

SCIENCE NEWS

November 27, 1982
Vol 122, No 22
Pages 337-352

Jeopardy in Stormy Skies



New and bestselling books for all your interests – your job, family, friends, home, hobbies, finances . . . and the world around you!



[A] ENCYCLOPEDIA OF ECONOMICS.

Douglas Greenwald, Editor in Chief

No matter what your question on modern economics, this quick-access reference puts the answer instantly at your fingertips. It covers more than 300 subjects in detail—from the accuracy of economic forecasts to zero economic growth—and its 178 contributors include such distinguished authorities as John Kenneth Galbraith and Nobel Prize winner Lawrence R. Klein. 1,104 pp., illus., \$54.95

[B] THE ART OF GETTING YOUR OWN SWEET WAY, 2nd Edition. Philip B. Crosby

Combining straight talk, sharp psychology, and illuminating case histories, this bestseller helps you recognize people-created problems and then act so that people actually want you to have your own way! Now expanded and revised to explain successful family management in today's society as well as Situation Management in business. 230 pp., \$16.50

[C] AMERICA'S COMPETITIVE EDGE: How to Get Our Country Moving Again.

Congressman Richard Bolling and John Bowles IV

Two authorities uniquely positioned to understand today's fast-moving political and economic developments pinpoint how government policies have sapped our economic strength . . . why some industries can no longer compete in world markets . . . how special interest groups have weakened our competitive posture . . . and what must be done now to put the U.S. on top again. 288 pp., \$16.50

[D] DON'T BLAME THE KIDS: The Trouble with America's Public Schools. Gene I. Maeroff

Convinced after ten years' nationwide research that the quality of our schools depends on adults, not children, a prize-winning education editor for the *New York Times* confronts virtually every major issue facing inner-city and suburban schools, reviews possible solutions, and vividly illustrates why the health of our schools is of compelling national importance. 272 pp., \$16.95

[E] THE MUSIC CAME FROM DEEP INSIDE: Reaching Profoundly Handicapped Children Through the Arts. Junius Eddy

The inspiring account of a real project in which professional artists explored new ways of reaching, motivating, and ultimately teaching severely mentally retarded children. Scores of on-site photographs enhance the remarkable descriptions of the children's and teachers' responses and breakthroughs. 224 pp., illus., \$16.95

[F] ENCYCLOPEDIA OF NORTH AMERICAN RAILROADING. Freeman Hubbard

The first complete A-Z guide to North American railroading ever, this entertaining, information-packed work covers every aspect from the first horse-drawn vehicles on rails through the era of transcontinental railroad building to the industry's current problems, prospects, and computerized operations. Covers history, lore, lines, equipment, economics, inventors, tycoons, and much more. 378 pp., 182 illus., 8½ x 11, \$43.95

[G] THE ABRAHAM LINCOLN ENCYCLOPEDIA. Mark E. Neely, Jr.

The first place to look for authoritative, accurate information about Lincoln, his ideas, times, family, or contemporaries. The only such work now available, it provides today's most up-to-date scholarship on every important Lincoln question—all organized for quick reference in lively, easy-to-read articles. Includes scores of vivid photos, drawings, contemporary cartoons, lithographs, and engravings. 367 pp., 231 illus., \$39.95

[H] DIGITAL HARMONY: On the Complementarity of Music and Visual Art. John Whitney

Written by a pioneer of the special effects technology used in such movies as *Star Wars* and *2001: A Space Odyssey*, this exciting book lays the foundation for a whole new field of computer graphics—art “that should look like music sounds”—made possible by today's microcomputers. Includes descriptions of Whitney's computer, peripherals, film techniques, plus over 50 illustrations and the program listings that generated them. 235 pp., 50 color photographs, \$23.95

[I] HOMEBUILT AIRCRAFT. David B. Thurston

This one-of-a-kind guide gives you all the facts and “how-to” advice you need to design, build, and fly your own plane. It covers some 100 flight-proven designs—landcraft, seaplanes, helicopters, sailplanes, gliders, ultralights—and describes construction procedures, materials, costs, kits, plans, and more. Loads of 3-view drawings and photos make every step absolutely clear. 210 pp., 239 illus., \$27.75

