

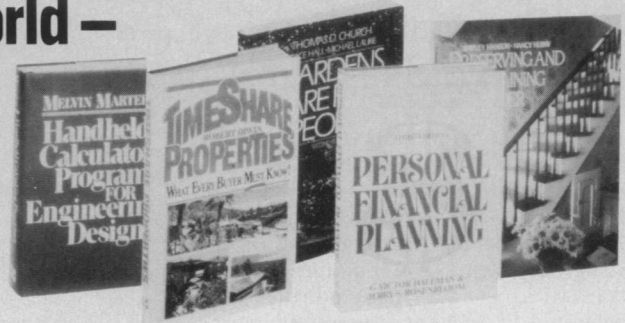
The Weekly Newsmagazine of Science

SCIENCE NEWS

March 26, 1983
Vol 123, No 13
Pages 193-208

Louisiana's Changing Face

Define and enhance your world – from business and finances to home and hobbies – with new and bestselling books for all your interests!



[A] PRESERVING AND MAINTAINING THE OLDER HOME. Shirley Hanson and Nancy Hubby

Loving and caring for your older home means understanding its special needs. This lavishly illustrated, first-of-its-kind guide outlines hundreds of maintenance and repair techniques geared to these needs. It explains what owners should know and do *before* beginning repairs, renovation, or restoration. Thoroughly details the specific problems commonly encountered. And offers helpful advice on selecting a contractor or architect, and making your home more energy-efficient. 256 pp., 323 illus., 8½ x 11, \$29.95

[B] GARDENS ARE FOR PEOPLE, 2nd Edition. Thomas D. Church, Michael Laurie, and Grace Hall

This revision of a timeless classic by a master landscape artist presents a wealth of stunning ideas and inspiration for the homeowner, amateur gardener, and architect. Combining rich photographs – many in full color – with a readable and witty text, this gem of a book shows how any garden – whether in city, suburban, or country acreage – can be beautifully transformed into a harmonious extension of the home. 288 pp., illus., 8½ x 11, \$37.50

[C] THE MCGRAW-HILL HANDBOOK OF BUSINESS LETTERS. Roy W. Poe

At your fingertips – proven guidance and *model letters* for more than 160 business situations, including requests, confirmations, credit and collections, sales and customer correspondence, public relations, and job-getting communications. Also provides a complete analysis of each letter's style, tone and underlying psychology. 480 pp., \$32.95

[D] THE STRATEGIC MANAGEMENT HANDBOOK. Kenneth J. Albert, Editor in Chief

Written by experts from leading consulting firms, Fortune 500 companies, and top business schools, this authoritative Handbook captures the best contemporary concepts, principles, and practices of strategic management in one volume. Features all the essential tools needed to successfully guide a business in the uncertain years ahead. Covers everything from strategy formulation to implementation and evaluation. 560 pp., \$49.95

[E] PROFESSIONAL SERVICE MANAGEMENT. William Joseph

Here are professional management techniques to help increase the efficiency and productivity of your customer or repair service. This comprehensive guide covers employee motivation, customer goodwill, routing and dispatching, shop layout and work flow, service rates and contracts, cost controls, and contemporary marketing techniques and more. 240 pp., \$24.95

[F] PERSONAL FINANCIAL PLANNING, 3rd Edition. G. Victor Hallman and Jerry S. Rosenbloom

The classic guide to personal finances – now thoroughly revised to reflect the changes made by the Economic Recovery Act. It discusses everything from estate and tax planning, common stocks, bonds, mutual funds, and insurance to savings accounts, pensions, personal trusts, and fixed-income securities. Scores of sophisticated case studies realistically illustrate each key principle. 429 pp., illus., \$27.95

[G] THE BUSINESS GUIDE TO SMALL COMPUTERS. Lawrence Calmus

Want to see how small computers can boost profits in your business? This clear, nontechnical manual helps you realistically analyze their benefits and costs. Explains everything you need know about hardware, software, peripherals, and implementation. And shows you how to plan, choose, set up, and operate the best system for your particular needs. 224 pp., illus., \$19.95

