

# The Purpose of Science Service

is to disseminate science throughout the world of educated men and women. Through the medium of eleven services syndicated to newspapers we reach millions of readers. The SCIENCE NEWS-LETTER is only a by-product of our organization. It is the only service available for individual subscription.

Listed below are our newspaper services. They are obtainable by the newspaper of your own city. Their cost is low, making them fit in with the budget of any daily or weekly paper. Check the services you feel will benefit your community the most, then send us the name of your editor and his paper. We will gladly send him samples of our services.

**Daily Science News Bulletin** is a daily service to newspapers, large and small. Three to five up-to-the-minute vivid stories are at the editor's disposal in each mailing.

**Illustrated Feature Articles**, issued each week, are our most pretentious product. They are written on timely subjects and are complete with photo-prints, suitable for use in Sunday or special editions.

**Telegraphic Specials** give to the editor news of the large scientific meetings of importance. Each day during meetings such news is wired to newspapers by one of our staff on the scene.

**Why the Weather** is issued each day—and in it Dr. Charles F. Brooks, meteorologist, tells the "why" of climatic conditions that puzzle. Weather conditions near and far are brilliantly, cleverly explained.

**Nature's Notebook** is a daily feature of special appeal to boys and girls who love the small folk of wood and field and sky. Grown-ups, also, are interested in this illustrated service.

**Isn't It Odd** is a weekly feature dealing with the oddities of the folk, little and big, in the world of Nature.

**Current Radio** is a daily feature that gives to the radio enthusiast instructive knowledge of this new wonder and teaches him not only to RECEIVE but to SEND. Clear line-drawings accompany each article.

**Science Shorts** comprises from forty-five to fifty authentic sentences of scientific trend and prove excellent whether used as fillers or as a daily feature in groups of six or eight.

**Photographic Service**, picturing men and women in the world of science and their accomplishments, gives to editors distinctive and graphic science news. Short biographies and explanations accompany each picture.

**The Star Story Map** is a monthly article concerning the inhabitants of the sky. It is illustrated, thus each star is definitely placed for the readers of this feature.

**Ventures Into Science** are daily articles written especially for the editorial page. Each venture is complete and interprets as well as tells in clever fashion the latest in science.

We shall be glad to cooperate with you in the placing of any of our services in the newspaper you read.

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## SCIENCE SERVICE

21st and B Streets

Washington, D. C.