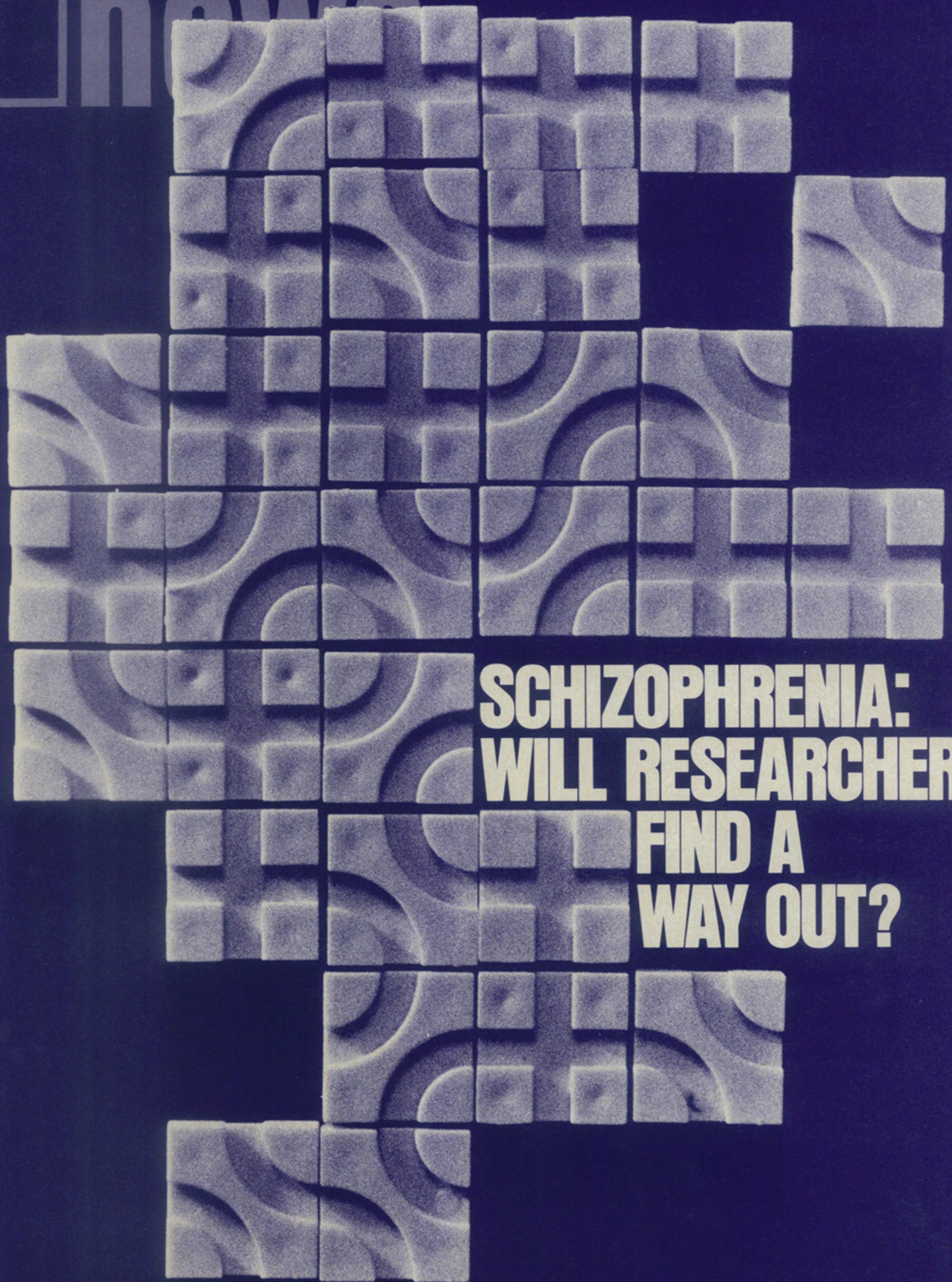


# science

# news

JUNE 18, 1977  
VOL. 111, NO. 25, 385-400

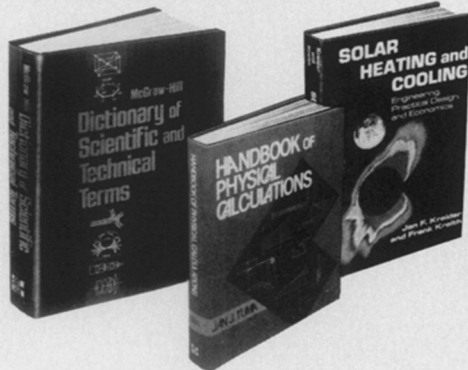


## SCHIZOPHRENIA: WILL RESEARCHERS FIND A WAY OUT?

# McGraw-Hill offers you...



## • The best in scientific and technical titles



### 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. 1,600 pp. Nearly 2,800 illus. 8½" x 11". \$39.50.

### HANDBOOK OF PHYSICAL CALCULATIONS

Jan J. Tuma. This handy, single-volume summary of the major tools of physical calculation, helps you solve the most frequently encountered problems in physics. Definitions, formulas, tables and examples provide both a refresher and a desk-top working tool. Emphasis is on practical applications. 370 pp. \$14.95.

