

the caslon clock tells a different kind of time...



Time is just time you say? Well, read how this **caslon** clock will change the way you read it.

It is a psychological fact (try it on friends!) that when people look away from an ordinary clock (one with hands!) they seldom remember the exact time. They know *about* what time it is. This is because most often you just glance at a clock to orient yourself to the time . . . in relationship to some upcoming moment, date, event or whatever. But—when you glance away from *this* digital timepiece, and someone asks you the time, you'll give it *exactly*. Right to the minute. "*It is 3:43.*" That's the difference between seeing all 12 hours at once and this "digital readout" that states the precise time, and *only* the precise time. The numbers of this plug-in electric clock can be read at a good 50-paces. A silent electric motor flips the plastic plates into view faster than the eye can see. *One second it's 3:43 and then, suddenly, it's 3:44.* Don't worry. The change is silent. Not even a "click."

This improved way of telling time is the 110v **caslon digital electric table clock**. If that sounds like a mouthful you should see it in 3-dimensional color. It's an eyeful. Beautiful, in the modern manner. The console shape is at home with any decor, in any room—or office. You have a choice of six colors to complement your furnishings. But, most important, the **caslon** tells time in a way you can't mistake—won't forget! It is something of a conversation piece, too. People will stand there staring at it, waiting, trying to catch it changing time. But it is faster than a wink, and quieter than your wristwatch. (The precision synchronous motor is of the hysteresis type—with 18 poles—operating at a low speed to assure even, silent operation and a good long life.) Dimensions: 5½" x 3½" x 3½". It makes a beautiful gift—

Mail to: 526 Washington, San Francisco 94111
Phone: (415) 981-5688 **SN-1125**

- Send me the **caslon** (in the color checked below.) I enc. \$24.90 plus \$1 for post. & ins. (Calif. add 5%.)
- Bill Amer. Exp. Acct. # _____
- | | |
|------------------------------------|--|
| <input type="checkbox"/> Snowwhite | <input type="checkbox"/> Airline Blue |
| <input type="checkbox"/> Red | <input type="checkbox"/> Midnight Blue |
| <input type="checkbox"/> Charcoal | <input type="checkbox"/> Wheatglo |

Name _____

Address _____

Zip _____

Haverhill's

who reads science news

Who reads *SCIENCE NEWS*? You may have asked that question sometime, and as you can well imagine, it is a subject of intense interest to us. We now have a detailed answer, thanks to the first major survey ever done on the *SCIENCE NEWS* readership.

We are very pleased with what we found, and I should like to share some of the information with you. The average weekly circulation of *SCIENCE NEWS* for the six months ending in June was 109,504. Of this, 48 percent went to individual adult subscribers, 15 percent to student subscribers, 27 percent to schools and colleges (mostly libraries), and 10 percent to business and other organizations.

Our readership has several interesting characteristics. The adults generally have a high level of education and income. Students come from prosperous families, and almost all have career aspirations in science or education. The weekly readership is in excess of a million and a quarter persons, including about 800,000 students who have *SCIENCE NEWS* as assigned reading. The magazine is not simply read and thrown away. Three-quarters of the adult subscribers keep it or clip articles from it, and two-thirds of the school and college libraries keep it for five years or more.

On a more specific level, 90 percent of our adult subscribers attended college, 75 percent are college graduates and 54 percent have done some graduate study or have graduate degrees. The median family income of these subscribers is over \$14,000, and as one might expect, they are largely scientists, engineers, administrators, teachers and professional persons. *SCIENCE NEWS* is saved intact by 55 percent, and 22 percent clip out articles.

Of our student subscribers, 20 percent are in college, 70 percent are in high school and 10 percent are in elementary school. The parents of these students are very much like our adult subscribers, with a high level of education and income. The career aspirations of these students are in science or science-related fields for 71 percent, education for 12 percent and other fields for 17 percent.

The school and college subscriptions include 12 percent to colleges and universities, 74 percent to high schools, 9 percent to elementary schools and 5 percent to school systems. In most cases, the magazine goes to libraries. There are more than two faculty readers per copy (or more than 70,000 persons). A huge 26.5 students per copy read *SCIENCE NEWS* each week, totaling almost 800,000. Comments indicate that this is because many schools assign reading as a basis for assignments.

There is much more, but space will not permit. And so let me finish by thanking the subscribers who were kind enough to take the time to fill out and return the questionnaires. We received a very high return and we are most grateful.

E. G. Sherburne Jr.