[H] WORD PROCESSING BUYER'S GUIDE. Arthur Naiman

Now – edit, rearrange, reformat, and print your documents with dazzling speed and efficiency! Whether you're a novice or an experienced computer user, this guide will show you how to select the best word processing system for *you*. It thoroughly examines the microcomputers that are currently available, along with their word processing software and peripherals. 250 pp., illus., \$15.95

[I] HANDHELD CALCULATOR PROGRAMS FOR ENGINEERING DESIGN. Melvin L. Marter

For fast and accurate mathless solutions to engineering design problems, nothing can beat this handy volume. It contains more than 50 ready-to-run programs for the TI-59 calculator that turn it into an engineering design computer – enabling you to calculate everything from the heat load of a journal bearing to torsional shear stress at any point along a beam. With step-by-step instructions and special debugging procedures. 448 pp., illus., \$31.95

[J] NUTRITION FOR THE PRIME OF YOUR LIFE. Annette B. Natow and Jo-Ann Heslin

The first book on nutrition written specially for adults over forty, this down-to-earth question-and-answer guide lends new vigor to both new and familiar topics. It covers nutrition and aging, vitamin and mineral supplements, alcohol, stress, high blood pressure, exercise, cancer, diabetes, arthritis, and much more. The authors are both professors of nutrition and registered dietitians. 440 pp., \$17.95

[K] PATENT IT YOURSELF: How to Protect, Patent, and Market Your Inventions. David Pressman

Your bright ideas can become a money-making reality! This do-it-yourself guide explains everything you need to know to safeguard and develop your inventions – without an expensive patent attorney. Comes complete with 17 ready-to-use forms essential for dealing with the U.S. Patent Office. 208 pp., \$23.95

[L] HOW TO START AND OPERATE A MAIL ORDER BUSINESS, 3rd Edition. Julian L. Simon

Start a lucrative business without quitting your present job or risking your shirt. Simon's famed "bible" reveals the #1 secret to mail-order success, plus the latest facts, figures, product sources, copy slants, media, testing, and operating methods. "What individuals and companies need to know to make money ..." – *Harvard Alumni Bulletin*. 536 pp., \$24.95

[M] 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

Now revised and updated, this widely used reference remains the single best source for bridging scientific, engineering, and technical "language" gaps. More than 108,000 precise entries from over 100 disciplines 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

[N] MCGRAW-HILL STYLE MANUAL. Marie M. Longyear

Based on McGraw-Hill's own style manuals, this unique guide to the written word offers thorough coverage of technical conventions used in math, chemistry, and other specialized fields... techniques for eliminating sexist language... an entire section on grammar, usage, and punctuation... and a helpful, easy-to-use index. Also included are step-by-step procedures for copy-editing, proofreading, and indexing. 325 pp., \$24.95

[O] HOW TO RUN A SMALL BUSINESS, 5th Edition. Revised by the J. K. Lasser Institute

This newly revised and updated edition of the classic guide contains up-to-the-minute information to help you start, operate, and expand your business – including professional advice for entrepreneurs on how to cope with economic uncertainties, make financial and management decisions, and avoid pitfalls. All the essentials for success are covered, from taxes and computerization to employee theft and customer credit. 300 pp., \$17.95

[P] COMPUTER ANIMATION PRIMER. Mitchell Waite and David Fox

Introducing the exciting world of computer-animated graphics, this primer presents the tools and techniques for creating original displays on a personal computer. Covers animation theory, basic hardware and software concepts, actual programming techniques, and more. With full-color illustrations and program listings in Atari BASIC and 6502 Assembly Language. 220 pp., illus., \$18.95

[Q] STAGES OF READING DEVELOPMENT.**Jeanne S. Chall**

A rich resource of information for teachers, researchers, clinicians, and parents of children with learning disabilities. Dr. Chall contends that there is a definite structure and hierarchic pattern to the stages of reading development. The focus is on what occurs in both the individual and the environment to bring the reader through the various stages to maturity. 304 pp., \$19.95

