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# SCIENCE NEWS LETTER

®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



Russians in Antarctica

See Page 373

A SCIENCE SERVICE PUBLICATION

## How to Be Incredibly Cool All Next Summer

Can you remember breathless nights last summer when you vowed you'd pay anything for a good night's sleep?

Arthur Carson's **How to Keep Cool** tells you practically every known **fast, low cost, scientifically right way** to cool off fast and stay cool all summer long in your home or office. From now on, there's no excuse for sleepless nights or nerve-racked days when you just can't bear the heat any longer.

In this 50,000 word book, whole sections tell you how to get the benefits of air conditioning without all the cost.

Now, perhaps for the first time, you learn the scientific ways to cool a single room or an entire house with low cost electric fans—and how inexpensive fans can save you hundreds of dollars in buying an air conditioner.

There's full information on how to get the last bit of use out of the attic fans, de-humidifiers, the new low cost evaporative coolers, the different kinds of air conditioners, how to cut their operating cost, and how to make a low cost installation do the job of a more expensive one.

For your personal comfort, there are answers to all the questions you've been asking for years. Which is better—a cold shower or a warm bath? (You think you know that one? Better read what the scientists have to say.) When a thermometer is climbing, is it really dangerous to drink ice water? Is hot coffee or hot soup wiser? Look at the Arab on the desert with all his heavy clothing and ask, "Is it true that the fewer, lighter-weight clothes you wear, the cooler you are?" What is a quick way to comfort while driving on a hot day? Why are Venetian blinds little practical protection against summer heat? What is cooler?

This summer, know what science has to tell you about the many ways you can be incredibly cool through all the hot weather. **How to Keep Cool** costs only \$1—how small a sum that is on a day when you'd give anything to get cool! So order it now.

Don't spend one cent on an air-conditioner until you know how large a unit you really need!

Too small a unit won't give you the comfort you wish. Too large a unit means spending unnecessary money. **How to Keep Cool** tells you exactly the size unit you need for your own home or office—or whether you need one at all.

## Where Will You Go in Florida?

### If You Want a Vacation You Can Afford?

Florida needn't be expensive—not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want it's Norman Ford, founder of the world-famous Globetrotters Club. (Yes, Florida is his home whenever he isn't traveling!)

His big book, **Norman Ford's Florida**, tells you first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation, or looking over job, business, real estate, or retirement prospects.

Always, he names the hotels, motels, and restaurants where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want.

Of course, there's much more to this big book.

If you want a job or a home in Florida, Norman Ford tells you just where to head. If you want to retire on a small income, Norman Ford tells you where life in Florida is most pleasant on a small income.

Yes, no matter what you seek in Florida—whether you want to retire, vacation, get a job, buy a home, or start a business, **Norman Ford's Florida** gives you the facts you need to find exactly what you want. Yet this big book with plenty of maps and well over 100,000 words sell for only \$2—only a fraction of the money you'd spend needlessly if you went to Florida blind.

For your copy, fill out coupon now.

## Do you know as much about New England as you should?

Do you know where to find all its magnificent mountains, its best preserved Colonial villages and its living reproductions of historic towns? Do you know how best to visit its deep canyons (which New Englanders call "gaps"), its world-famous national park, its maritime villages (including that living museum where you can roam the decks of a down-east square-rigged ship)? Can you link them all in one circular tour of New England? Do you know where to find the best fishing, hunting, swimming, the finest vacation spots in the mountains or at the beach? Where to find the best accommodations at the price you want to pay?

Let William Redgrave's big book **All of New England** help you. As detailed and complete as all Harian books, this big book costs only \$1.50.

## AMERICA BY CAR

This big book is your insurance of seeing all the four-star sights in whatever corner of the U. S. or Canada you drive to (and it even covers Mexico and Cuba as well).

Day by day, **America by Car** tells you where to go from Alaska to Mexico. Whether you're visiting New England or California, Florida or the National Parks, the Great Lakes, the Mississippi, California, the East, the South or the Southwest, the Indian country, etc., it tells you road by road the scenic way to go and it always directs you to the important sights along the way and in the cities.



In Niagara or Los Angeles, Washington or New Orleans, the Black Hills or Montreal, **America by Car** takes the guesswork out of travel. Of course it names hundreds upon hundreds of recommended places to eat and stay.

