

# books OF THE WEEK

**ALTRUISM AND HELPING BEHAVIOR:** Social Psychological Studies of Some Antecedents and Consequences—J. Macaulay and L. Berkowitz, Eds.—Academic Press, 1970, 290 p., \$11.50. A program report on research in the area of human regard and concern for others, directed toward social psychologists, includes laboratory and field investigations, as well as naturalistic studies of altruism.

**BIOLOGICAL CONSERVATION**—David W. Ehrenfeld—Holt, 1970, 226 p., illus., paper, \$3.50. Scientifically valid presentation of the biological problems that are most relevant to the life of modern man, outlines the factors of ecology, and the impact of the population and technology explosions on the natural world within the context of western, urban society.

**CHEMISTRY THROUGH THE LANGUAGE BARRIER:** How to Scan Chemical Articles in Foreign Languages with Emphasis on Russian and Japanese—E. Emmet Reid—Johns Hopkins Press, 1970, 138 p., \$10. Based on author's long experience, the book tells how to get the gist of foreign language articles in the scientific specialty whose symbols, figures and international words the reader has fully mastered.

**THE CHRONICLES OF MICHUACÁN**—Transl. and ed. by Eugene R. Craine and Reginald C. Reindorp—Univ. of Okla. Press, 282 p., 44 plates, map, \$7.95. Description of ceremonies, rites, population and government of the Tarascan Indians of ancient Mexico, compiled about 1540, with illustrations from original manuscript.

**COGNITIVE DEVELOPMENT IN CHILDREN:** Five Monographs of the Society for Research in Child Development—Introd. by Roger Brown—Univ. of Chicago Press, 1970, 698 p., illus., \$10.75. Papers deal with thought in the young child, with the basic cognitive processes, the acquisition of language, mathematical learning, and European research in cognitive development.

**COMMUNITY PSYCHOLOGY:** Perspectives in Training and Research—Ira Iscoe and Charles D. Spielberger—Appleton, 1970, 285 p., \$7.50. Deals with the key factors that contributed to the development of the field of community psychology, with conceptual issues and pioneering training programs, and reviews present status and future developments.

**DEVELOPMENTS IN WATER QUALITY RESEARCH:** Proceedings of the Jerusalem International Conference, 1969—Hillel I. Shoval, Ed.—Ann Arbor-Humphrey, 1970, 312 p., illus., \$17.50. Conference papers on water quality management, wastewater treatment and utilization, and marine pollution control.

**AN EAGLE TO THE SKY**—Frances Hamerstrom—Iowa State Univ. Press, 1970, 142 p., drawings by Deann De La Ronde, \$4.95. Wildlife biologist's remarkable tale of empathy with individual eagles; her efforts of rehabilitating and breeding golden eagles add to the scientific knowledge of the behavior of the rare birds.

**THE ENGINEERING USES OF HOLOGRAPHY:** Proceedings and Edited Discussion of Symposium held at Glasgow, 1968—Elliot R. Robertson and James M. Harvey, Eds.—Cambridge Univ. Press, 1970, 619 p., 137 plates, diagrams, \$39.50. Comprehensive volume covers the state of the art from basics of practical holography, through studies-in-depth of photographic materials to current frontiers of research in the main applications.

**FOURTH GENERATION COMPUTERS:** User Requirements and Transition—Fred Gruenberger, Ed.—Prentice-Hall, 1970, 177 p., diagrams, \$8.95. Symposium papers deal with developments in information networks, interactive computers in the plant environment, interactive production control, software and hardware requirements.

**GLOSSARY OF WORDS AND PHRASES USED IN RADIOLOGY, NUCLEAR MEDICINE AND ULTRASOUND**—Lewis E. Etter—Thomas, C. C., 1970, 2nd ed., 355 p., illus., \$22.50. Prepared from various sources, should be of value to technical and secretarial staff, medical students and residents in radiology.

**THE NATURAL HISTORY OF SHARKS**—Thomas H. Lineaweaver III and Richard H. Backus, foreword by N. B. Marshall—Lippincott, 1970, 256 p., photographs, drawings, \$6.95. A readable and well researched account of both lore and scientific studies of sharks, some 300 varieties of which have been identified. Key, glossary and bibliography are included.

**THE NORTHWEST PASSAGE:** From the Mathew to the Manhattan, 1497 to 1969—Bern Keating—Rand McNally, 1970, 157 p., 48 color plates by Dan Guravich, drawings, map, \$9.95. Chronicle of man's repeated efforts to find and navigate the Arctic icy water passage, culminating in the successful voyage of the ice-breaker-tanker SS Manhattan.

**OPTICS, PAINTING & PHOTOGRAPHY**—M. H. Pirenne—Cambridge Univ. Press, 1970, 199 p., illus., \$13.50. Explains in terms of optics and physiology the way we perceive external objects and reproduce them in paintings, and further explains how we see a painting as a picture.

**THE PARSONS COLLEGE BUBBLE: A Tale of Higher Education in America**—James D. Koerner—Basic Bks., 1970, 236 p., photographs, \$5.95. Examination of an experiment in college administration that sky-rocketed enrollment from 350 to 5,000 students within 12 years, but lost accreditation in the process.

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