

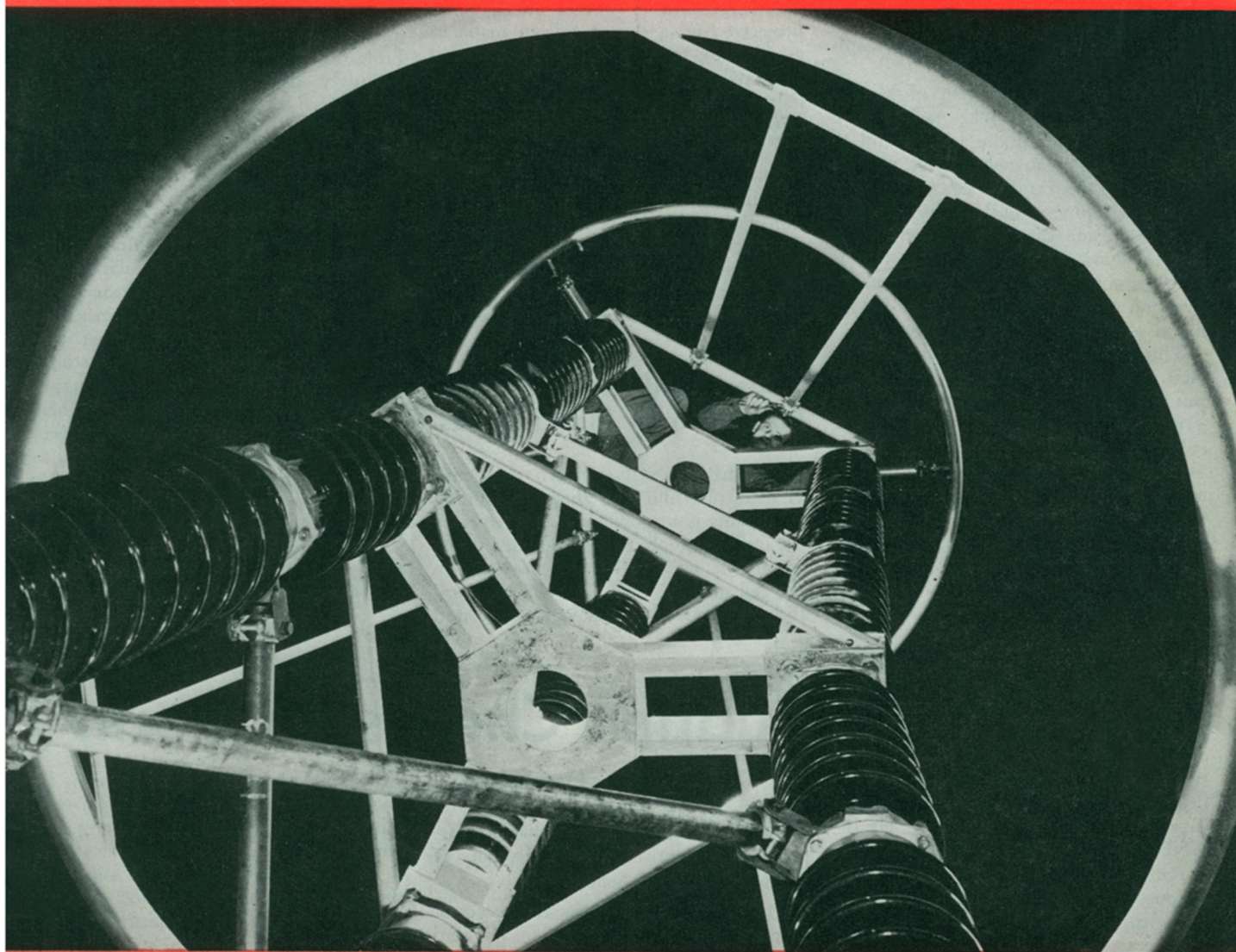
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# SCIENCE NEWS LETTER

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**Taming the Elements**

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A SCIENCE SERVICE PUBLICATION

# CHRISTMAS SHOPPING

IF YOU love crowds, elbow jabs in the ribs, lugging heavy parcels, or waiting for delayed deliveries, if you love standing in line for salespeople, for postal service, if you love to wrap and tie gifts, this advertisement is not for you.

Because, we at *Science News Letter* eliminate all Christmas bother—well, practically all.

**YOU, of course, need to**

- 1** Think over your Christmas list, picking out the youngsters, the oldsters, and the in-between in years, who have that precious quality, intellectual curiosity, those who would **ENJOY RECEIVING SCIENCE NEWS LETTER FOR ONE YEAR.**
- 2** Put their names and addresses on the coupon below, with your own name as donor.
- 3** Send us, now or later, \$5 for a single 1-year gift subscription; or \$4 each for **TWO OR MORE** 1-year subscriptions (one of which may be your own renewal).

**WHAT DO WE DO?**

- 1** We send to each person you list, this weekly summary of current science, *Science News Letter*, filled with new information, scientific knowledge written in the skilled, clear, down-to-earth manner of our trained scientist-writers.
- 2** We send to each a specially designed Christmas card, interesting in itself, to announce your gift—with your name on it as donor.
- 3** We send to each the Christmas issue of *Science News Letter* to arrive in time to say **MERRY CHRISTMAS** from you. (This really makes 53 issues each person will get.)

So, save energy on your Christmas shopping. *Put the names* of the special people who *enjoy* ideas more than mere Christmas stuff, *on the coupon below*, detach and mail it **NOW**. Then you can sit back, relax and enjoy Christmas yourself.

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Science News Letter, 1719 N Street, N.W., Washington 6, D. C.

Please send to each person listed below, *Science News Letter* once a week for all of 1948. I understand you will announce my gift by sending each person whose name appears below, a Christmas card with my name on it as donor; and that you will also send to each, the Christmas issue of *Science News Letter*.

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TO READ from-----

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☐ Because the above order calls for one or more gift subscriptions, please extend my own subscription for one year at the \$4 rate.

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(Put additional gift names on separate sheet and attach to this coupon)