

# 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 50¢ handling charge for each book to **Book Order Service**, Science News, 1719 N Street, N.W., Washington, D.C. 20036. All books sent postpaid. Domestic orders only.

**THE BRAIN: The Last Frontier**—Richard M. Restak — Doubleday, 1979, 418 p., illus., \$12. A neurologist discusses up-to-date knowledge of the brain—its physical organization and activities; how language, health, emotion, intelligence and personality are affected by the brain; how the brain is influenced by nutrition, heredity, drugs, and environment; and aspects of brain research that have philosophical, social, moral and political implications.

**BROCA'S BRAIN: Reflections on the Romance of Science**—Carl Sagan—Random, 1979, 347 p., \$12.95. This book of 25 essays is about the exploration of the universe and ourselves. The range of topics is diverse—from a crystal of salt to the structure of the cosmos, birth and death, robots and climates, the nature of intelligence and the search for life beyond the earth.

**THE CRAB NEBULA** — Simon Mitton — Scribner, 1979, 194 p., illus., \$14.95. Describes the history of the Crab Nebula starting with observations made in the 11th century and ending with an account of the Crab's influence on modern astronomy.

**ENCYCLOPEDIA OF ASSOCIATIONS: Volume 1, National Organizations of the U.S.**—Nancy Yakes and Denise Akey, Eds.—Gale, 13th ed., 1979, 1477 p., \$80. Arranged in 17 subject categories with an alphabetical index to organization names and key words.

**EXPERIMENTAL LEUKEMIA AND MAMMARY CANCER: Induction, Prevention, Cure**—Charles Brenton Huggins—U of Chicago Pr, 1979, 221 p., illus., \$20. Describes the methods this Nobel laureate developed in 50 years of cancer research to induce, to prevent and to eradicate leukemia and mammary cancer in rodents.

**EXTRATERRESTRIAL CIVILIZATIONS** — Issac Asimov — Crown, 1979, 282 p., \$10. Despite the huge number of planets, the combination of conditions needed for an advanced technological civilization eliminates so many that the incidence of possible civilizations is relatively slight. Though these chances are slight, Asimov feels they are real.

**GOOD WORK** — E. F. Schumacher — Har-Row, 1979, 223 p., \$9.95. An exploration of the political, managerial, social and economic consequences of conventional technologies and of the alternatives. Makes explicit Schumacher's point of view that the choice of technology is one of the most critical choices now confronting any country, rich or poor. Compiled mainly from a series of lectures given in the United States during the mid 1970s.

**THE ILLUSTRATED HORSE** — Designed by Jean-Claude Suarès, text by Charles Stephen — Harmony (Crown), 1979, 64 p., color and b&w illus., paper, \$6.95. The horse's grace and majesty has inspired artists through the ages. Paintings, drawings, posters and photographs picture the horse from ancient Egypt to 20th century movies.

**LIFECLOUD: The Origin of Life in the Universe**—Fred Hoyle and Chandra Wickramasinghe — Har-Row, 1979, 189 p., illus., \$9.95. Introduces to the layman the theory that life originated in the space between the stars; argues that astronomy is involved in the origin of life at the level of complex biomolecules; and discusses how far away in time and space the origins of life can be traced and how life reached our planet—and possibly others.

**LIVING WITH HIGH BLOOD PRESSURE: The Hypertension Diet Cookbook**—Joyce Daly Margie and James C. Hunt—HLS Pr (Chilton), 1978, 309 p., illus., \$13.95. Dietary change is the cornerstone of safe, effective, long-term blood pressure control, says Dr. Levy in the foreword. Nutrition therapy is explained and recipes for those with hypertension are presented in this helpful cookbook.

**THE MAGIC OF AMBER** — Rosa Hunger — Chilton, 1979, 131 p., color and b&w illus., \$11.50. A fascinating guide to one of the world's oldest gemstones. Amber, a fossilized resin from pine trees that grew 50 million years ago, is found in a wide range of colors from ruby red to opaque white. Each piece is unique, many containing small inclusions of biological material, such as fragments of leaves, tree bark and insects.

**MALIGNANT NEGLECT** — Joseph H. Highland, Marcia E. Fine and Robert H. Boyle — Knopf, 1979, 275 p., illus., \$10. Written by Boyle and staff members of the Environmental Defense Fund to show which chemicals are cancer-causing agents, how serious they are, what carelessness and neglect has done and is doing to increase cancer rates and what individuals can do to protect themselves and generations to come.

**MAMMALS — THEIR LATIN NAMES EXPLAINED: A Guide to Animal Classification** — A. F. Gotch—Blandford Pr (Sterling), 1979, 271 p., illus., \$13.95. Describes the basic principles of classification for the animal kingdom started by Linnaeus. Covers 19 mammalian orders and explains the Latin names of more than 1,000 mammals.

