

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.

A tool for clear thinking as well as convincing others. **ORDER NOW:**
THE ART OF ARGUMENT, By Giles St. Aubyn
 \$5.95 plus 50¢ handling 10-Day Money-Back Guar.

EMERSON BOOKS, INC., Dept. 544-B
 Buchanan, N.Y. 10511

New 32 Page Paperbound Booklet

"What's All This About METRIC?"


Russell Lorlys Stotesbery

Highly-illustrated, easy-to-read, handy reference for consumers, teachers, and students. Also included: scientific metric fact-card. Full SI definitions, all multiples and submultiples, basic conversion factors. Inquire about quantity prices, or for single copy send \$1.00 plus 25¢ handling to:

"What's All This About METRIC?"

University Printing Company
 315 14th Avenue Southeast
 Minneapolis, Minnesota 55414

Share the Thrills of Exploring Outer Space!



\$229⁹⁵
f.o.b.
Hartford,
Conn.
\$15 Crating
Charge

All DYNASCOPES, including this superb RV-6, 6-inch available on easy terms!

Now it's easy to join the thousands of serious amateurs who have discovered the excitement of exploring our mysterious universe. Your enjoyment begins right from the start, yet the challenges and rewards go on for years! And it's a hobby that can be shared at modest cost.

Choose From Many DYNASCOPES®

Picking a telescope to fit your needs and your pocketbook is simple when you select a DYNASCOPE—the same instruments used by more than 150 schools, colleges and observatories—and your satisfaction is guaranteed by a full-refund warranty.

FASCINATING GUIDE YOURS FREE!

Read these valuable facts before buying any telescope. Mail coupon or postcard for your complimentary copy of this helpful guide.

Criterion Manufacturing Co.
 620 Oakwood Ave., W. Hartford, Conn. 06110
 © TM Registered U.S. Pat. Office

CRITERION MANUFACTURING CO., Dept. NL-75
 620 Oakwood Ave., W. Hartford, Conn. 06110
 Please send your free Telescope Guide.

Name _____
 Address _____
 City _____ State _____

BOOKS

BOOKS is an editorial service for readers information. To order any book listed or any U.S. book in print please remit retail price, plus 25¢ handling charge for each book to **BOOK ORDER SERVICE**, Science News, 1719 N. Street, N.W., Washington, D.C. 20036. All books sent postpaid.

AGRICULTURAL RESEARCH AND PRODUCTIVITY—Robert E. Evenson and Yoav Kislev—Yale U Pr, 1975, 215 p., diagrams, tables, \$12.50; paper, \$3.95. Summarizes Yale's Economic Growth Center's work on the economics of agricultural research and technological change, concentrating on measurements and estimations in an international context.

THE BIRDS OF SEYCHELLES and the Outlying Islands—Malcolm Penny—Taplinger, 1975, 160 p., color plates & drawings by Chloë Talbot-Kelly, map, \$11.95. Ornithological history and identification guide to an island group so isolated that its species contain some of the rarest birds in the world.

COLOR IN BUSINESS, SCIENCE AND INDUSTRY—Deane B. Judd and Gunter Wyszecki—Wiley, 1975, 3rd ed., 566 p., diagrams, \$27.50. Fully revised edition gives extended treatment of colorant formulation, perceptibility and acceptability of color differences, color rendering of light sources, and colorimetry of fluorescent materials.

THE CONSERVATION ALTERNATIVE—Raymond F. Dasmann—Wiley, 176 p., photographs, diagrams, tables, paper, \$5.95. Supplementary text, places conservation within a framework of social criticism and deals with the redirection of society essential to ecological balance and survival.

ENVIRONMENTAL DESIGN FOR PUBLIC PROJECTS—David W. Hendricks et al, Eds.—Water Resources Pubs, 1975, 742 p., diagrams, maps, \$20. Develops methods, procedures and processes of interdisciplinary professional practice concerning the environmental aspects of such large-scale engineering facilities as dams, highways, power plants, and transmission lines.

A FIELD GUIDE TO THE BIRDS OF GALAPAGOS—Michael Harris—Taplinger, 1975, 160 p., 12 color plates & drawings by Barry Kent MacKay, maps, \$10.95. Contains both general information on the evolution and ecology of birds on the Galapagos Islands, and full descriptions for the identification of all breeding and most migrant species.

