

# Why Aren't You A Good Talker?

A noted publisher in Chicago reports a simple technique of everyday conversation which can pay you real dividends in social and business advancement and works like magic to give you poise, self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by what they say and how they say it. Whether in business, at social functions, or even in casual conversations with new acquaintances there are ways to make a good impression every time you talk.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in everyday conversation, the publishers have printed full details of their interesting self-training method in a new booklet, "Adventures in Conversation," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Conversation, 555 E. Lange St., Dept. 857-01, Mundelein, Ill. 60060. A postcard will do.

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**ALL-IN-ONE TV ALIGNMENT HANDBOOK**—Jay Shane—TAB Bks, 1973, 304 p., 145 illus., \$8.95; paper, \$5.95. A practical detailed guide to aligning the major brands of TV receivers, from reasons for alignment, capacitance changes and microphonics, to discussion of specific chassis.

**ANIMALS OF THE AFRICAN YEAR: The Ecology of East Africa**—Jane Burton—HR&W, 1972, 173 p., 200 color photographs by the author, maps, \$10.95. A study of the behavior of the wildlife of East Africa, relates the lives of the animals not only to their habitats, but also to season and time of day.

**ANIMALS OF THE ANTARCTIC: The Ecology of the Far South**—Bernard Stonehouse—HR&W, 1972, 171 p., 200 color photographs, maps, \$10.95. Describes the southern polar continent, the islands and surrounding oceans, the true inhabitants of the region—its birds and mammals, and discusses man's threatening impact on this fauna.

**THE BIOCHEMICAL AND IMMUNOLOGICAL BASIS OF BRONCHIAL ASTHMA**—Kjell Aas, M.D.—C. C. Thomas, 1972, 250 p., illus., \$11.50. Monograph clarifies the concepts of the pathogenesis, prevention and management of bronchial asthma, shows how immunologic and biochemical components may interact with each other and with other components in a multifactorial disease such as asthma.

**BIRTH DEFECTS: Atlas and Compendium**—Daniel Bergsma, M.D., Ed.—Williams & Wilkins, 1973, 1,006 p., illus., \$20. Presents information about each birth defect in a standardized format. Includes any anatomic or functional variant from the normal inherited by any mendelian mode of transmission or caused by fresh mutation, any chromosomal abnormality, or infectious, chemical or physical insult to embryo or fetus prior to birth.

**CHANGING CAREERS IN SCIENCE AND ENGINEERING**—Sanborn C. Brown, Ed.—MIT Pr, 1972, 349 p., \$10. Emphasizes long-range personal career planning and training, examines the impact of changing federal funding policy, personal adjustment problems of shifting careers, and forecasts overall needs for engineering, scientific and management talent in the coming decade.

**CLIMATE FOR CREATIVITY: Report of the Seventh National Research Conference on Creativity**—Calvin W. Taylor, Ed.—Perigamon Pr, 1972, 314 p., diagrams, tables, \$14.50. First part concentrates on organizational settings for creativity, the second half examines more general creativity studies, predictors and criteria of creativity.

**CLINICAL TROPICAL MEDICINE, Vol. 1: Schistosomiasis, Hepatitis, American Contributions to Tropical Medicine. Vol. 2: Malaria, Amebiasis, Cholera**—Kevin M. Cahill, Ed.—Univ Park, 1972, 354 p., 272 p., illus., \$14.50 each. Comprehensive, critical reviews and discussions of the clinical, epidemiological, pathological, and parasitological aspects of the respective diseases.

**THE COMING AGE OF SOLAR ENERGY**—D. S. Halacy, Jr.—Harper, 1973, rev. ed., 231 p., photographs, diagrams, \$7.95. Gives a readable account of the history of solar energy, of new concepts and hardware for using it, photochemistry, the potential of an orbiting solar power plant, and sea thermal energy.

**CRITICAL VARIABLES IN DIFFERENTIATION**—Barbara E. Wright—P-H, 1973, 124 p., diagrams, tables, \$7.95. Describes the process of constructing kinetic models which simulate long-term changes in metabolism such as occur during differentiation.

**ECOLOGY IN THEORY AND PRACTICE**—Jonathan Benthall, Ed.—Viking Pr, 1973, 367 p., \$8.95. Theoretical part discusses the biosphere without man, the impact of man on nature, the city and its environment, and the human skin as a model ecosystem. The practical part deals with contemporary issues, from sewage to social use and misuse of technology.

**THE EDGE OF LIFE: The World of the Estuary**—Peggy Wayburn—Sierra, 1972, 144 p., color photographs by Dennis Stock, \$14.95. Deals with the landforms and wildlife in marshland and lagoon, focusing on Bolinas Lagoon, north of San Francisco, and that estuary's importance in the scheme of living things around it.

**HUMAN NUTRITION: Its Physiological, Medical and Social Aspects**—Jean Mayer—C. C. Thomas, 1972, 736 p., \$12.95. Covers the subject in ten sections, starting with calories and the need for energy; proteins, vitamins and minerals; the seven ages of man; hunger and obesity; nutrition and disease; dietetics; and ending with hunger and nutrition policy; and nutrition problems of the world.

**LIFE BEFORE MAN**—Zdenek V. Spinar, transl. from Czech—Am Heritage Pr, 1973, 228 p., 162 illus. by Zdenek Burian, \$8.95. Outlines the key events in the paleozoological record of the evolution of life on earth up to the arrival of Homo sapiens. Pictorial section recreates as accurately as possible the appearance of life forms in their contemporary environments.

**THE MISSING LINK: The Emergence of Man**—Maitland A. Edey and Eds. of Time-Life Bks—Time-Life, 1973, 160 p., color plates, photographs, drawings, \$7.95. Explores the evidence and assesses the various hypotheses about hominids, based mainly on finds in Africa, piecing together the prehistory of the human species.

**THE 2-METER FM HANDBOOK: Using FM for Amateur Radio**—Ken W. Sessions—TAB Bks, 1972, 305 p., photographs, diagrams, \$8.95. An FM repeater circuits manual for amateurs, experimenters and technicians.

**TREES OF PENNSYLVANIA, THE ATLANTIC STATES AND THE LAKE STATES**—Hui-Lin Li—U of Pa Pr, 1972, 276 p., photographs, 600 drawings by C. Y. Hsu Li, \$17.50. Full botanical descriptions of some 118 species, with summer and winter keys, seasonal details, habitat, hardiness and distribution.

**UFO's: A Scientific Debate**—Carl Sagan and Thornton Page, Eds.—Cornell U Pr, 1973, 310 p., illus., \$12.50. Slightly compressed version of 15 invited talks and the discussion that followed, offers the observations and some of the speculations generated by a critical examination of the evidence presented at AAAS symposium on the subject, held in Dec. 1969.

**WEATHER FORECASTING AS A PROBLEM IN PHYSICS**—Andrei S. Monin, transl. from Russian by Paul Superak—MIT Pr, 1972, 210 p., illus., \$12.50. Systematic account of the evolution of the dynamic and physical basis for large-scale atmospheric modeling appropriate for the simulation of atmospheric motions spanning the spectrum from short-period to climatic time scales.

**WHAT YOU NEED TO KNOW ABOUT FOOD & COOKING FOR HEALTH**—Lawrence E. Lamb, M.D.—Viking Pr, 1973, 412 p., tables, \$10. Using as guideline the 1970 official recommendations for dietary control of heart and vascular diseases, the book offers basic principles, a point system and charts, as well as 300 recipes to help the reader to alter his eating habits and food preparation along more healthy lines.

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