

HOT BOOKS FOR A COLD SNAP

THE ATLAS OF EARLY MAN—Jacquetta Hawkes with David Trump—St Martin, 1976, 9x11, 256 p., photographs, 1,000 drawings, maps, charts, tables, \$15. For the general reader and serious student, atlas offers comprehensive treatment of concurrent developments in early history from 25,000 B.C. to A.D. 500, includes atlas of archaeological sites. [1]

CATCH THE WIND: A Book of Windmills and Windpower—Landt Dennis—Four Winds Pr, 1976, 120 p., photographs by Lisl Dennis, drawings, \$7.95. Tells about early history, windpower in the U.S. and in the rest of the world, and prospects of scientifically designed models of windpower. [2]

THE CENTENARIANS OF THE ANDES—David Davies—Anchor/Doubleday, 1975, 164 p., photographs, maps, \$6.95. Study made by gerontologist of the oldest authenticated living people found in the world today, the inhabitants of a number of villages in southern Ecuador, some of whom lead an active life at 140, [3]

CREATIVITY: The Magic Synthesis—Silvano Arieti—Basic Bks, 1976, 463 p., photographs, drawings, tables, \$15.95. Treats creativity as a coming together of the primitive, irrational forces of the unconscious with the logical, rational, and cognitive mechanisms of the conscious mind. Illuminates the many facets of the creative process with examples drawn from the arts and sciences. [4]

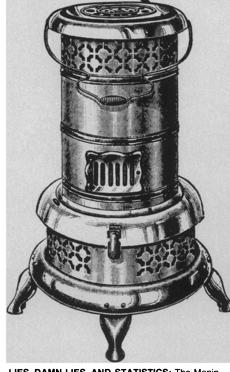
DANGEROUS SEA CREATURES: A Complete Guide to Hazardous Marine Life—Thomas Helm—Funk & W, 1976, 288 p., 85 photographs, drawings, \$9.95; paper, \$4.95. Authoritative information, combines research and personal observations, dispels unfounded fears, identifies and discusses toxic and nontoxic hazards, tells how to prevent accidents and apply first aid. [5]

A GOOD AGE—Alex Comfort—Crown, 1976, 224 p., illus. by Michael Leonard, \$9.95. Gerontological findings and discussions, alphabetically arranged under headings from Agism, Alcohol, and Arthritis to Vitamins, Wrinkles, and Youth; written in the clear and engaging style of the well-known author-gerontologist [6]

HANDBOOK OF WILD FLOWER CULTIVATION— Kathryn S. Taylor and Stephen F. Hamblin—Collier-Macmillan, 1976, 318 p., drawings by Catherine R. Hammond, paper, \$4.95. Tells how to plan and care for the needs of the wild flower garden, wild flower propagation, describes flowers by family, lists plants by cultural requirements. Glossary and index. [7]

IMPROVING YOUR MEMORY—Laird S. Cermak—Norton, 1975, 123 p., \$6.95. Research psychologist's nontechnical book explains techniques of attention, organization, mediation, imagery and mnemonics, designed to aid short- and long-term memory. [8]

THE INNOVATION MILLIONAIRES: How They Succeed—Gene Bylinsky—Scribner, 1976, 250 p., photographs, \$9.95. About the successful fusion of science with business. Presents profiles of some technological innovators of recent years who combined scientific know-how with the entrepreneur's gift to raise venture capital and make ideas work. [9]



LIES, DAMN LIES, AND STATISTICS: The Manipulation of Public Opinion in America—Michael Wheeler—Liveright, 1976, 318 p., \$9.95. A study of polls and polling techniques, opinion sampling, the particular methods of Gallup, Harris, Nielsen and others, and the influence on public opinion that published, unevaluated or misinterpreted political and commercial polls can have. [10]

MAN IN AFRICA—Colin M. Turnbull—Anchor/Doubleday, 1976, 333 p., drawings by John Morris, \$7.95. Anthropologist describes the development of the cultures of Africa from Cairo to the Cape of Good Hope; people of the grasslands, river valleys, forests and deserts; their cults and religions, crafts and witchcraft, music, hierarchy and slavery. [11]

THE NATURAL HISTORY OF THE HORSE—John Clabby—Taplinger, 1976, 128 p., 34 plates, drawings, maps, \$9.95. Well-illustrated study traces the evolution of the horse and its relatives from Paleocene epoch to present, describes wild horses, the origins of the domestic horse, and the many different breeds developed for special purposes. [12]

