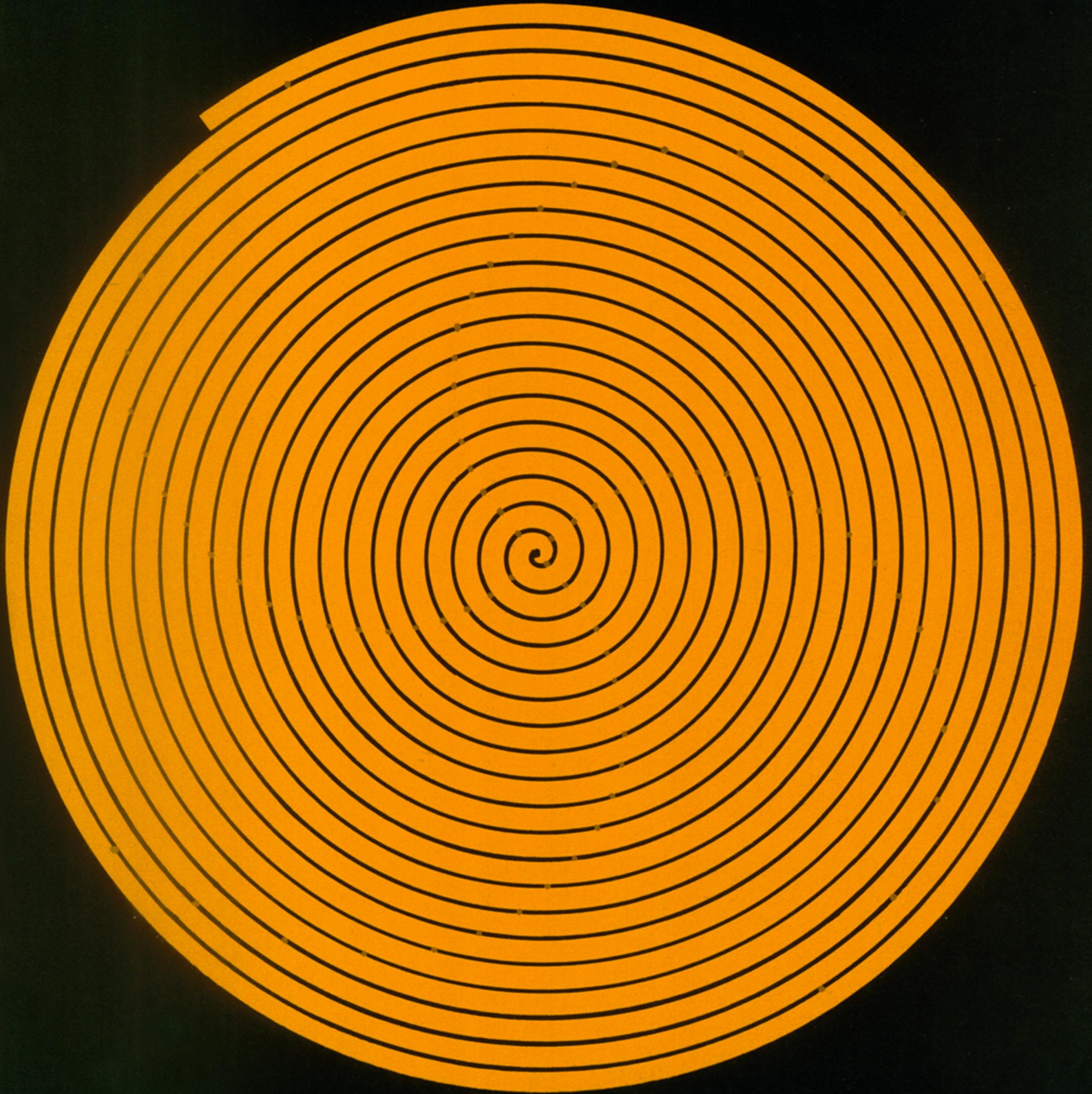


SCIENCE NEWS

MARCH 28, 1981
VOL. 119, NO. 13



SOLAR CURLS

From McGraw-Hill to the readers of *Science News*...

new and best-selling books on all your interests...from personal finances to professional references!