America is so big, you can easily overlook or forget important sights or make many a wrong turn. So get **America by Car**, the book that makes sure you'll see everything of consequence and always travel right.

**America by Car** is fully 170,000 words in length. But it costs only \$2.50, while it helps you see any part of America as you've probably never before explored this part of the world.

## BEST IN THE WEST

Whether you're headed for Yellowstone or Hollywood, the Indian pueblos or the Rockies, the Black Hills or the Spanish missions, seeing them with Thomas B. Lesure's 170,000 word guide is like going with a veteran traveler who's been there a dozen times before.

From San Diego to Montana, from El Paso to Seattle, there's not a place in all the West that Thomas B. Lesure won't help you explore better, and with more knowledge, and he also covers the nearby strips of Canada and Mexico, places like Vancouver, Jasper, Banff, Guaymas, etc.

### Of course, there's much more besides:

**Are you driving?** Thomas B. Lesure details the best roads to take, the scenic turn-offs, the outstanding motels and restaurants to pull up to.

**Are you traveling in other ways?** Here's the data you want about seeing the West without a car of your own.

**Do you want a stay-put vacation?** There's so much to do in the West—all the usual activities plus such things as prospecting for gold, dude ranching, mountain climbing, boating, hunting, etc., and Thomas B. Lesure makes sure you fill all your time with day after day of fun.

**Going with children?** You need this full rundown of the things in the West that will capture their interest.

**What about tipping?** Is it different out West? Here are the facts you need every day on whom, when, and how much to tip.

And there's still much more to this 170,000 word book (a book as long as three novels): how to get FREE souvenirs, where to find excellent buys in Indian blankets, how to visit the Indian villages, even such information as to where to find the best places to live or retire in all the West.

Make your Western holiday the vacation that really gave you everything you ever wanted in a vacation. Get **The Best in the West**. Despite its enormous amount of information which you'll use every day you're in the West, it costs only \$2.50.

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☐ All About New England—\$1.50.  
☐ SPECIAL OFFER #2—All 5 books above for \$7.50.

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# Questions

**AGRICULTURE**—What plant was used to test the new gibberellin-like substances? p. 373.

□ □ □

**GEOPHYSICS**—How much tritium is there in the atmosphere? p. 378.

□ □ □

**MEDICINE**—When does the body produce C-reactive protein? p. 377.

□ □ □

**METEOROLOGY**—How can cloud-seeding decrease the number of lightning-caused forest fires? p. 373.

□ □ □

**OCEANOGRAPHY**—Where is the new ocean stream located? p. 376.

□ □ □

Photographs: Cover, Arthur Scholes; p. 371, American Medical Association; p. 373, U. S. Department of Agriculture; p. 375, U. S. Weather Bureau; p. 384, E. I. DuPont de Nemours & Co.

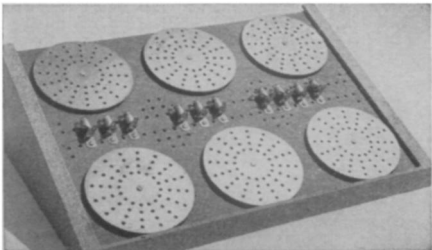
## RADIO

Saturday, June 22, 1957, 1:45-2:00 p.m., EDT.

"Adventures in Science" with Watson Davis, director of Science Service, over the CBS Radio Network. Check your local CBS station.

Dr. Leone N. Claman, attending physician, in charge of allergy, New York Infirmary, will discuss "Allergies."

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Control Panel of GENIAC set up to do a problem in check valve research.

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A triple revolving, objective lens turret allows selection of 100, 200 or 300 POWER magnification. Has fine, ground and polished lenses and ALL METAL construction. This instrument is NOT A TOY! Right or left hand rack & pinions make smooth, precise adjustments. Body inclines 90°.

795 WAS 1295 NOW

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Provides 5 POWER magnification with brilliant illumination for precise inspection of any substance, material or specimen. The head contains a 50 MM lens and has internal calibrated scale to show relative size of subject. Body is nickel plated metal and holds 2 flashlight batteries. Head is molded bakelite. Takes a regular flashlight bulb.

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