PLANTS AND ANIMALS OF THE PACIFIC NORTHWEST: An Illustrated Guide to the Natural History of Western Oregon, Washington, and British Columbia—Eugene N. Kozloff—U of Wash Pr. 1976, 264 p., 321 color photographs, 125 drawings, map, \$17.50. Includes 450 species of plants and animals—trees, shrubs, vines, major wildflowers, ferns amphibians and reptiles. [13]

POISONS AND TOXINS—Joan Arehart-Treichel— Holiday, 1976, 160 p., photographs, drawings, \$6.95. Examines the dangers to humans of toxins derived from microbes, garden plants, venomous animals, household and garden chemicals, suicide poisons, and poisons in warfare. [14]

PRESCRIPTION DRUGS AND THEIR SIDE EFFECTS—Edward L. Stern—G&D, 1976, 96 p., \$5.95; paper, \$3.95. Tabulated listing of 150 most frequently prescribed drugs, tells why each drug is prescribed, necessary precautions, side effects, generics. [15]

PROLONGEVITY—Albert Rosenfeld—Knopf, 1976, 280 p., \$8.95. Reports on a wide range of scientific discoveries now being made about aging and dying, their promise of an extended human life span without senility, and explores the consequences of such a prospect. Full bibliography included. [16]

THE RAND McNALLY ATLAS OF THE BODY AND MIND—Claire Rayner, Ed.—Rand, 1976, 11x15, 208 p., color and b&w photographs, diagrams in color, \$30. More than 400 illustrations combine with lucid text to map the intricate interactions of mind and body, from simple cell and body systems to psychological functioning. [17]

SUPER SKIN: The Doctor's Guide to a Beautiful, Healthy Complexion—Jonathan Zizmor, M.D. and John Foreman— T Y Crowell, 1976, 190 p., \$7.95. Dermatologist discusses skin care. [18]

THE UNDERGROUND GARDENER: A Low-Cost Way to Year-Round Gardening Under Glass—Jack Kramer—T V Crowell, 1976, 174 p., illus, \$9.95. Practical advice for starting and producing plants in a greenhouse built partially below ground. [19]

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Alton Ochsner, M.D.

ON THE ROLE OF VITAMINS C AND E IN MEDICINE

A world-famous surgeon tells you how and why be uses these two essential vitamins

PUBLISHER'S NOTE: Dr. Ochsner is one of the outstanding international leaders in modern medical progress. Now Emeritus Professor of Surgery at Tulane University School of Medicine, he maintains an active practice at the famed Ochsner Clinic in New Orleans. As a member of our Editorial Board, we have asked him, out of his unique long personal experience with vitamins C and E, to tell you how and why he uses them.

-Richard Stanton

The American public has become very health-conscious which is extremely desirable because most of us, when we arrive in this troubled world, are endowed with the most marvelously efficient mechanism ever devised, and much depends on us whether this mechanism will function properly and last without becoming prematurely obsolete.

No longer is longevity the principal consideration, and rightly so, because the desideratum is healthy and useful life as long as possible. Because of the health-consciousness of the public, people are avid for information concerning their health and factors which may

improve it. It is inconsistent, however, that individuals concerned about remaining healthy and prolonging a useful life, adopt practices which are definitely known to accelerate aging, produce disabling illness, and shorten life. These are the use of tobacco, the abuse of alcohol, and excesses of all kinds.

Vitamin use has been a controversial subject for a number of years, and although vitamin deficiency is extremely undesirable, can be hazardous and even fatal, often vitamins are used when they are not needed. However, with advancing age it is probably desirable to use vitamin supplements because of de-

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120/80 or what? High blood pressure: the hazard of your executive job.

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On "The Horizontal Exercise." New research findings about sex and how to keep your middle age young!

John Yudkin, M.D.: On "This Slimming Business"... The truth about the prevention and cure of overweight! Linus Pauling, Ph.D.: What about Vitamin E? Eminent investigators now suspect it may be one of the key factors to help resist disease and slow the aging process.

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Mark D. Altschule, M.D.: Is it true what they say about cholesterol? Do so many of our favorite foods, such as eggs, that contain cholesterol increase your risk of heart disease? Or are those TV ads for "substitute" foods that loudly proclaim: "No cholesterol, no animal fat" a lot of pseudoscientific nonsense?

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Linus Pauling, Ph.D.: For the Best of Health, How Much Vitamin C Do You Need? People who take the optimum amount of vitamin C may well have, at each age, only one quarter as much illness and chance of dying as those who do not take extra vitamin C.

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George C. Griffith, M.D.: On those irregular heart beats (arrhythmias). Some mean little or nothing, but others warn your heart is in trouble.

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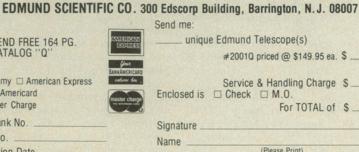
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