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SCIENCE NEWS LETTER

®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



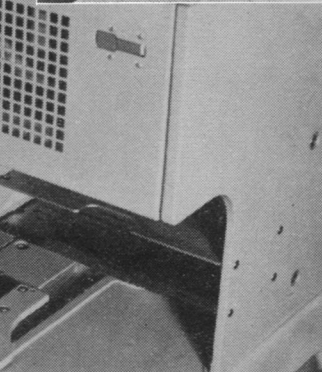
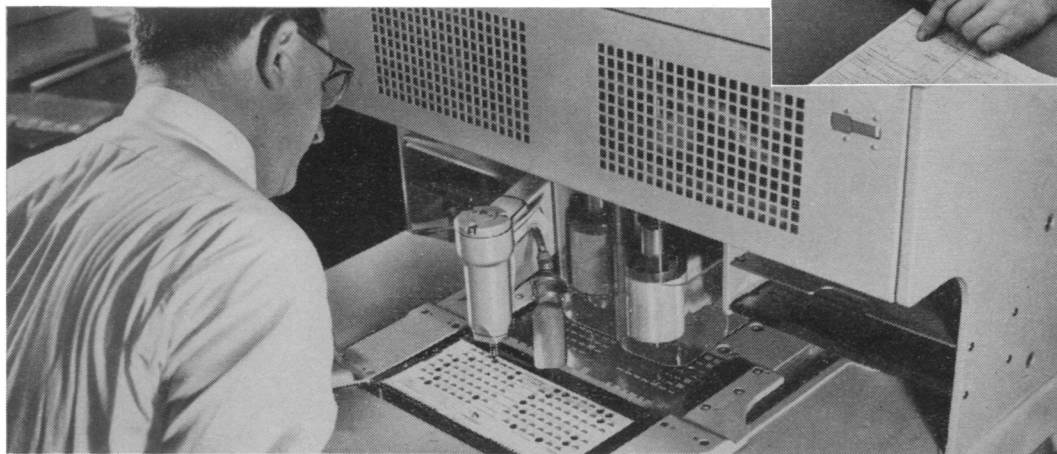
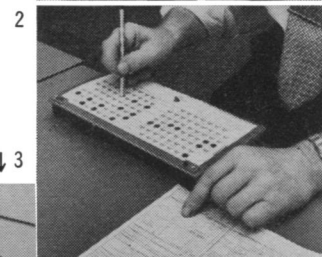
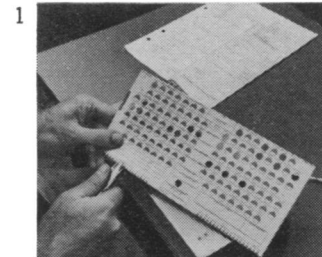
STS Winners

See Page 152

A SCIENCE SERVICE PUBLICATION

How your telephone call asks directions... and gets quick answers

Perforated steel cards, which give directions to the Long Distance dial telephone system, are easy to keep up to date. New information is clipped (1) and punched (2) by hand on a cardboard template. This guides the punch-press that perforates a steel card (3), and the two are checked (4). The new card is put into service in the card translator (5).

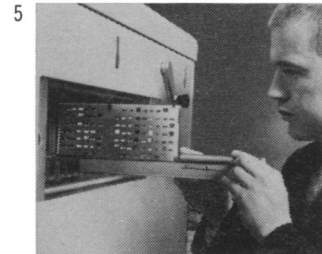
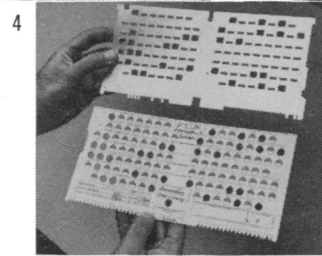


When the Bell System's latest dial equipment receives orders to connect your telephone with another in a distant city, it must find—quickly and automatically—the best route.

Route information is supplied in code—as holes punched on steel cards. When a call comes in, the dial system selects the appropriate card, then reads it by means of light beams and phototransistors. Should the preferred route be in use the system looks up an alternate route.

It is a simple matter to keep thousands of cards up to date when new switching points are added or routing patterns are changed to improve service. New cards are quickly and easily punched with the latest information to replace out-of-date cards.

This efficient, flexible way of keeping your dial system up to the minute was devised by switching engineers of Bell Telephone Laboratories, who are continually searching for ways to improve service and to lower costs. Right now most of the Long Distance dialing is done by operators, but research is hastening the day when you will be able to dial directly to other telephones all over the nation.



BELL TELEPHONE LABORATORIES

Improving telephone service for America provides careers for creative men in scientific and technical fields.

You are cordially invited to join Around-the-World Shoppers Club on this amazing 3-Month Trial Offer!

Mail the coupon below to apply for 3 Months Trial Membership in Around-the-World Shoppers Club for only \$5.00 instead of \$7.50 — with this guarantee: If you are not delighted with the gifts you receive your \$5.00 will be returned — and you keep the gifts!



Now you too can share this wonderful around-the-world shopping adventure in search of beautiful and unusual gifts—without risking a penny! This special Trial Membership application will, upon acceptance, save you \$2.50 . . . and bring you 3 exquisite, valuable discoveries of real distinction direct from their countries of origin — for only \$5.00 — if you act now! And, if you are not delighted with each and every gift you receive, just tell us so and your entire \$5.00 will be refunded at once! Could any offer be more fair?