[J] BUILD YOUR OWN Z80 COMPUTER. Steve Ciarcia

All the practical analysis of digital computer architecture and illustrated, step-by-step construction details you need to build your own complete and fully functional microcomputer. Subsystems can be checked and exercised independently, and testing checkpoints along the way make deglitching easy. Even includes sections on construction of peripherals and an appendix listing sources for all parts and hardware required. 330 pp., 288 illus., softcover, \$17.95

[K] WINNING BY NEGOTIATION. Tessa Albert Warschaw

Get what you want from your spouse, lover, in-laws, salesperson, landlord, and plumber—and make them love you in the process! With the straight-talking strategies spelled out here, you'll learn how to apply the proven-in-business art of negotiating to everyday life—and how to use trade-offs so that everyone wins. 352 pp., \$10.95

[L] ROOTS: Family Histories of Familial Words. Peter Davies

A feast for word buffs and vocabulary builders, this intriguing book traces the descent of 100 often dissimilar modern English words back six and seven thousand years to their common Indo-European origins. Written for the non-specialist, the entries are accompanied by easy-to-follow diagrams which tell the fascinating story of each word and how it has come into modern usage. 224 pp., 100 illus., \$21.95

[M] 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 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 help. Complete with 17 ready-to-use forms essential for dealing with the U.S. Patent Office. 208 pp., \$23.95

[N] SUCCESS AND SURVIVAL IN THE FAMILY-OWNED BUSINESS. Pat B. Alcorn

At last! A no-nonsense look at the family-owned business—its strengths, weaknesses, problem areas, and how to make it succeed—from the Mom and Pop store to the multinational corporation. You'll see why the supposed drawbacks of a family business are more often its greatest assets, and why family-owned enterprises may well prove the business wave of the future! 253 pp., \$19.95

[O] 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., \$24.95

[P] 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 revised and updated, this widely used 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. Illustrated with nearly 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., \$59.50

[Q] 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., \$32.50

[R] 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., \$24.95

[S] INVERSIONS: A Catalogue of Calligraphic Cartwheels. Scott Kim

Filled with intriguing word designs that read the same right-side up and upside down, words-within-words, and unexpected symmetries, this book will enchant everyone who loves beauty in mathematics and design. The text explains the visual principles of symmetry, lettering, and problem solving that are basic to these images. "One of the most astonishing and delightful books ever published ... A collection of wonders."—*Scientific American*. 128 pp., 50 illus., softcover, \$8.95

[T] THE DEVIL'S DP DICTIONARY. Stan Kelly-Bootle

Based on a view of computer science as a study akin to numerology and astrology, but "lacking the precision of the former and the success of the latter," these 500 cleverly misdefined computer words and terms have been carefully chosen to offend everyone in the computer world. Guaranteed to fill anyone who has ever slaved over a hot terminal with savage delight! 160 pp., illus., softcover, \$8.50

[U] CHEMICAL TECHNICIANS' READY REFERENCE HANDBOOK, 2nd Edition.

G. J. Shugar, R. A. Shugar, L. Bauman, and R. S. Bauman

This updated and enormously expanded edition of the famous Handbook clearly describes and illustrates for the working technician every conceivable lab procedure—from calculating formulas to ordering equipment. Provides an encyclopedic compilation of up-to-date lab techniques, principles, formulas, equipment, data, safety precautions, and much more. 867 pp., 751 illus., \$44.50

[V] FOODS FOR HEALTHY KIDS. Lendon Smith, M.D.

