

Hole Up With a Good Book



THE ART AND SCIENCE OF INVENTING
—Gilbert Kivenson—Van Nos Reinhold, 1977, 195
p., drawings, \$11.95. A practical manual that shows
the independent inventor how to proceed in a logical, professional way toward the successful de-

velopment and utilization of an invention. [1]

ATLAS OF CRYSTAL STEREOGRAMS—Richard M. Pearl—Earth Sci Pub Co, 1976, 80 p., photographs, 119 stereograms, paper, \$3.75; optional: folding Taylor-Merchant stereopticon viewer: \$1.25. Collection of stereoscopic drawings of crystal geometry with descriptions, and introduction to the subject of crystal classification. [2]

BUILDING FOR SELF-SUFFICIENCY: Tools, Materials, Building, Heat, Insulation, Solar Energy, Wind Power, Water & Plumbing, Waste & Compost, Methane, Transport, Food — Robin Clarke — Universe, 1977, 296 p., drawings, \$12.50; paper, \$5.95. The aim of this book is to show how to make do with less and to live better as a result. [3]

CAULDRON OF HELL: TUNGUSKA—Jack Stoneley—S&S, 1977, 216 p., illus., \$8.95. Tells the story of this unsolved mysterious phenomenon that devastated nearly 800 miles of forest in the Tunguska region of Siberia in 1908. [4]

THE COLLAPSING UNIVERSE — Isaac Asimov — Walker, 1977, 204 p., tables, \$8.95. In telling the story of the black holes to the layman, the author clarifies the scientific facts behind the brilliant new perceptions of the cosmos. [5]

DIABETIC MENUS, MEALS AND RECIPES—Betty M. West, Revised by Nancy Greene Eash—Doubleday, 1978, 194 p., \$7.95. In addition to sample menus and recipes designed to make the diabetic diet tasty and easy to prepare, this book has been expanded to include a description of the various aspects of diabetes and information on the principles of nutrition. [6]

EXPERIMENTS IN ASTRONOMY FOR AMATEURS—Richard Knox—St Martin, 1977, 206 p., diagrams, \$8.95. Stressing experimentation and participation, this book suggests much practical work, experiments and exercises, using simple devices that the amateur can make, and none which require an expensive astronomical telescope. [7]

THE EYE BOOK: A Specialist's Guide to Your Eyes and Their Care — Ben Esterman — Great Ocean, 1977, 262 p., illus., \$10.95; paper, \$5.95. Written for the layman by an ophthalmologist, this book explains the workings of the eye, its care and its ailments. [8]

HOW TO USE A POCKET CALCULATOR: A Guide for Students and Teachers — Henry Mullish — Arco, 1977, 191 p., illus., \$8.95; paper, \$4.95. Tells the many possibilities that the calculator has for secondary school and college students. Describes the different features that calculators may have and shows how these features can be used in doing calculations. [9]

THE KEY TO THE UNIVERSE: A Report on the New Physics—Nigel Calder—Viking, 1977, 200 p., photographs, diagrams, \$14.95. Without technical jargon, the richly illustrated book introduces the reader to the new forms of cosmic forces, the realms of galaxies and atoms, the discoveries of high-energy research and astrophysics. [10]

M. C. ESCHER KALEIDOCYCLES — Doris Schattschneider and Wallace Walker — Ballantine, 1977, 43 p. and 17 models, illus., paper, \$8.95. A text that traces the evolution of these geometric forms and covers the artist Escher's exploration of overall patterns in two and three dimensions, along with 17 Escher kaleidocycles to be assembled, studied and enjoyed. [11]

MECHANICS OF THE MIND — Colin Blakemore—Cambridge U Pr, 1977, 208 p., illus., \$19.95; paper \$6.95. A review for the layman of the current state of knowledge about the human brain, profusely illustrated and including the history of research in this area. Based on the 1976 Reith Lectures broadcast on BBC radio. [12]

MEDICAL ADVANCES—Lawrence Galton—Crown, 1977, 247 p., \$8.95. The newer specific developments in medical treatment abstracted by a medical writer and presented in readable, wellorganized form with a complete reference list for those who seek further detailed information. [13]

