

# books OF THE WEEK

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**THE ACTION APPROACH:** How Your Personality Developed and How You Can Change It—George Weinberg—World Pub. Co., 1969, 240 p., \$5.95. Clinical psychologist explains in plain language the Action Approach as a way of dealing with pre-paranoid tendencies by recognizing how our feelings are dependent on our action and can be modified by changing that action.

**AGHVOOK, WHITE ESKIMO:** Otto Geist and Alaskan Archaeology—Charles J. Keim, foreword by Olaus J. Murie—Univ. of Alaska Press (Univ. of Wash. Press), 1969, 313 p., 77 photographs, \$7.95. Biography, based on journal and field notes, gives insight into living patterns of Eskimos, their ceremonies and customs, and describes the excavations at Kukulik mound.

**ALDINE UNIVERSITY ATLAS**—Norton Ginsburg, Harold Fullard and H. C. Darby, Eds.—Aldine Pub. Co., 12th ed., 1969, 320 p., multi-colored maps, \$8.50. An atlas particularly useful to social scientists, combines exceptionally clear cartography of detailed physical maps and thematic maps depicting worldwide socio-economic data with statistical information. More than 46,000 place names are indexed.

**AIR TRANSPORTATION 1975 AND BEYOND, A SYSTEMS APPROACH:** Report of the Transportation Workshop, 1967—Bernard A. Schriever and William W. Seifert, Co-Chmn.—M.I.T. Press, 1968, 516 p., illus., \$20. Panel discussion of such specific areas as the potential impact of socio-economic trends, the new technologies and design trends, airports and terminals, and collection and distribution of passengers and air freight.

**AGING AND SOCIETY, Vol. 1:** An Inventory of Research Findings—Matilda White Riley and Anne Foner with others—Russell Sage Foundation, 1968, 636 p., diagrams, \$25. A reference work of selected, condensed and organized social science findings on men and women in their middle and later years.

**AMERICA SINCE 1920**—Daniel Snowman—Harper, 1969, 192 p., graphs, \$5.95. A study of the modern era in the United States, concentrating on the underlying forces that prompted change.

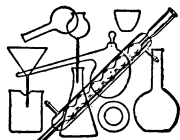
**ANNUAL REVIEW OF MEDICINE, Vol. 20**—Arthur C. DeGraff and William P. Creger, Eds.—Annual Reviews, 1969, 499 p., illus., \$8.50. Reports on advances in fields ranging from pathological alterations in blood flow to diagnosis of suicidal intent.

**ATOM, MAN AND THE UNIVERSE:** The Long Chain of Complications—Hannes Alfven, transl. from Swedish by John M. Hoberman—Freeman, 1969, 110 p., \$3.50. Physicist's essays consider the chain of evolution, from atoms to life and man, the possible impact of the computer, and the cosmic perspective.

**BEHAVIOR OF ENZYME SYSTEMS**—John M. Reiner—Van Nostrand, 1969, 2nd ed., 345 p., diagrams, \$14.50. Covers the mathematical theory of kinetics for enzymologists. Subject matter is arranged in order of increasing difficulty, designed for self-teaching, for the use of research workers who feel the need of tools for quantitative interpretation of their work.

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**THE BIOCHEMISTRY OF THE NUCLEIC ACIDS**—J. N. Davidson—Methuen (Barnes & Noble), 1969, 6th ed., 352 p., plates, diagrams, \$8. An up-to-date outline of the main features of the nucleic acids and nucleoproteins for students of biochemistry, chemists interested in the biological aspects of the subject, and biologists who wish to learn about the chemical and molecular aspects.

**CHANGING MAN'S BEHAVIOUR**—H. R. Beech—Penguin Bks., 1969, 282 p., illus., paper, \$1.95. Outlines the nature of the newer style of active and dynamic treatments called behavior therapy, describes the techniques in detail and shows how patients in Britain and the U.S. are being treated by these methods.

**CITIES AND HOUSING: The Spatial Pattern of Urban Residential Land Use**—Richard F. Muth—Univ. of Chicago Press, 1969, 355 p., diagrams, \$9. Presents an analysis of the price system of urban housing and residential land markets, and investigates alternative theories of the determinants of housing quality in inner-city areas.

**CLOCKWORK MAN: The Story of Time, Its Origins, Its Uses, Its Tyranny**—Lawrence Wright—Horizon Press, 1969, 260 p., illus., \$7.95. Historical overview of man's relationship to time, time-keeping devices in various ages, and the effects of advanced technology on man's attitude toward time.

**THE CORROSION AND OXIDATION OF METALS: First Supplementary**—Ulrick R. Evans—St. Martin's, 1969, 488 p., illus., \$20. Covers worldwide research and development in the field of metallic corrosion during the period 1960-1966.

**THE DESIGN OF OPTICAL SPECTROMETERS**—J. F. James and R. S. Sternberg—Chapman & Hall (Barnes & Noble), 1969, 239 p., diagrams, \$10.50. Deals in detail with the design and construction of spectroscopic instruments, from prism spectrometers and those employing plane and concave diffraction gratings to multiplex spectrometers and detectors.