America's best-loved pediatrician presents a comprehensive program for quality feeding that emphasizes the prevention, treatment, and cure of problems particularly related to diet—including sleep disturbances, allergies, mood swings, and tension. Over 100 tasty, original recipes will help parents get necessary nutrients into children who prefer sugar and junk food. 300 pp., \$10.95

[W] ENVIRONMENTAL BIOLOGY FOR ENGINEERS: A Guide to Environmental Assessment. G. Camougis

Written for the practicing engineer with no special training in biological sciences, this timely, authoritative volume tells you exactly what you must know in order to assess the potential effects of a project on the environment ... fully understand and meet federal environmental regulations ... and communicate effectively with biologists on joint projects. 214 pp., \$24.50

[X] ANDRÉ SIMON'S WINES OF THE WORLD, 2nd Edition. Serena Sutcliffe

Completely updated and revised by 14 experts, this longtime classic looks at both traditionally fine wines and exciting newcomers to the top class. It also points to good lesser-known local wines, and provides up-to-date information on all wine producing regions of the world—vineyards, classifications, vintages, producers, and more. Includes 29 new maps and over 50 superb new color plates. 696 pp., illus., 7½ x 10½, \$35.00

[Y] CELEBRATIONS OF LIFE. René Dubos

The world-renowned scientist, humanist, and Pulitzer Prize winning author magnificently illustrates the humanization of *Homo sapiens* as individuals, in societies, and as a species. Reminding us of our biological roots, he turns to such pressing issues as the relationship between wealth/technology and happiness—and between our resources and our resourcefulness—and shows how human forces are today already at work on local solutions to these global problems. 352 pp., \$12.95

[Z] HOW TO BUY MONEY: Investing Wisely for Maximum Return. Wayne F. Nelson

This nuts-and-bolts primer by an experienced Merrill Lynch V.P. offers a positive program to those who know they can do better than to leave their savings in low-interest bank accounts, but are afraid of investing. It spells out in plain English all the ins and outs of T-bills, tax-free bonds, government securities, money market funds, tax shelters, stocks, interest rates, and much more. 163 pp., \$10.95

[AA] 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 details on every vital aspect of electronics. 520 pp., 695 illus., \$32.90

[BB] AUTOMOTIVE TECHNICIANS' HANDBOOK.

William H. Crouse and Donald L. Anglin

It's 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., \$32.95

[CC] McGraw-Hill ENCYCLOPEDIA OF ENERGY, 2nd Edition. Sybil P. Parker, Editor in Chief, and the Staff of the McGraw-Hill Encyclopedia of Science and Technology

Crucial to anyone who hopes to understand the state of energy today and the outlook for tomorrow, the 300 A-Z articles in the latest edition of this highly acclaimed, fully illustrated reference have been thoroughly revised and expanded to focus on the vital development of technology, devices, and processes for the conversion of energy and power. Includes thought-provoking feature articles on energy conservation, alternatives, production, consumption, reserves, and the environment. 838 pp., over 850 illus., 8½ x 11, \$44.50

[DD] The Energy Resources Center Illustrated Guide to HOME RETROFITTING FOR ENERGY SAVINGS.

Paul A. Knight

Cut those big fuel bills! Here's how to weatherize your home to stop loss of heat and cold air through windows, under doors, and past inefficient insulation between walls. With 900 easy-to-follow illustrations, the book covers the pros and cons of all the various alternatives, the materials you need, the preparation required, and every step of actual installation. 364 pp., 900 illus., 8½ x 11, \$16.50

[EE] THE SHY CHILD: A Parent's Guide to Preventing and Overcoming Shyness from Infancy to Adulthood.

P. G. Zimbardo and S. L. Radl

Co-authored by the nation's leading authority on shyness—and based on pioneering research and extensive surveys in the U.S. and abroad—here's the first book to provide an effective program for conquering shyness in childhood, before it has a chance to limit a child's options and determine the course of the child's life. 261 pp., \$11.95

[FF] HOW TO MOTIVATE TODAY'S WORKERS: Motivational Models for Managers and Supervisors.

Bernard L. Rosenbaum

Win the fight against declining productivity—at every level, in any type of organization! This no-nonsense guide goes far beyond traditional incentive theory to show you precisely how to reduce waste and turnover, dramatically boost performance, and build strong relationships among all employees. 210 pp., \$18.95

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.

