# SCIENCE NEWS LETTER





THE WEEKLY SUMMARY OF CURRENT SCIENCE

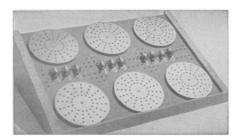


**Hunting Snark** 

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A SCIENCE SERVICE PUBLICATION

## Why have hundreds of schools bought GENIAC, The Electric Brain Construction Kit?



ORDER NOW for CHRISTMAS DELIVERY

We think it's because GENIAC is the only kit and text combination that presents the basic ideas of cybernetics, boolean algebra, symbolic logic and computer circuitry so simply that a twelve year old can construct what will still fascinate advanced students.

The partial list of our institutional purchasers below indicates a cross section of our customers. GENIAC is not only an excellent classroom demonstrator but it provides hours of fun abuilding. As such it makes a perfect present for the science minded teen-ager. As a father-son project it can't be beaten.

GENIAC is sold to all customers on a one-week return guarantee. You may actually use it in that time, returning it as is if you decide not to keep it. For Christmas gifts, guarantee extends until Jan. 1, 1958, so buy early to assure Xmas delivery.

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SPECIAL: Machine to Compose Music.

GENIAC parts are specially manufactured to high tolerance; they include a special six-deck switch of unique design and over 400 components plus a book "GENIACS: SIMPLE ELECTRICAL BRAIN MACHINES AND HOW TO MAKE THEM", plus six other books and manuals, parts tray and rack, shown in picture above. GENIAC is a remarkable buy for

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Kit and instructions are returnable for full refund in seven days. This is a perfect father-andson project; your whole family and your friends will enjoy the finished machines. You can design new computers from the adaptable parts.

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SCIENCE KITS, Dept. SL-117-D, Oliver Garfield Please send me:	Co., Inc., 126 Lexington Ave., N. Y. 3, N. Y

1 GENIAC Electric Brain Construction Kit and Manual.

\$19.95 (East of Mississippi)

\$20.95 (Elsewhere in United States)

\$21.95 (Outside the United States)

Returnable in seven days for full refund if not satisfied. I enclose \$.....in full payment. (For delivery in N. Y. City please add 3% for city sales tax.)

My name and address are attached.

### SOME FIRMS AND INSTITUTIONS THAT HAVE ORDERED GENIAC:

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Remington-Rand
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Wheeldex Mfg. Co.
Manuel Missionary College
Walter V. Clarke Associates
Barnard College
Westinghouse Electric
Phillips Laboratories
General Insurance Co. of America
Lafayette Radio
Rohr Aircraft Co.
Southwest Missouri State College
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Stamford Research Institute
The Hecht Co.
American Management Assoc.
De Pauw University Hydro Electric Tower
Adams State Teachers College
Abercrombie and Fitch
Kleinschmidt Laboratories
Kansas State Teachers College
Albert Einstein Medical College
Naval Research Laboratories
Board of Education, Tecumsah, Nebraska
Marshfield Public Schools
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Jefferson Union High School
Oklahoma A&M
Kansas City University
Duke University
Coral Gables Senior High School
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... and hundreds of other individuals
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