**THE DISCOVERY OF TALENT: The Walter Van Dyke Bingham Lectures on the Development of Exceptional Abilities and Capacities**—Dael Wolfe, Ed.—Harvard Univ. Press, 1969, 316 p., \$9.50. Lectures describe contributions to the better identification of the talented, the structure of human ability, and the methods of measuring, predicting and developing human ability.

**EARLY AGRICULTURAL MACHINERY**—Michael Partridge—Praeger, 1969, 62 p., engravings, 16 color plates by author, \$8.95. Handsome book about the 18th and 19th century developments of such farm implements as the draining plough, harrow, hay-making machine, hoes, seed drills and early motor tractors.

**EARLY FOUNDATIONS OF MEXICAN HERPETOLOGY:** An annotated and Indexed Bibliography of the Herpetological Publications of Alfredo Duges, 1826-1910—Hobart M. Smith and Rozella B. Smith—Univ. of Ill. Press, 1969, 85 p., illus., \$6.50.

**ENVIRONMENT AND CULTURAL BEHAVIOR: Ecological Studies in Cultural Anthropology**—Andrew P. Vayda, Ed.—Natural History Press, 1969, 485 p., maps, \$7.95; paper, \$2.95. Includes recent studies of cultural practices from North America, South America, Africa, Oceania and Asia.

**THE EXCAVATIONS AT HELWAN: Art and Civilization in the First and Second Egyptian Dynasties**—Zaki Y. Saad, foreword by J. Frank Autry, Ed.—Univ. of Okla. Press, 1969, 207 p., 123 plates, \$6.95. Reports in words and pictures the finds at the ancient necropolis, dating from about 3200 B.C., discovered on the eastern bank of the Nile opposite the ruins of Memphis.

**EXPLORATIONS IN CRISIS: Papers on International History**—William L. Langer, ed. by Carl E. and Elizabeth Schorske—Harvard Univ. Press, 1969, 517 p., \$11.95. Collection of papers spanning 50 years of scholarly and political experience, from research articles to public addresses for a general audience.

**FACTORS IN THE TRANSFER OF TECHNOLOGY**—William H. Gruber and Donald G. Marquis, Eds.—MIT Press, 1969, 289 p., diagrams, \$12.50. Summarizes recent unpublished research findings on innovation and the problem of utilization of technology in industry, the structure of

publication in science and technology, human factors in technology transfer and government influences on the diffusion of technology.

**FUNCTIONS AND GRAPHS**—I. M. Gelfand, E. G. Glagoleva and E. E. Shnol, transl. and adapted from 2nd Russian edition by Thomas Walsh and Randall Magee—M.I.T. Press, 1969, 105 p., illus., \$6; paper, \$1.95. Exercises for gifted secondary school students, booklet is devoted to the analysis of fundamental methods of constructing graphs by considering very simple functions.

**GARDEN IN THE WEST: A Dramatic Account of Science in Agriculture**—George S. Wells, foreword by Maurice L. Peterson—Dodd, 1969, 270 p., \$5. Tells in layman's language about the work and results of the agricultural research laboratories that deal with new methods, agricultural pests and other problems in the continuous effort to keep California's valleys productive and green.

**GOALS FOR THE CORRELATION OF ELEMENTARY SCIENCE AND MATHEMATICS:** The Report of the Cambridge Conference on the Correlation of Science and Mathematics in the Schools—Education Development Center, Andrew M. Gleason, Chmn.—Houghton, 1969, 208 p., illus., paper, \$2.20. The majority report of a workshop style conference evaluating the implications of major curriculum change.

**GRAIN STORAGE: The Role of Fungi in Quality Loss**—Clyde M. Christensen and Henry H. Kaufmann—Univ. of Minn. Press, 1969, 153 p., illus., \$6.50. Authoritative information in non-technical language about the causes and methods of preventing the deterioration of stored grains and seeds.

**GRAVITATION: An Elementary Explanation of the Principal Perturbations in the Solar System**—Sir George Biddell Airy, foreword by Fred T. Haddock—NEO Press, 1969, 173 p., diagrams, \$5; paper, \$2.50. Reprint (1834) of well organized explanation using only diagrams and the qualitative application of Newton's laws of motion, helpful again to student and layman in understanding artificial satellites.

**HANDBOOK OF APPLIED HYDRAULICS**—Calvin Victor Davis and Kenneth E. Sorensen, Eds.—McGraw-Hill, 1969, 3rd ed., 1584 p., 978 illus., \$37.50. Updated to reflect the dynamic advances in hydraulic engineering during the past 15 years, new sections range from reservoir hydraulics to prestressed dams to pumped storage.

**I TOLD YOU SO! A Life of H. G. Wells**—James Playsted Wood—Pantheon Bks., 1969, 182 p., photographs, \$3.95. A concise biography of the originator of science fiction in English, prophet of inventions and wars to come.

## ART OF ARGUMENT

By Giles St. Aubyn. Here is a clear, simply written basic guide to logical thinking, that shows how to spot the fallacies, the prejudices and emotionalism, the inappropriate analogies, etc., in the other fellow's argument and how to watch for and avoid the irrational in your own judgments. The author makes plain not only how but also why people resist facing the truth. A tool for clear thinking as well as for convincing others.



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