Just imagine! This unique, world-wide shopping club will send to your door three surprise gift packages from across the seas . . . perhaps from the colorful native bazaars of North Africa, or from an island paradise in the Pacific, or from a sophisticated metropolis on the Continent, or from almost any exciting faraway corner of the globe. It may be an example of fine Florentine leather work from that historic city of the Renaissance, or it may be a package from mysterious Siam containing a strangely beautiful work of hand-wrought silver in symbolic design. You may receive an old-world wood carving from Switzerland, a handwoven creation from South America, or a sparkling piece of Swedish glassware, or a chic product of France. With each package will come the fascinating story of the origin and significance of the article you receive, adding its own special glamour to every shipment.

A Thrilling Surprise For You Every Month

Yes, being a member of Around-the-World Shoppers Club is like having Aladdin's Lamp for your very own—with far-ranging genies bringing you fabulous gifts from the remotest countries of the earth! You won't know what your gifts are until you open the packages. The only hint will be the stamps from some far-off land! We never know just

what unexpected find our representatives will happen upon. But this we do know: when you are a member of Around-the-World Shoppers Club, life becomes a more exciting, a more rewarding experience for you than it has ever been before.



3 Exotic Treasures For Only \$1.67 ea.

Ordinarily, the cost of three gifts would be \$7.50. By taking advantage of this new Membership drive you save \$2.50 — so that the cost to you is an amazingly low \$1.67 for each gift, postage paid, and duty free! But even this bargain is guaranteed to be completely satisfactory to you. If not, just tell us so and your \$5.00 will be refunded at once! At our regular membership prices the values we give are often worth \$4 to \$6 each on the American market. This opportunity saves you \$2.50 more! Foreign nations are in urgent need of American dollars to support native industries. They are glad to offer tremendous merchandise values in exchange. Thus you get more for your money—and at the same time you are doing your bit to improve world conditions by lending a helping hand to our neighbors overseas.

You Pay Nothing Extra For Membership



It costs nothing to join the Around-the-World Shoppers Club. There are no membership fees or dues. You pay only for the regular monthly selections of merchandise. Your Special Introductory Membership pays for 3 monthly shipments from abroad, each from a different country — and remember, you receive your money back if not delighted with any or all of the articles!

Join Now and Save!

Better start your membership right now while this special price is still in effect. Use the coupon NOW. If subscribing for Gift Memberships—a grand idea—enclose names and addresses of recipients (they will receive handsome cards announcing your gift). But by all means, get your Trial Membership Application in the mail at once.

NOTE: The gifts are shipped directly to you from points of origin all over the world, prepaid. Thus, you become an importer without any of the headaches which usually attend importations. We guarantee that the gifts will be delivered to you without damage and that they will be worth much more than the price you pay.

Read What Members Say About the Club!

"It's such fun to belong to the Around-the-World Shoppers Club! When the mailman brings my exciting packages with foreign stamps on them, I become as excited as a little child on Christmas. I am never disappointed in the contents."

S.E., Milwaukee, Wisc.

"Delighted with the results. The gifts are very charming. In fact, I had originally thought I would use most of them for gifts and now find that I hate to part with them. I must congratulate you on this very unusual venture."

M.P., Jackson Heights, N.Y.

"My membership has been for fifteen months and I wish to continue for another year. I thoroughly enjoy reading, more than once, the romantic style of writing of the leaflet enclosed with each article. It takes me, for a while, to the very spot where the article was created."

Mrs. O.W.L., Akron, Ohio

"First, I want to say how terribly proud I am over my beautiful gifts. Can hardly wait for them to get to me, just like a birthday every month. Even my mailman is excited. He has his pocket knife ready to open them!"

L.C.L., Downey, Calif.

"All my gifts are very lovely and unusual. They all came carefully packed and in good condition. I am deeply grateful to you for your kindness and courtesy, and for your prompt and efficient service."

B.A.P., Ann Arbor, Mich.

"My husband and I have been members for six months now. The lovely gifts we've been receiving seem to get nicer every time. I am beginning to wonder just how nice the gifts can get! I want to congratulate you on the wonderful job your shoppers are doing."

Mrs. D.A., Alexander, La.

APPLICATION FOR 3-MONTH TRIAL MEMBERSHIP Around-the-World Shoppers Club, Dept. 817-Y 71 Concord Street, Newark 5, N. J.

Please enroll me for 3-Month Trial Membership in Around-the-World Shoppers Club for which I enclose \$5.00. Upon your acceptance you are to send me three shipments of the Club's selections of foreign merchandise from their countries of origin postpaid and duty free. It is understood that if I am not delighted with each and every article received, you will refund my entire \$5.00 and I may keep the gifts! If you wish to avoid the bother of renewing your membership frequently you may enclose either of the following amounts:

- \$12 to pay for 7 shipments or (Check which you prefer)
 \$22 to pay for 13 shipments

Name..... (Please Print)

Address.....

City, Zone, State.....

(NOTE: All shipments come to you postpaid and duty-free. However, the U.S. Post Office Dept. charges a service fee of 15c for delivering foreign packages; collected by your postman and cannot be prepaid.)
CANADA: 3 mos., \$5.50. Delivered to your home without payment of additional duty or postage: 971 St. Timothy St., Montreal 24, Que.



Around-the-World Shoppers Club

Dept. 817-Y, 71 Concord Street, Newark 5, N. J.