[A] McGraw-Hill ENCYCLOPEDIA OF ENVIRONMENTAL SCIENCE, 2nd Edition

Ed. by S. P. Parker and the Staff of the *McGraw-Hill Encyclopedia of Science and Technology*. The Second Edition of this highly respected reference has been extensively revised and expanded to present the most current information available on a broad range of environmental topics. Included is comprehensive coverage of law, conservation, resource management, and technology for such areas as pollution control, sewage treatment, and agricultural and industrial practices. Feature articles spotlight environmental analysis, protection, satellites, and other current considerations. 850 pp., approx. 700 illus., \$37.95

[B] THE MANY FACES OF SUICIDE: Indirect Self-Destructive Behavior

Ed. by Norman L. Farberow. A unique, illuminating examination of the many kinds of behavior not overtly suicidal but nonetheless injurious or self-destructive. Among the topics covered are smoking, drugs, obesity, gambling, and high-risk sports. The focus throughout is on achievement of a deeper understanding of the dynamics, motivations, and characteristics of such behaviors. "...a great book" — Karl Menninger, M.D. 448 pp., \$21.95

[C] HANDBOOK OF ELECTRONICS CALCULATIONS: For Engineers and Technicians

Ed. by Milton Kaufman and Arthur H. Seidman. This first-of-its-kind handbook for electronics professionals and hobbyists saves hours of drudgery and research. Time-saving calculations for the most commonly encountered on-the-job problems are presented with complete solutions and explanations of underlying theory. Plus practical advice on design and equipment from top specialists. 653 pp., 725 illus., \$27.50

[D] McGraw-Hill DICTIONARY OF SCIENTIFIC AND TECHNICAL TERMS, 2nd Edition

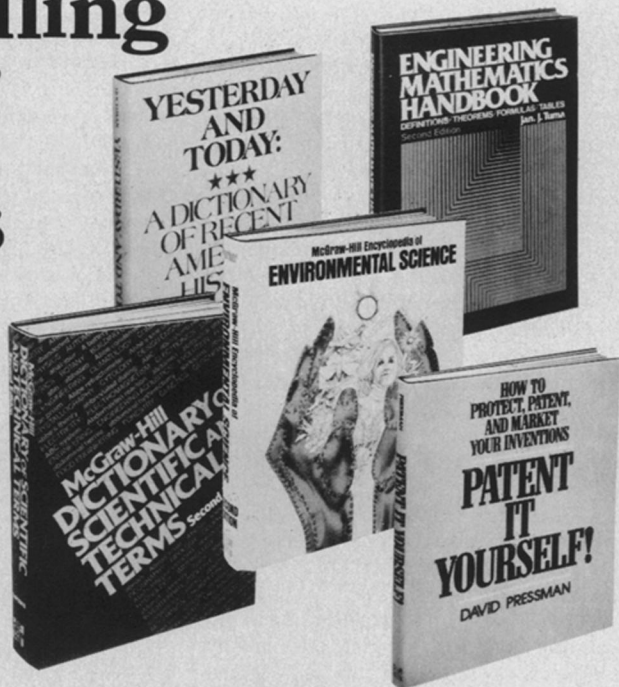
Daniel N. Lapedes, Editor in Chief, and the Staff of the *McGraw-Hill Encyclopedia of Science and Technology*, with a Board of 30 Contributing Editors. Now in a revised and updated edition, this famous reference remains the single source for bridging scientific, engineering, and technical "language" gaps. More than 108,000 precise entries from over 100 disciplines — including thousands of terms which did not even exist a short time ago — permit you to keep up with your own field and all others. Heavily illustrated with over 3,000 photographs, diagrams, tables, and maps. "No scientific or engineering office should be without a copy" — *American Scientist*. 1,848 pp., 2,862 illus., \$42.50