MEGALITHS, MYTHS AND MEN: An Introduction to Astro-Archaeology — Peter Lancaster Brown — Taplinger, 1977, 330 p., 142 photographs and drawings, \$13.95. Astronomer's engrossing account of astronomy in the Stone Age. Examines the nature of early astronomical knowledge via the interpretation of ancient standing stones and such stone groups as Stonehenge. [14]

MIND CONTROL — Peter Schrag — Pantheon, 1978, 327 p., \$10. An account of methods being developed and used to control behavior, how and on whom they are used, the organizations that use them, the ideology on which they are based and the extensive effects, personal and social, that they create. [15]

PERPETUAL MOTION: The History of an **Obsession** — Arthur W. J. G. Ord-Hume — St Martin, 1977, 235 p., illus., \$15. The perpetual motion seeker was, in most cases, a dedicated scientist fettered not by ignorance, but by the limitations of scientific and mechanical knowledge. [16]

THE SIERRA CLUB SUMMER BOOK — Linda Allison — Sierra/Scribner, 1977, 160 p., illus., \$7.95; paper, \$4.95. A collection of various summer activities for children that include a great number of simple science experiments. [17]

SPACE AND TIME IN THE MODERN UNI-VERSE—P. C. W. Davies—Cambridge U Pr, 1977, 232 p., diagrams, \$13.95; paper, \$5.95. Modern science has discovered situations in which space and time can change their character so drastically that remarkable and unexpected phenomena occur. This book examines these discoveries for the "scientifically inclined" laymen or scientists from other fields.

SPACE, TIME, AND GRAVITY: The Theory of the Big Bang and Black Holes — Robert M. Wald — U of Chicago Pr, 1977, 131 p., diagrams, \$10.95. Present-day ideas of space, time and gravitation. Explains how, in Einstein's theory of general relativity, gravitation is described in terms of the curved geometry of spacetime; examines the implication of these ideas on hypotheses about the universe's origin, evolution and large-scale structure; and also discusses gravitational collapse and black holes. [19]

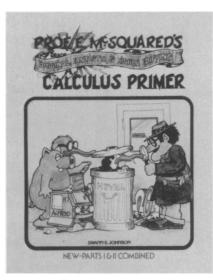
WHAT'S SO FUNNY ABOUT SCIENCE?— Sidney Harris — W. Kaufmann, 1977, 120 p., drawings, \$7.95; paper, \$3.95. These delightful cartoons, originally published in AMERICAN SCIENTIST, point up the humor in modern science and technology. [20]

THE YEAR OF THE DINOSAUR—Edwin H. Colbert—Scribner, 1977, 171 p., drawings by Margaret Colbert, \$9.95. Various lines of evidence were used by this paleontologist to reconstruct the activities of the dinosaurs for this story of a year in the life of a brontosaur. [21]

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BOOKS OF FUNDAMENTAL IMPORTANCE

Published by William Kaufmann, Inc.



Professor E. McSquared's Calculus Primer

HOWARD SWANN and JOHN JOHNSON. 214 p., illus., 1977.

Through brilliant use of cartoons and ingenious analogy, the Professor and his friends introduce calculus with unbelievable energy, humor and clarity. Ideal for self-study. "Incredible... throughout the authors have lavishly spread their humor, poking fun at the 'gobbledygook' and mystique of mathematics whilst putting across the ideas of analysis... Highly recommended."—London Times Educational Supplement. "Perhaps the most original primer on calculus yet devised."—New York Public Library.



Stalking the Wild Taboo

Second Edition

GARRETT HARDIN. 290 p., April 1978.

In this collection of his classic essays (available now for the first time in paperback), scientist-philosopher Hardin challenges some cultural taboos and provides fresh insights into contemporary issues such as abortion, nuclear power, earthquake prediction, aid to undeveloped countries, the values of wilderness and many other topics. The first edition was termed a "splendid collection" by Martin Gardner of Scientific American, and Library Journal wrote: "Laced with common sense and the author's fine humor . . . this book can hardly fail to stimulate." This second edition includes much new material from Hardin's public lectures and from his articles in Psychology Today, Skeptic, Science and other well-known periodicals.