**OCEANOGRAPHIC INSTITUTIONS: Science Studies the Sea** — Peter R. Limburg — Elsevier/Nelson, 1979, 265 p., illus., \$9.95. Attempts to give a general introduction to the world of oceanographic institutions and their work in the United States and abroad.

**PATENT IT YOURSELF!: How to Protect, Patent and Market Your Inventions** — David Pressman — McGraw, 1979, 210 p., illus., \$14.95. A do-it-yourself guide that explains the necessary legal and commercial steps to safeguard and market your invention or practical idea, including protecting, evaluating, patenting, selling and licensing.

**THE POND: The Life of the Aquatic Plants, Insects, Fish, Amphibians, Reptiles, Mammals, and Birds that Inhabit the Pond and its Surrounding Hillside and Swamp** — John G. Samson — Knopf, 1979, 134 p., drawings by Victoria Blanchard, \$7.95. A charming simple science book that attempts to show nature as it is without imposing any irrelevant human value judgments upon it.

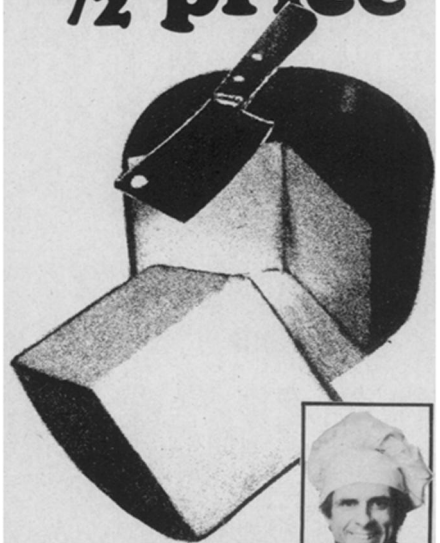
**THE SHAPING OF A BEHAVIORIST: Part Two of an Autobiography** — B. F. Skinner — Knopf, 1979, 373 p., \$12.95. Begins with his time as a graduate student at Harvard (where the first part of his autobiography left off) and tells about the years from 1928 to 1947.

**THE SIGNS OF LANGUAGE** — Edward S. Klima and Ursula Bellugi — Harvard U Pr, 1979, 417 p., illus., \$25. The general objective of the authors' research is to study the biological foundation of human language. This book explores the language of the hands and the eye — American Sign Language. Discusses its origin and development, the internal structure of its basic units, the grammatical processes it employs and its use in poetry and wit.

## SCIENCE/MATH TEACHERS

Private schools, grades K-12, are still seeking teachers in all sciences and math. IES is a nonprofit teacher placement organization serving private schools, nationwide. Good references required; coaching helpful. CONTACT: **Independent Educational Services, 80 Nassau Street, Princeton, NJ 08450.**

# cheddar 1/2 price



Gerard Paul  
Director

This kind of Cheddar is almost extinct. Aged slow. Cured sharp. Mellow and mouthfilling. Bursting with butter flavor. Not orange inside like commercial Cheddar, but **snowy white**—because no coloring, no chemicals, no preservatives are added. For half price I will ship you the entire virgin 3-lb. wheel. Nibble as much as you like without obligation. If not the best Cheddar of your life **simply return what is left** and I will refund all your money plus the cost of return postage.

### Why this half price offer?

We are gambling that you will like our Cheddar enough to order again...at full price. And then again and again after that. However, only a few prize Cheddars are being allotted for this sampling offer. Therefore please respond promptly. We suggest you use our toll free phone number below to avoid disappointment. Thank you—Gerard Paul.

**if** you make your Cheddar request within the next 7 days, we will include (free) the **CHEDDAR CLEAVER** shown above. It is razor-sharp, half-a-foot long, and regularly sells for \$4.00.

## CHEDDAR REQUEST

Mail to: Gerard Paul, Dept. 61-133  
Cheeselovers Bldg. Box 1200  
Westbury, New York 11590

Yes, Mr. Paul. Please ship me your 3-lb. wheel of Sharp Aged Farm Cheddar for half price—only 7.49 (reg. \$15.00). I may sample as much as I wish—free of obligation. If it is not the best Cheddar of my life, I may return what is left for a full refund plus the cost of return postage. **LIMIT 1 CHEDDAR TO ANY ADDRESS—NO EXCEPTIONS. (#50008).**

Enclosed is 7.49 plus 2.00 shipping & handling. Or charge to my  VISA  MASTER CHARGE.

Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Name \_\_\_\_\_ Apt # \_\_\_\_\_

Address \_\_\_\_\_

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

**Save Time—PHONE Your Order TOLL-FREE**

Call any time, 24 hours a day, 7 days a week—even Sat. & Sun. Phone 1-800-327-2777. (In Florida, 1-800-432-2766). VISA or MASTER CHARGE card required.