 p., tables, paper, \$5. A Resources for the Future study of future import requirements, policies of oil-exporting countries, tariffs, quotas, and direct policies to enhance energy security.

WHAT IS SCIENCE FOR?—Bernard Dixon—Har-Row, 1974, 255 p., paper, \$3.95. Science-trained journalist's comprehensive and well-organized assessment of what science is and how scientists work, gives an account of the contemporary criticism aimed at science and technology, and suggestions for improving the way we decide to support and utilize science.