Order Stalking the Wild Taboo now and your copy will be sent directly from the printer when the book is off the press in May.

\$ 4.95 paperback **B** \$11.95 hardcover **C**

Chemical Cycles and the Global Environment

Assessing Human Influences

ROBERT M. GARRELS, FRED T. MACKENZIE, CYNTHIA HUNT, Northwestern University. 222 p., illus., 1975.

"A hard-headed look at pollution as a geochemical problem . . . used by the authors as an introductory text, but it can be profitably read by anyone interested in the chemistry of the natural environment. There are few books which can claim to be original and innovative as well as inexpensive. This one wins on all counts."

—American Scientist.

Contents: Residence Time, The Atmosphere, The Oceans, The Water and Exogenic Cycles, The Carbon Cycle, The Sulfur Cycle, The Nitrogen Cycle, The Phosphorus Cycle, Trace Elements, Synthetic Organics, Quantitative Modeling of Natural Chemical Cycles.

Instructors: Examination copies of this book available from the publisher on request. \$5.45 paperback **D**

Through the Molecular Maze A Helpful Guide to Chemistry for Beginning Life Science Students

ALLEN E. BREED, THOMAS D. RODELLA, R. K. BASMA-JIAN, Merced College. 79 p., illus., 1976.

"... Progress in molecular biology and ecology has proceeded at a rapid rate. To understand the advances made on these two biological fronts, it is essential to be familiar with certain fundamental concepts of chemistry. Through the Molecular Maze supplies the background necessary for introductory biology students (high school and college) who have not had a chemistry course and an excellent review for those who have ... it does provide a 'running start' as the authors intended and many jumping off points from which biological discussions could result." —The American Biology Teacher.

Instructors: Examination copies of this book available from the publisher on request. \$2.95 paperback **E**

Of Acceptable Risk

Science and the Determination of Safety

WILLIAM W. LOWRANCE. 180 p., illus., 1976

The author considers the concept of safety and the measurement of risk in many contexts, using lively case studies to illustrate issues vitally important to all citizens. "An outstanding academic book of 1976" — Choice. "The book will be of great value to policy makers, to advocates of one point of view or another, and to students of the risk assessment process... most readable." — American Scientist. "Arresting and distinctive... a throughly satisfying and challenging book."—New Scientist.

\$4.95 paperback **F** \$8.95 hardcover **G**

Design Yourself!

KURT HANKS, LARRY BELLISTON and DAVE EDWARDS. 143 p., illus., 1977.

This strikingly graphic book is loaded with thinking and visualizing exercises to help the reader analyze, plan and communicate. The authors expand the definition of good design to "finding the best solution to a problem"—any problem—and they demonstrate how to pleasurably apply natural mental and physical abilities to the creation of an effective, rewarding life. "Excellent and imaginative ... it is recommended for any reader's library."—Creativity in Action.

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The Kanji ABC

ANDREW DYKSTRA. 185 p., illus., 1977.

Explains and illustrates the origins and uses of 338 kanji, the 3,000-year-old ideographs of China and Japan. Designed for self-study. "Intriguing and entertaining... Suddenly those foreign slashes of ink are revealed as imaginative, logical and artistic representations of the concrete and abstract. Thanks to Dykstra's explanations, they make sense."—Pat Tompkins. Peninsula Magazine.

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Vertebrates

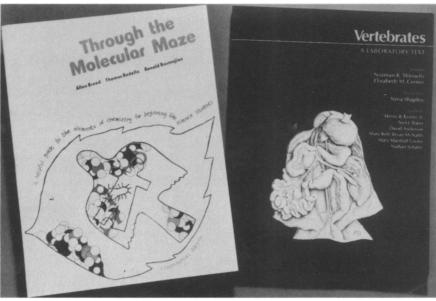
A Laboratory Text

N. K. WESSELLS and ELIZABETH CENTER, editors, Stanford U. 250 p., illus., 1975.

An innovative laboratory text, written and beautifully illustrated by a group of Stanford undergraduate teaching assistants under the direction of the department chairman, N. K. Wessells, and E. M. Center, director of vertebrate biology laboratory instruction. Currently used in colleges and universities across the U.S. and Canada.

