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# SCIENCE NEWS LETTER

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THE WEEKLY SUMMARY OF CURRENT SCIENCE



**Tight Fit**

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# The Public's Way to Science

**Science Service** is the unique institution established in 1921 to take science to the people . . . to conduct, operate, and furnish press service for the collection, preparation, distribution, and sale of scientific matter and information, current events and fundamental conceptions or topics of interest to general readers, to newspapers, periodicals, journals, magazines, educational institutions, and government. Organized as a non-profit corporation, it has trustees nominated by the National Academy of Sciences, The National Research Council, the American Association for the Advancement of Science, the E. W. Scripps Estate and the Journalistic Profession.

## NEWSPAPER SERVICES

**SCIENCE SERVICE**, with the largest editorial staff in the world covering science exclusively, leads all press associations in reporting spot science news. This science syndicate provides the day-by-day reporting and the background of scientific advances that have made American newspapers play the leading role in informing the world on the progress of science in all fields.

## SCIENCE NEWS LETTER

The weekly summary of current science published every Saturday by Science Service. **SCIENCE NEWS LETTER** is a reliable, brief, illustrated report on what is happening in science. Rarely more than 16 pages, it restricts the size of articles in order to save readers' time . . . a comprehensive survey for scientists and non-scientists alike. Subscription price—\$5.50 a year; special introductory offer—12 weeks for \$1.

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Each month interesting specimens or new products of scientific research, not just words about them but actual samples of practical educational value, are sent to a limited number of subscribing members at \$4 a year. Detailed descriptions, suggested experiments, and a museum-type label for every specimen accompany each unit. Only the 10,000 members of this group of friends of science may receive one of these exciting and unusual boxes each month.

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Exciting experimental kits of real educational value created by Science Service for both home and school use. Packed in attractive boxes, *Science FUNDamentals* provide complete materials for experiments on such unusual subjects as *Black Light and Glowing Materials*, *Magnetism and Electricity*, *Soilless Gardening* . . . unique supplements that lead to a better understanding of scientific phenomena. \$4.95 each postpaid.

*IN A DEMOCRACY LIKE OURS it is particularly important that people as a whole should so far as possible understand the aims and achievements of modern science, not only because of the value of such knowledge to themselves but because research directly or indirectly depends upon popular appreciation of its methods. The specialist is likewise a layman in every science except his own and he, too, needs to have new things explained to him in non-technical language. Scientific progress is so rapid and revolutionary these days that no one can keep up with it without some means of keeping in close contact with its new ideas and discoveries.*

## SCIENCE CLUBS OF AMERICA

Thousands join in this great national movement dedicated to the development of science talent and sponsored by Science Service. About 15,000 clubs are organized in junior and senior high schools in every part of the United States and in 25 foreign countries to carry out hobbies, serious research and useful activities in science. Newspapers, museums, science teachers and professional scientists cooperate. Without charge, clubs are furnished with a handbook on science projects, lists of recommended books, free and low cost materials, cooperation on science fairs, etc.

## SCIENCE TALENT SEARCH

The annual Science Talent Search for the Westinghouse Science Scholarships brings opportunity each year to students with special talent in science. In addition to the forty boys and girls who win five-day all-expense trips to the Nation's Capital and who compete for \$11,000 in Westinghouse Science Scholarships, many more win Honorable Mention—a recognition that helps them get scholarships to colleges, universities and

technical schools seeking able students. The Science Talent Search is extended in 23 states by state Science Talent Searches. It is an answer to a challenge to make potential scientific talent available for important tasks. Real ability for creative research is rare, and within a few years, boys and girls now in high schools must be ready to take the lead in scientific research.

## RADIO

**SCIENCE SERVICE** has participated in radio continuously since the early days of broadcasting. Weekly programs include both the participation of guest scientists and science news talks.

## BOOKS, ARTICLES, VISUAL AIDS

**SCIENCE SERVICE** edits and publishes books, prepares articles, produces film strips and other visual aids. Its collection of photographs is extensive.

## INTERNATIONAL SERVICES

Cooperation is extended to newspapers, institutions and organizations in other countries. Through UNESCO and otherwise, scientific knowledge is shared with the peoples of the world.

## LATIN-AMERICAN ACTIVITIES

Because of the demand from other American republics for scientific books, and the importance to health, industry, agriculture, etc., of the wide-spread distribution of such knowledge, Science Service, at the request of the Department of State of the United States of America, initiated in 1943 a program of aid to the publication of such translations.

## NATIONAL SCIENCE FAIR

Newspapers, cooperating with Science Service, educators, scientific societies and industrialists, support local science fairs to which the public is invited. Secondary school students whose exhibits are judged best are selected to represent the cooperating newspaper's territory at the National Science Fair, conducted by Science Clubs of America. To each representative the solid gold and silver Finalist medal is awarded. Each has an opportunity to share more than \$1,000.00 in scientific equipment awards and partake in a 3-day scientific adventure. The second National Science Fair will culminate in St. Louis in May 1951.