[R] MECHANICAL TECHNICIAN'S HANDBOOK.**Maurice J. Webb, Editor in Chief**

Drawing on the knowledge of top experts, this long-needed technician's Handbook provides the know-how, formulas, and data that make lab work proceed smoothly and produce dependable results. Paying extra attention to the areas that give technicians the most trouble, it spells out the latest recommended procedures for using the right materials, equipment, instruments, tools and techniques. 496 pp., 311 illus., \$35.00

[S] SPY/COUNTERSPY: An Encyclopedia of Espionage.**Vincent Buranelli and Nan Buranelli**

Filled with intriguing definitions and descriptions of issues, people, tactics, terminology, and other matters concerned with espionage from the 16th century to the present day, this unique volume is not only an unusual reference, but a fascinating and educational look at the history of the spy trade ... and an irresistible browsing source for espionage bugs! Written by a historian and a former member of British Intelligence, it's fully authoritative throughout. 368 pp., \$24.95

[T] THE NEW MORTGAGE GAME.**Robert Irwin**

Looking for a mortgage? Look to this new guide to steer you through today's complexities with remarkable ease. It shows you how to get the right financing in high-interest markets, how to handle your own financing, and how to keep your monthly payments low. And it explains the confusing array of new mortgages, including ARMs, SAMs, and PMIs. 224 pp., \$16.95

[U] THE DIRECT MARKETER'S LEGAL ADVISER.**Robert J. Posch**

Don't risk exorbitant noncompliance fines when you make marketing decisions! Here is what you should know to comply with today's strictly-enforced government regulations. Written in direct marketing language, this guide covers all the major federal rules regarding mail, telephone, TV, cable, and door-to-door. Packed with dos and don'ts, compliance checklists, and fascinating horror stories of actual fiascos. 256 pp., \$24.95

[V] LOCAL COLOR: A Sense of Place in Folk Art.**William Ferris**

A great Southern heritage is revealed and preserved in this outstanding collection of the work and words of nine distinguished Mississippi folk artists. With it, you'll discover — or rediscover — the rural folk arts of canemaking, basketmaking, guitarmaking, quilting, needlework, and more — each created through an intermeshing of the past, the environment, personal talents and memories, and future visions. 272 pp., 70 illus., \$19.95

[W] FAMILY SECURITY THROUGH ESTATE PLANNING, 2nd Edition.**Arnold D. Kahn**

A veritable "consumers guide" to estate planning, this updated edition reflects the dramatic changes made by the 1981 tax laws. It outlines the seven basic estate plans. Explains life insurance and interest-free loans. And provides answers to your questions about wills, trusts, estate and gift taxes, bank accounts, and everything else you need to know to work effectively with your attorney in planning your estate. 224 pp., \$19.95

[X] AUTO REPAIR FOR DUMMIES, Revised Edition.**Deanna Sclar**

Now — a newly revised and expanded edition of the popular step-by-step car repair guide for people who know little (or nothing) about auto mechanics. It includes brand-new material on diesels, how to buy a new or used car, find and deal with a mechanic, remove dents, touch up paint, wash and wax your prized possession, and more. Plus the do-it-yourself how-to for everything from tune-ups to changing radiator hoses. 470 pp., illus., \$24.95

[Y] HOW TO BUY (AND SURVIVE!) YOUR FIRST COMPUTER: A Guide To Small Business Success.**Carolee Nance Kolve**

Here's how to identify computer requirements, costs, and benefits *before* you set foot in a store. This easy-to-understand guide takes you through every aspect of acquiring a computer, from evaluating your needs right through installing and integrating the computer in the business. With its extensive worksheets and checklists, this is the book to turn to to avoid disasters and expensive consulting fees. 256 pp., illus. \$14.95