Contents: The Hemichordates and Lower Chordates, The Dogfish Shark, The Nervous System, The Cat. Instructors: Examination copies of this book available from the publisher on request.

9.50 paperback **J**





What Is Economics?

JIM EGGERT, University of Wisconsin-Stout. 167 p., illus., 1977.

An innovative, engaging narrative of economic ideas provides a non-intimidating introduction for the lay reader who asks, "What is economics?" Conversational, understandable, and illustrated with a wealth of cartoons and graphs. "Try this interesting little book on economics."—Paul Samuelson, Nobel Laureate in Economics, MIT. "Using many examples from everyday life, Eggert has successfully answered the title question for the non-acedemic reader ... The handling of concepts is well done, using a minimum of professional jargon."—Library Journal.

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What's So Funny about Science?

Cartoons from American Scientist

SIDNEY HARRIS, 120 p., 1977.

A collection of over 100 cartoons on a remarkable range of scientific and technical subjects, bringing out what is human and humorous in sophisticated scientific inquiry. S. Harris's inimitable cartoons have appeared in *Time*, *The New Yorker, Playboy* and many other publications. "For years we were aware that Albert Einstein and Werner Von Braun weren't tickling our funnybones. Now we know what's so funny about science. It's Sidney Harris."—*Bob and Ray.* "Laugh at S. Harris's cartoons and you demonstrate two things: 1) you've got a sense of humor, and 2) you're intelligent."—*Isaac Asimov.* \$3.95, pagestack.

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Draw!

A Visual Approach to Learning, Thinking and Communicating

KURT HANKS and LARRY BELLISTON. $10^{\prime\prime}$ x $9^{\prime\prime}$. 242 p., illus., 1977.

Over 900 drawings, cartoons, sketches and photographs, and brief, easy-to-grasp discussions of the essential tools, methods and techniques of modern drawing and design. "A veritable symposium on the visual media ... Hanks and Belliston are really showing us how to turn on an unused channel of thinking; how can you refuse such an offer?"—Human Behavior Magazine. "A very clever book designed to destroy myths about artistic ability ... the point is that anyone can and should draw."—Booklist, 11/15/77.

\$19.75 hardcover

The "All New" Universal Traveler

A Soft-Systems Guide to Creativity, Problem Solving and the Process of Reaching Goals

DON KOBERG and JIM BAGNALL. 128p., illus., 1976.

Over 100,000 copies in print. "This is probably the book most likely to open the door to problem-solving kinds of thinking. Its digestible-pieces format, full of big graphics, lists, wide-ranging content, could be applied to persons needing to do work in groups, to do group think, reach goals, get work done or solve problems; as well, it can be used ... to size up the journey of life ..."

—The Rainbook: Resources for Appropriate Technology.

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Into Print

A Practical Guide to Writing, Illustrating and Publishing

MARY HILL and WENDELL COCHRAN. 175 p., illus, 1977

Two experienced non-fiction editors have written a practical, easy-to-use handbook for those who work with publishers, printers and artists on books, papers, speeches and other presentations. Richly illustrated, with extensive examples and references, including advice on self-publishing. "They touch all the bases." — Publishers Weekly.

\$ 6.95 paperback Q \$12.00 hardcover R

Current Trends in Psychology

Readings from American Scientist

Edited, with introductions, by IRVING L. JANIS. 396 p., illus., index, 1977.

These 39 articles provide in-depth illustrations of some of the best research in psychology during the past 11 years. The authors are distinguished investigators among the trendsetters in psychobiology, developmental psychology, cognitive psychology, personality and motivation studies, and social psychology. Detailed introductions provide a comprehensive overview of developments and directions in contemporary psychology. Amply illustrated with the art, graphs and photos of the original articles. "A very impressive selection of articles... a valuable resource."—Gregory A. Kimble, Chairman, Duke University Department of Psychology.

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