[E] LIVING WITH FEAR: Understanding and Coping with Anxiety

Isaac Marks, M.D. A penetrating work by an internationally known clinical psychiatrist this book describes in detail proven techniques for self-help that can spell freedom from fears and anxiety. The author explains the exact nature of fears and, in showing how to overcome them, provides simple tests and case histories that show the techniques in action. 320 pp., \$14.50

[F] KEEPING YOUR COOL UNDER FIRE: Communicating Non-Defensively

Theodora Wells. Discover an extraordinary system that allows you to turn difficult or challenging situations to your own advantage. You'll learn how to calmly and objectively evaluate all your options during a confrontation, how to assess risks, and how to select the action strategy most likely to achieve your own objectives. More than 30 case studies show how to develop win/win relationships with this extraordinary system. 384 pp., \$11.95



[G] ENGINEERING MATHEMATICS HANDBOOK: Definitions, Theorems, Formulas, Tables—2nd Edition

Jan J. Tuma. Enlarged and completely revised for pocket calculator computation, this valuable engineering tool gives engineers and specialists a veritable catalog of mathematical information. 394 pp., 390 illus., \$24.95

[H] THE DISCOVERERS: An Encyclopedia of Explorers and Exploration

Ed. by Helen Delpar. More than 200 alphabetically arranged articles provide concise information on the history of exploring from ancient times to the present. Written by leading experts in each field, it is a treasury of information and enthralling adventures. 480 pp., 200 illus., 30 maps, \$34.95

[I] THE OCEAN WORLD ENCYCLOPEDIA

Donald G. Groves and Lee M. Hunt. Some 400 lively articles and more than 235 breathtaking illustrations explore all the most important and exciting aspects of the world's oceans, including marine biology, geology, ecology, and resources; oceanography; meteorology; ocean engineering; and geography. No specialized knowledge is needed to fully enjoy this fascinating, striking voyage into the ocean sciences. 448 pp., 236 illus., \$34.95

[J] PATENT IT YOURSELF: How to Protect, Patent, and Market Your Inventions

David R. Pressman. Everything the amateur inventor needs to safeguard inventions alone or with reasonably priced professional assistance. Coverage includes vital steps to take before applying for a patent, how to evaluate the uniqueness and commercial worth of an invention, and how to get free or reasonably priced professional guidance. Complete with 17 ready-to-use forms essential for dealing with the U.S. Patent Office. 208 pp., \$16.95

[K] McGraw-Hill DICTIONARY OF PHYSICS AND MATHEMATICS

Daniel N. Lapedes, Editor in Chief, and the Staff of the *McGraw-Hill Encyclopedia of Science and Technology*. Every definition you need in physics and mathematics — and in such related fields as statistics, astronomy, electronics, and geophysics — is accurately and thoroughly covered in this up-to-date work. It presents over 20,000 terms and definitions in clear, simple language, identifying the principal field of each. Synonyms, acronyms, abbreviations, over 700 clarifying illustrations, tables, constants, notations, and more are included. 928 pp., 700 illus., \$24.50

[L] THE WAVES OF CHANGE

Charles P. Lecht. In this global view of data processing, the "guru" of DP assesses the technological currents which have shaped the industry — and provides an extensively documented look into the future. He discusses manufacturers' competitive positions, the middle- and long-term impact of burgeoning micro-mini families, methodological problems faced by corporate management, and much more. 208 pp., illus., \$9.95 (softcover)

[M] AUTOMOTIVE TECHNICIANS' HANDBOOK

William H. Crouse and Donald L. Anglin. It's remarkably easy to fix and service your U.S. car with this professional mechanic's guide. Clear step-by-step explanations...troubleshooting checklists...and more than 1,000 illustrations show you how to work on engines, emission control devices, electrical systems, transmissions, brakes, ACs and heaters. 664 pp., 1002 illus., \$24.50

[N] THE WHITE HOUSE: An Architectural History

William Ryan. The nation's most famous "house." This well documented and beautifully illustrated book vividly depicts—the original structure...the influences of Washington and Jefferson...the reconstruction following the fire of 1814...and the changes made by subsequent occupants. All augmented by both black and white and color photos. It is a truly fascinating and entertaining portrayal of true Americana. 224 pp., 217 illus., 9 1/4 x 11 format, \$24.95

