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THE AMERICAN HEART ASSOCIATION COOKBOOK, 3rd ed. — Ruthe Eshleman et al. The typical American diet, states the foreword, has damaging effects on the heart and blood vessels, increasing the risk of heart disease. This revised and expanded edition is designed to help you buy, prepare and serve proper proportions of the foods that will help you maintain ideal weight and reduce the amount of animal fat and cholesterol you eat. McKay, 1979, 519 p., illus. \$12.95.

THE CELTIC WORLD—Barry Cunliffe. One of the great peoples of the ancient world and a dominant force in Europe for centuries, the Celts' dominion extended from the Danube to the coasts of the Atlantic Ocean. Elements of their language are still alive in many parts of Europe today. Their art and artifacts are handsomely portrayed here and their culture is discussed. McGraw, 1979, 224 p., color and b&w illus., \$39.95.

GENESIS AND DEVELOPMENT OF A SCIENTIFIC FACT—Ludwik Fleck, edited by Thaddeus J. Trenn and Robert K. Merton, translated by Fred Bradley and Thaddeus J. Trenn, foreword by Thomas S. Kuhn. The author has selected an established medical fact—that the so-called Wassermann reaction is related to syphilis—and then asks the questions: How, then, did this empirical fact originate and of what does it consist? U of Chicago Pr, 1979, 203 p., illus., \$17.50.

HANDBOOK OF SUICIDOLOGY: Principles, Problems and Practice—Louis Wekstein. Presents a multidisciplinary approach to the complex phenomenon of suicide and its treatment. Brunner-Mazel, 1979, 303 p., \$17.50.

INSECTS—Jean Henri Fabre, edited by David Black. Brief texts have been extracted from Fabre's 10-volume treatise on the behavior of insects to offer a taste of his writings and to stimulate the reader, with the help of beautiful illustrations, to take a fresh look at the amazing world of insects. Scribner, 1979, 108 p., color illus. by Stephen Lee, \$12.95.

IT STARTED IN EDEN: How the Plant-Hunters and the Plants They Found Changed the Course of History—Bertha S. Dodge. Plants, which have the power to nourish, delight the senses, exhilarate, depress and heal, set off explorers toward lands whose natural products could add to their glory and wealth and that of their country. Lively anecdotes make this book a delight to read. McGraw, 1979, 288 p., \$9.95.

LITTLE AMERICA: Town at the End of the World—Paul A. Carter. Tells the story of this town, which was built as a base for Richard E. Byrd's flight over the South Pole 50 years ago, the experiences of those who wintered over in Little America and its history until the site was abandoned in 1959. Columbia U Pr, 1979, 301 p., illus., \$15.95.

THE MESSIER ALBUM: An Observer's Handbook—John H. Mallas and Evered Kreimer. For the amateur astronomer, who with access to a 6- or 8-inch reflector and reasonably clear, dark skies can expect to track down even the faintest Messier galaxies and globular clusters within a year. This book includes careful write-ups and photographs of all the objects. Cambridge U Pr, 1979, 248 p., illus., \$11.95.

ONTOGENY OF LEARNING AND MEMORY—Norman E. Spear and Byron A. Campbell, Eds. Based on a conference held at SUNY-Binghamton, June 21-23, 1977, that was concerned with the latest developments in this field. LEA (Hastad Pr), 1979, 321 p., charts & graphs, \$19.95.

THE PHYSICS OF EVERYDAY PHENOMENA: Readings from SCIENTIFIC AMERICAN—introduction by Jearl Walker. Each article treats a natural phenomenon, such as thunder, the aurora, ocean waves and fog, all of which are still intriguing and still demand further study. W H Freeman, 1979, 86 p., illus., \$13, paper, \$5.50.

THE PREHISTORY OF POLYNESIA—Jesse D. Jennings, Ed. An outstanding group of scholars takes the story of Polynesia from its origins near the eastern tip of New Guinea in about 1500 B.C. to the first encounters with Europeans just over two hundred years ago. Harvard U Pr, 1979, 399 p., illus., \$35.

SHELLS: Treasures from the Sea—James A. Cox. Explores the world of shells in text, line drawings and magnificent color photographs and chronicles the relationship between shells and man. Larousse, 1979, 255 p., color and b&w illus., \$19.95.

STRESS FOR SUCCESS: A Holistic Approach to Stress and Its Management—Donald Roy Morse and M. Lawrence Furst. Provides important insights into the main causes of stress and the different ways that individuals react to stress and offers a program of stress control. Van Nos Reinhold, 1979, 379 p., illus., \$13.95.

SURPRISES IN THEORETICAL PHYSICS—Rudolf Peierls. Presents a number of examples in which a plausible expectation is not borne out by a more careful analysis. All the surprises discussed have rational explanations. The study of such surprises can help avoid errors in future problems. Princeton U Pr, 1979, 166 p., \$15, paper, \$3.95.

The Swiss Franc Retirement Plan

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