### SOLAR HEATING AND COOLING

Jan F. Kreider and Frank Kreith. This is the first explicitly detailed volume which shows you how to design solar energy systems for heating and air conditioning buildings . . . systems that can be profitably employed right now. It enables you to survey the currently available solar energy conversion technology, evaluate its application possibilities in your speciality, or investigate its potential applications in the near future. In short, the book makes it possible for you to determine if you or your company can make use of this emerging technology . . . 342 pp. \$22.50.

## • The best in guides to a more relaxed, more successful, personal and professional life

### THE STRESS OF LIFE

Hans Selye, M.D.—Revised Edition. This updated edition of the great classic by the father of stress theory incorporates two decades of new research. Writing in language readily understood by the general reader, the author explains the mental and physical components of stress, the ways in which you can defuse tense situations, and how to use stress to your own advantage. 501 pp. \$8.95.

### THE ART OF WRITING EFFECTIVE LETTERS

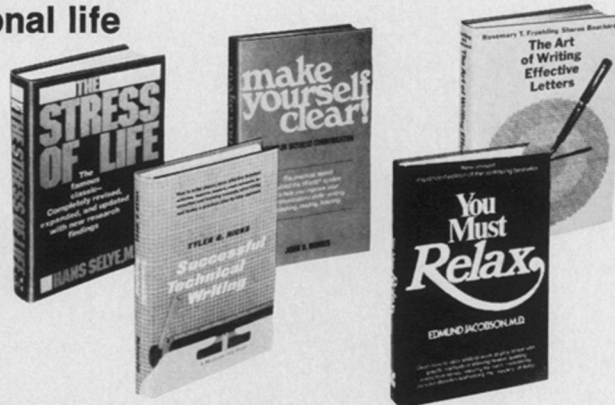
Rosemary T. Fruehling and Sharon Bouchard. The secrets of capturing and holding your reader's attention in persuasive business and personal letters are explained, point by point. Specific help is given on requests, acknowledgements, special replies, goodwill, sales, claim and adjustment, credit and collection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

### 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. \$11.95.

### YOU MUST RELAX

Edmund Jacobson, M.D.—5th Edition. This new revised and expanded edition of the author's famed book shows you how to relax while at work, at play, at rest. It provides specific methods for relieving tension, quieting overactive nerves, relaxing the mind and solving the "mystery" of sleep. 280 pp. \$8.95.



### SUCCESSFUL TECHNICAL WRITING

Tyler G. Hicks. Clear methods help you to write successful technical articles, papers, reports, instructions 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.

## • The best in do-it-yourself home projects



### HOW TO BUILD MODERN FURNITURE

Mario Dal Fabbro. This practical, easy-to-follow book, is for beginner and professional alike. Illustrates, step by step, exactly how to make handsome, well-constructed, better-than-retail furnishings at far less than retail cost. Presents a wide selection of designs to fit your taste, space requirements. 216 pp. \$8.95.

### HOW TO BE A FIX-IT GENIUS USING 7 SIMPLE TOOLS

John Stockwell and Herbert F. Holtje. With the help of this guide you can instantly become a "handy" person and easily tackle any of the day-to-day repair jobs necessary for the up-keep of a house or an apartment. The book tells you how to make the repairs with just 7 inexpensive tools, some of which you may already own. Profusely illustrated. 265 pp. \$8.95.

## • The best in good reading in the cultural sciences

### THE ROOTS OF CIVILIZATION

Alexander Marshack. This extraordinary book represents a major breakthrough in the fields of archaeology and anthropology. The well-known author has successfully "broken the code" of ice-age artifacts and cave drawings, proving that man was far more advanced intellectually 25,000 to 50,000 years ago than has been suspected. 320 pp. \$17.50



—Order them today for a more rewarding tomorrow!—

### FREE EXAMINATION OFFER

McGraw-Hill Book Company, Dept. SN  
1221 Avenue of the Americas, New York, NY 10020

Send me the book(s) checked for 10 days on approval. At the end of that time I will remit for the book(s) I keep, plus local tax, postage, and handling, and return the unwanted book(s) postpaid.

SAVE MONEY—pay now! Remit in full with order, plus local tax and McGraw-Hill pays regular postage and handling costs. Same 10-day return privileges apply.

- McGraw-Hill DICTIONARY OF SCIENTIFIC AND TECHNICAL TERMS (0-07-045257-1) \$39.50
- HANDBOOK OF PHYSICAL CALCULATIONS (0-07-065438-7) \$14.95
- SOLAR HEATING AND COOLING (0-07-035473-1) \$22.50
- THE STRESS OF LIFE (0-07-056208-3) \$8.95
- THE ART OF WRITING EFFECTIVE LETTERS (0-07-022345-9) \$7.95
- MAKE YOURSELF CLEAR (0-07-043180-9) \$11.95
- YOU MUST RELAX (0-07-032182-5) \$8.95
- SUCCESSFUL TECHNICAL WRITING (0-07-028744-9) \$12.50
- HOW TO BE A FIX-IT GENIUS (0-07-061587-X) \$8.95
- HOW TO BUILD MODERN FURNITURE (0-07-015185-7) \$8.95
- THE ROOTS OF CIVILIZATION (0-07-040535-2) \$17.50

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

(This offer good only in U.S. and subject to acceptance by McGraw-Hill.)

23K299-4100-3