

## News-Letter Features

Born over four years ago, on March 13, 1922, of the demand and interest of those individuals who had caught a glimpse of *Science Service's* news reports to newspapers, the SCIENCE NEWS-LETTER has since proved interesting to laymen, scientists, students, teachers and children.

Into the pages of the NEWS-LETTER are fed the cream of *Science Service's* output directed at the newspapers of the world. To this is added material especially prepared.

Turn the pages and note:

It is a *separable* magazine. You can clip or tear out any article without losing or damaging another article on the other side.

Each article is automatically *indexed* by the key word printed above its heading. (See page 108 for explanation.)

Each article is automatically *dated* by its last line.

Books are *reviewed in brief* as they are received from the publishers.

*The classics of science* and striking passages from current books, addresses and periodicals are carefully selected and published.

Important *anniversaries* of science are appropriately noted week by week in a special department.

Regular articles tell of the happenings in the *skies* and in the great *outdoors*.

*Photographs* aid in the telling of the week's science.

Science News-Letter, November 13, 1926

## Past Volumes

Nine volumes of the SCIENCE NEWS-LETTER have been issued in mimeographed form. Volume I consisted of numbers 50 to 90, inclusive, including the period March 13 to December 30, 1922; thereafter volumes consisted of 26 numbers covering half-year periods, with the exception of Volume IX which consisted of numbers 273 to 285, inclusive, and included the three-month period of July, August and September of this year. Volume X began with No. 286, the first to be printed, and will cover only the three last months of this year. Thereafter volumes will cover half-year periods. The pages in each volume will be numbered consecutively.

Science News-Letter, November 13, 1926

Peru has the largest Asiatic population of any South American country.

Fish frozen in blocks of ice can be transported long distances to market.

Sour juices are more suitable for jelly making than juices lacking in acid.

A dust attack from airplanes has been used in combatting grasshoppers in Russia.

Watchmakers say that 90 per cent of the jewels used in watches today are synthetic.

A new Federal bird reservation has been created on two small islands in the Columbia River.

A new source of very pure salt brine has been found in Michigan at a depth of 1,200 feet.

Manufacturers of fireworks have stopped using phosphorus, which is so poisonous to workers.

A compound of carbon and tungsten is so hard that it is replacing diamonds in dies and drills.

# Special Introductory Subscription Offer

For those not yet acquainted with THE SCIENCE NEWS-LETTER, this special short-term subscription rate is available. This is a case when 13 is your lucky number. Just clip a dollar bill to this blank, fill in your name and address and mail at our risk.

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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 News-Letter Is Already Indexed

In order to aid in catching the items that concern you and to facilitate clipping and filing, a key word in small capitals has been printed on the right of the line above each article. This follows the classification of the Library of Congress since this system has come into common use in the libraries of the country owing to the publication by the Government of the card index of all new books. We print below a list of the subject titles which will be most used in the SCIENCE NEWS-LETTER. "Outline Scheme of Classes," issued by the Library of Congress and purchasable from the Superintendent of Documents, Washington, for 10 cents, contains a more complete classification.

### How To Clip and Classify

The SCIENCE NEWS-LETTER is a "cut-up" periodical. It aims to provide the information you want when and where you want it. It is a continuous loose-leaf supplement to any text-book or encyclopedia. But to make it most useful you must do your part. The best way to handle current news in science is to adopt the rule of the thrifty housewife in fruit season: "Eat what you can and what you can't eat you can."

Here is a good scheme if you haven't a better one. Get a dozen or twenty folders or envelopes which fit in a vertical filing case or drawer. Cut out the class titles of topics and paste on the upper edge of the envelopes. Or write on such titles as you prefer. If you use the Dewey Index or some other system put these numbers or letters in place of the Library of Congress marks.

As soon as you get a copy of SCIENCE NEWS-LETTER look it over, read through such articles as you have time to and cut out such as seem to you worth preserving for reference. Drop the clippings into their proper envelopes right away. Don't throw them into a desk drawer to accumulate until you have time to sort them over. You never will find time for that. At least we hope you will always have something more pleasant and profitable to do than filing a heap of old clippings. SCIENCE NEWS-LETTER is a new sort of magazine. Try a new way of using it.

### Classification

B Philosophy.  
BF Psychology.  
G Geography, voyages, travel.  
GA Mathematical and astronomical geography.

GB Physical geography.  
GC Oceanology and oceanography.  
GF Anthropogeography.  
GN Anthropology. Somatology. Ethnology. Ethnography. Prehistoric archaeology.  
GR Folklore.  
GT Manners and customs.  
GV Sports and amusements. Games.  
HC Economic history and conditions. National production.  
HE Transportation and communication.  
HF Commerce.  
HM Sociology. General.  
L Education.  
M Music.  
N Fine Arts.  
P Philology and linguistics.  
Q Science. General.  
QA Mathematics.  
QB Astronomy.  
QC Physics.  
QD Chemistry.  
QE Geology.  
QH Natural history.  
QK Botany.  
QL Zoology.  
QM Human anatomy.  
QP Physiology.  
QR Bacteriology.  
R Medicine. General.  
S Agriculture. General.  
SB Field crops. Horticulture. Landscape gardening. Pests and plant diseases.  
SD Forestry.  
SF Animal culture. Veterinary medicine.  
SH Fish culture and fisheries.  
SK Hunting. Game protection.  
T Technology. General.  
TA Engineering—General.  
TC Hydraulic engineering.  
TD Sanitary and municipal engineering.  
TE Roads and pavements.  
TF Railroads.  
TG Bridges and roofs.  
TH Building construction.  
TJ Mechanical engineering.  
TK Electrical engineering and industries.  
TL Motor vehicles. Cycles. Aeronautics.  
TN Mineral industries. Mining and Metallurgy.  
TP Chemical technology.  
TR Photography.  
TS Manufactures.  
TT Trade.  
TX Domestic science.  
U Military science. General.  
V Naval science. General.

Science News-Letter, November 13, 1926

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