[Z] TIMESHARE PROPERTIES: What Every Buyer Must Know!**Robert Irwin**

This much-needed straightforward guide explains what time-sharing is all about, who can benefit from it, how to make the most of it — and what to watch out for as well. Filled with down-to-earth guidance not readily available elsewhere, it provides valuable information on the two major types of timesharing, interval ownership and right-to-use, and details the advantages and disadvantages of each. 224 pp., illus., \$17.95

[AA] COMPUTERS IN FARMING: Selection and Use.**Stephen Sonka**

Assuming no prior knowledge of computers, this one-of-a-kind guide shows you the specific farming problems a computer can help solve — from determining the most economical dairy rations to buying land or leasing equipment. It helps you decide whether a computer is worth the investment and fills you in on the hardware and software suitable for your type of operation. 246 pp., \$19.95

[BB] MCGRAW-HILL ENCYCLOPEDIA OF**ASTRONOMY.** Sybil P. Parker, Editor in Chief, and the Staff of the McGraw-Hill Encyclopedia of Science and Technology

Authoritative and up to date, this Encyclopedia not only treats classical systematic astronomical information, but also covers the recent explosion of knowledge in this broad, dynamic field. Topics include radio astronomy, cosmic microwave radiation, supernovas, quasars, planetary physics, constellations, black holes, and solar wind. Organized for quick reference with a detailed index and extensive cross-referencing. 450 pp., 398 illus., 8½ x 11, \$44.50

[CC] MCGRAW-HILL ENCYCLOPEDIA OF**CHEMISTRY.** Sybil P. Parker, Editor in Chief, and the Staff of the McGraw-Hill Encyclopedia of Science and Technology

Here is a technical overview of modern theoretical chemistry — inorganic, organic, analytical, and physical, as well as those aspects in nuclear physics essential to atomic theory — all in one comprehensive volume. The articles, written by leading international authorities, cover subjects such as chemical bond theory, chromatography, electron spectroscopy, optical activity, and polymer science. Thoroughly cross-referenced and supplemented by numerous structural formulas. 1195 pp., 800 illus., 8½ x 11, \$49.50

[DD] ENCYCLOPEDIA OF FRONTIER AND WESTERN**FICTION.** John Tuska and Vicki Piekarski, Editors in Chief

A fascinating reference to a uniquely American literary genre, more than half of the material appears here in print for the first time. Biographies of more than 300 writers are given, along with complete and chronological listings of their publications. The numerous illustrations depict authors, motion-picture adaptations, magazine and book covers, and paintings by various artists. 384 pp., 100 illus., \$29.95

[EE] MCGRAW-HILL ENCYCLOPEDIA OF**ENGINEERING.** Sybil P. Parker, Editor in Chief, and the Staff of the McGraw-Hill Encyclopedia of Science and Technology

The first and only comprehensive reference to treat the wide range of subjects of concern to today's professional engineer, this massive volume provides extensive coverage of 10 major engineering disciplines. Alphabetically arranged articles discuss both theoretical and practical aspects, as well as the basic scientific principles that underlie all engineering applications. 1264 pp., 1670 illus., 8½ x 11, \$57.50

[FF] MCGRAW-HILL ENCYCLOPEDIA OF PHYSICS.**Sybil P. Parker, Editor in Chief, and the Staff of the McGraw-Hill Encyclopedia of Science and Technology**

This authoritative single-volume work provides extensive coverage of classical and modern physics, as well as selected topics in mathematics. Hundreds of articles cover fields such as acoustics, elementary particle physics, fluid mechanics, electromagnetism, heat and thermodynamics, optics, and relativity. Organized for quick reference with extensive cross-references, an analytical index, SI conversion tables, and more. 1350 pp., 1035 illus., 8½ x 11, \$54.50

McGRAW-HILL BOOK COMPANY**TO ORDER ANY OF THESE BOOKS:**

Circle appropriate letter on Reader Service Card for free 15-day examination. Include cost of book plus local tax and McGraw-Hill will cover all postage and handling charges.