[O] PERSONAL AIRCRAFT MAINTENANCE: A Do-It-Yourself Guide for Owners and Pilots

Kas Thomas. Easy to understand and use, this unique guide offers you authoritative coverage of the tools, hardware, techniques, and FAA regulations involved in servicing your own plane. Generously illustrated, it also includes 19 troubleshooting charts that pinpoint problems in your plane's major systems—from landing gears to propellers. 256 pp., 140 illus., \$19.50

[P] YESTERDAY AND TODAY: A Dictionary of Recent American History

Stanley Hochman. American history since 1945 is the focus of this indispensable reference and browser's delight covering political, social, and cultural subjects, many of which have not yet found their way into formal textbooks and conventional references. Some 900 articles examine contemporary topics ranging from the affluent society and busing to the Cambodian incursion, the Nixon tapes, and much more. 384 pp., illus., \$21.95

[Q] HANDBOOK FOR ELECTRONICS ENGINEERING TECHNICIANS

Ed. by Milton Kaufman and Arthur Seidman. This first truly comprehensive handbook is designed to help electronics engineers and other technologists solve fundamental problems in analog and digital circuit technology. In a practical rather than a theoretical manner, it provides immediate access to detailed specifics on every vital aspect of electronics. 520 pp., 695 illus., \$27.50

[R] OF MICE AND MAGIC: A History of American Animated Cartoons

Leonard Maltin. A retrospective on the origins and careers of such memorable characters as Mickey Mouse, Donald Duck, Woody Woodpecker, Betty Boop, and Fritz the Cat. It shows each in hundreds of rare color and black and white illustrations. Details the technical, artistic, and business activities of their creators, from Walt Disney to Ralph Bakshi, complete with filmographies of every cartoon from the late '20s to the present. 470 pp., illus., \$24.95

[S] TREES FOR EVERY PURPOSE

Joseph Hudak. Find out which trees are most suitable for shade, dryness, wetness, cold, windbreaks, seashore, harsh urban conditions. Gain valuable practical know-how on planting, pruning, maintenance, rates of growth, how tree sizes and shapes change in 10 and 25 years, correct fertilizing and water requirements, and more. 229 pp., illus., \$21.95

[T] THE COMPLETE BOOK OF HOME WORKSHOP TOOLS

Robert Scharff. Learn how to get the most from your hand or power tools with this practical guide. You'll find full explanations of exactly what specific tools can do, how to select the right tool for the job, how to use your tools expertly and safely, how to keep every tool in good shape, how to choose and buy additional tools, and how to achieve professional-looking results on all your projects. 438 pp., 1477 illus., \$19.95

[U] LANGE'S HANDBOOK OF CHEMISTRY, 12th Edition

Ed. by John A. Dean. For desktop access to complete, current information on chemicals and chemical products, this newest edition of a highly respected Handbook is an absolute "must." Containing a wealth of new material, it brings you up to date on such topics as thermodynamic relations, column chromatography, spectroscopic relations, single electron potentials, and much, much more. 1,470 pp., \$34.50

[V] INSIDE SOCCER: The Complete Soccer Book for Spectators, Players, and Coaches

Alex Yanniss. 200 action photos illuminate the book's coverage of the world's best teams...most famous players...greatest coaches...amateur and pro scenes. It also tells how to improve playing skills, how to coach, and how to get more out of watching the game. 320 pp., illus., \$24.95

[W] ENCYCLOPEDIA OF BLACK AMERICA

Ed. by W. Augustus Low and Virgil A. Clift. Written by more than 100 experts and specialists, this authoritative work covers the entire range of Afro-American history, from the colonial period to the present. 992 pp., 450 illus., \$49.50

