

# TAKE A CLOSER LOOK

*Bring the world around you into sharper focus by ordering these books representing past favorites*



Magnification of fruit fly foot courtesy of Small Wonders Close Up/Crown Publishers, Inc.

**BEARS**—Ben East—Crown, 1977, 275 p., drawings by Tom Beecham, \$9.95. The black, brown, grizzly and polar bears—their way of life, their behavior, how they hunt and are hunted, with many accounts of encounters with humans who intruded upon the bears' domain. [1]

**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. [2]

**CATASTROPHE THEORY**—Alexander Woodcock and Monte Davis—Dutton, 1978, 152 p., illus., \$9.95. Catastrophe theory, a controversial new way of thinking about change, is a mathematical language that uses geometrical shapes (called catastrophes) to transform abstract concepts into concrete visual pictures. The theory is explained for the general reader and examples are given as to how this theory can be used to understand problems in economics, biology, politics and history. [3]

**CITY OF FIRE: Los Alamos and the Birth of the Atomic Age 1943-1945**—James W. Kunetka—P-H, 1978, 234 p., illus., \$10.95. The dramatic story behind the creation of the atomic bomb, telling, in readable style, of the personalities, as well as the events. [4]

**FIELD GEOLOGY IN COLOR**—D.E.B. Bates and J. F. Kirkaldy—Arco, 1977, 215 p., color plates and drawings, \$7.95. To give guidance on the fieldwork that can be done with a minimum of equipment—hammer, handlens, notebook, pencil, map, compass/clinometer. [5]

**FRACTALS: Form, Chance, and Dimension**—Benoit B. Mandelbrot—W. H. Freeman, 1977, 365 p., illus., \$16. The author undertakes to describe mathematically a fascinating class of highly irregular geometric shapes—fractals. Examples of fractals observed in nature are terrestrial coastlines, cloud formations and stellar clustering. Profusely illustrated with computer-generated drawings. [6]

**THE HIGH FRONTIER: Human Colonies in Space**—Gerald K. O'Neill—Morrow, 1977, 288 p., 24 plates, diagrams, \$8.95. Physicist and originator of the space colony concept describes the prospect of habitats and islands for humanity in space, of high-orbital manufacturing facilities, how to reach and live there, and how the economics might work out. [7]

**THE HOME COMPUTER HANDBOOK**—Edwin Schlossberg et al.—Sterling, 1978, 250 p., illus., \$10.95. Explains how home computers work, how to select a system suited to your needs and how to learn to program it, maintain and service it. Discusses computer language, describes many of the programs now available on cassettes and gives lists of computer stores, publications and home computer clubs. [8]

**THE IRON SUN: Crossing the Universe Through Black Holes**—Adrian Berry—Dutton, 1977, 176 p., drawings, \$7.95. An attempt to solve the problems of travel to the stars. [9]

**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 which use them, the ideology on which they are based and the extensive effects, personal and social, which they create. [10]

**THE MYSTERY OF THE MIND: A Critical Study of Consciousness and the Human Brain**—Wilder Penfield—Princeton U Pr, 1978, 123 p., drawings, paper, \$3.45. This book, written by a neurosurgeon for the layman interested in an understanding of the brain and the mind, was originally published in 1975. Now in paperback. [11]

**NATURAL SOLAR ARCHITECTURE: A Passive Primer**—David Wright—Van Nos Reinhold, 1978, 256 p., illus., \$14.95; paper, \$7.95. In passive solar design the building itself collects, stores and distributes the sun's energy. This book provides background information in basic thermal physics, with such factors as greenhouse effect, heat transfer, heat loss, heat gain and heat sink discussed with diagrams and cartoons. [12]

**PLAGUE! The Shocking Story of a Dread Disease in America Today**—Charles T. Gregg—Scribner, 1978, 278 p., \$12.50. A biochemist tells the fascinating story of plague with its virulent forms—bubonic, septicemic and pneumonic—from its first worldwide epidemic in the Roman Empire to outbreaks in the American West in the 1970s. [13]

**A SIERRA CLUB NATURALIST'S GUIDE TO SOUTHERN NEW ENGLAND**—Neil Jorgensen—Sierra, 1978, 419 p., drawings, photographs and color plates, \$15; paper, \$9.95. Describes the natural history and ecology of this region. Explains how and what to look for in a specific landscape, how life forms interact in the ecosystem and why each species exists where it does. [14]

**A SIERRA CLUB NATURALIST'S GUIDE TO THE DESERTS OF THE SOUTHWEST**—Peggy Larson with Lane Larson—Sierra, 1977, 286 p., drawings, paper, \$5.95. The four deserts comprising the North American desert are quite distinctive from one another. This guide describes the characteristic and variant plant and animal life and the specific topography, geology and climate conditions of each. [15]

**SMALL WORLDS CLOSE UP**—Lisa Grillone and Joseph Gennaro—Crown, 1978, 68 p., illus., \$7.95. A collection of spectacular photographs of familiar objects viewed through the electron microscope, such as pins and needles, a leaf, chalk, hair, a fish scale and bird feathers. The photographs are discussed in simple nontechnical language. [16]

**THE SOLAR GREENHOUSE BOOK**—James C. McCullagh, Ed.—Rodale Pr, 1978, 328 p., illus., paper, \$8.95. Explores essential design features of solar greenhouses, including the collector, insulation, storage and glazing; provides construction details and discusses plant production in these energy-saving structures. [17]

**THE VNR CONCISE ENCYCLOPEDIA OF MATHEMATICS**—W. Gellert et al., Eds.—Van Nos Reinhold, 1977, 760 p., 55 plates, 700 diagrams in color, \$18.95. Explains every specialized area of mathematics, systematically subdivided, and describes the interrelationships between the various mathematical branches that have emerged from antiquity to our time. [18]

**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. [19]

**WHY THE PROFESSOR CAN'T TEACH: Mathematics and the Dilemma of University Education**—Morris Kline—St Martin, 1978, 228 p., \$10. An indictment of undergraduate liberal arts education with emphasis on mathematics by a distinguished mathematics professor. Addressing himself to university and school administrators, professors and parents, Dr. Kline offers suggestions for reform. [20]

**WORKAHOLICS, MAKE LAZINESS WORK FOR YOU**—Wayne E. Oates—Doubleday, 1978, 132 p., \$5.95. A study of laziness, with helpful advice about how either to avoid laziness's "hazards" or to make them work for you. [21]

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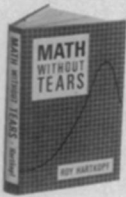
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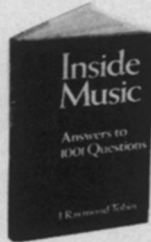
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