FRACTURE OF BRITTLE SOLIDS—B. R. Lawn and T. R. Wilshaw—Cambridge U Pr, 1975, 214 p., photographs, diagrams, \$22; paper, \$10.95. Addressed to graduate students and research workers, provides an integrated view of brittle fracture theory, building on the fundamental energy-balance concepts originally laid down by Griffith.

THE GAME OF BUSINESS—John McDonald—Doubleday, 1975, 430 p., \$15. Illuminates the modern theory of games with well-chosen illustrations from American business, shows the interaction of people in economic life, the rules, choices, strategies of business decisions.

GENETICS LECTURES, Vol. 4—Ralph Bogart, Ed.—Ore St U Pr, 1975, 298 p., photographs, diagrams, tables, paper, \$8. Lectures cover topics ranging from serendipity in

the search for more eggs, to lessons from human hemoglobins.

HANDBOOK OF SOLID WASTE DISPOSAL: Materials and Energy Recovery—Joseph L. Pavoni, John E. Heer, Jr. and D. Joseph Hagerty—Van Nos Reinhold, 1975, 564 p., illus., tables, \$25. Provides in-depth analysis and evaluation of both traditional and innovative disposal techniques, as well as new developments in materials and energy recovery systems. Includes discussion of European solid waste management.

HUMANIZING HEALTH CARE: Alternative Futures for Medicine—Robert F. Rushmer—MIT Pr, 1975, 223 p., diagrams, \$13.50. Outlines the problem areas and attempts to discuss the full range of possible options and alternatives.

THE INTERPRETATION OF SYMBOLISM—Roy Willis, Ed.—Halsted Pr, 1975, 181 p., \$17.75. A cross-section of current research in social anthropology, from a study of metaphors for the sexes in Ilongot magical spells, to symbolic analysis of Sherpa ritual.

A LIFETIME OF BADGERS—Peter Hardy—David & Charles, 1975, 147 p., photographs, drawings, \$9.95. Naturalist-conservationist describes in this comprehensive study of badgers, evenings spent observing badgers in his native South Yorkshire.

MAN THE ENGINEER: Nature's Copycat—Theodore W. Munch—Westminster Pr, 1975, 125 p., photographs, drawings, \$6.50. A Franklin Institute book for inquiring young minds, compares engineering feats of man with nature's more ingenious structures which evolved as solutions to similar problems.

THE RIGHT TO DIE: A Neurosurgeon Speaks of Death with Candor—Milton D. Heifetz, M.D. with Charles Mangel—Putnam, 1975, 246 p., \$8.95. Addresses itself to the problems posed by the difficult ethical decisions forced upon us by the rapid development of new medical life-support systems.

SKY AND SEXTANT: Practical Celestial Navigation—John P. Budlong—Van Nos Reinhold, 1975, 157 p., illus., tables, \$7.95. Provides basic, practical methods for finding position from the sun, plotting lines of position at sea, as well as methods for applying handheld calculators to the mathematical calculations.

STRESS AND ANXIETY, Vol. 1—Charles D. Spiegelberger and Irwin G. Sarason, Eds.—Hemisphere Pub Co (Halsted Pr), 1975, 347 p., \$17.95. Conference papers report on two decades of research on clinical anxiety and emotional disorder, experimental research on anxiety and fear, and recent developments in the management of stress and treatment of anxiety.

TOWARD A POLITICAL SOCIOLOGY OF SCIENCE—Stuart S. Blume—Free Pr, 1974, 300 p., \$10.95. Study explores the interrelationships of the scientific and political systems, draws attention to the influence of these relationships upon the social structure of science and to the political roles which scientists are required to act out.

UNIQUENESS AND DIVERSITY IN HUMAN EVOLUTION: Morphometric Studies of Australopithecines—Charles E. Oxnard—U of Chicago Pr, 1975, 140 p., drawings, diagrams, \$15. Describes the results of a number of morphometric studies and attempts to place the australopithecines in some relationship to modern primates from the viewpoint of locomotor function.