[X] McGraw-Hill DICTIONARY OF THE LIFE SCIENCES

Daniel N. Lapedes, Editor in Chief, and the Staff of the McGraw-Hill Dictionary of Scientific and Technical Terms. At your fingertips—an authoritative guide to the specialized "languages" of the biological sciences and such related disciplines as chemistry, statistics, and physics. Designed for quick reference, this lavishly illustrated reference contains over 20,000 terms and definitions encompassing 55 different fields. Synonyms, acronyms, and abbreviations are included in the alphabetical listing, with cross-references to the defining term. 960 pp., 1,200 illus., \$22.50

[Y] LASERS: Operation, Equipment, Application, Design

Coherent, Inc. The latest and most important techniques of laser operation and beam manipulation are explored here, with special emphasis on industrial applications. Packed with illustrations, tables, and diagrams, this practical guide includes in-depth coverage of such vital topics as the lasing process; properties of light; types of lasers; industrial CO₂ lasers; beam pulsing; optical and beam manipulation; processing of plastics, non-metals, and metals; and laser economics and controls. 320 pp., illus., \$21.50

[Z] REHABBING FOR PROFIT

Jerry Davis. See how to select, finance, rehabilitate, and sell inexpensive buildings for maximum return. It tells what kind of building to buy...where...how to get help...pitfalls to avoid...which improvements pay off and which don't...and much more. 182 pp., illus., \$17.50

[AA] McGraw-Hill ENCYCLOPEDIA OF THE GEOLOGICAL SCIENCES

Daniel N. Lapedes, Editor in Chief, and the Staff of the McGraw-Hill Encyclopedia of Science and Technology. Some 560 alphabetically arranged, in-depth articles, written by top specialists, are presented in this authoritative, single-volume reference on all aspects of the geological sciences. Designed for practical information retrieval, it is lavishly illustrated with 893 maps, photographs, tables, drawings, graphs, and diagrams. A 5500-entry index, thoroughly cross-referenced, and an extensive 22-page appendix are included. 915 pp., 893 illus., \$31.50

[BB] HOW TO PICK THE RIGHT SMALL BUSINESS OPPORTUNITY

Kenneth J. Albert. A leading management consultant now makes available the most valuable strategies and the best planning methods for getting started in business. This is a "must-read" guide for anyone who wants to launch a successful small business. 207 pp., \$15.95

[CC] LIVING SYSTEMS

James Grier Miller. Original and exciting, this truly brilliant book presents a new scientific integration that bridges the biological and social life sciences. It explains the seven levels of living systems (cell, organ, organism, group, organization, society, and supranation systems), the 19 identical, critical subsystems of each, and the process of "shred-out" (or advancement to the next level). 1,102 pp., illus., \$54.50

[DD] LEARNING DISABILITY: The Unrealized Potential

Dr. Alan O. Ross. Learning-disabled children can be helped to realize their full potential, the author contends in this volume which *Books in Review* praised as "superb...should be read by all parents and educators." A large portion of the book is devoted to treatment and intervention—with practical and carefully detailed guidelines for specific ways to help—supported by case studies and clinical observations. 202 pp., \$16.95

[EE] McGraw-Hill ENCYCLOPEDIA OF OCEAN AND ATMOSPHERIC SCIENCES

Sybil P. Parker, Editor in Chief, and the Staff of the McGraw-Hill Encyclopedia of Science and Technology. More than 230 alphabetically arranged articles on all subjects relating to meteorology, climatology, and oceanography. Includes timely feature articles on such topics as urban heat islands, environmental satellites, and desertification. 560 pp., illus., \$37.95

[FF] HOW TO START AND OPERATE A MAIL-ORDER BUSINESS, 3rd Edition

Julian L. Simon. Start a lucrative business without quitting your present job and without risking your shirt. No gimmicks here—just hard facts and figures and solid mail-order know-how that works. "What individuals and companies need to know to make money..."—*Harvard Alumni Bulletin*. 536 pp., 74 illus., \$19.95

**McGraw-Hill
BOOK COMPANY**

TO ORDER ANY OF THESE BOOKS:
Circle appropriate letter on Reader Service Card.
Free 15-day examination of all books.
No obligation to buy.