

# science news

8 March 1969 **25c**  
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forging the keys  
to **UNLOCK THE I. Q.**

**The Chemical Senses**  
**Letter from Frankfurt**  
explosive growth

Amber light!

And you're 160 feet from an intersection, traveling 35 miles an hour. The weather's clear and the road is dry. Suddenly the light changes from green to amber. What can you do? What do you do?

You're caught in what GM researchers call a "dilemma zone." It's a section of roadway where any decision you make may be either illegal (by running

a red light) or dangerous (by stopping too quickly). The length of this zone will depend on many factors: vehicle speed, intersection widths, driver reaction and braking times, and the duration of the amber light.

Traffic scientists at the General Motors Research Laboratories have studied ways of reducing this "dilemma zone"—and presenting the driver a solvable problem—using both theoretical models and observational data on driver behavior. Out of these efforts have come published information and recommendations as to how to set signal lights that

will take into account the laws of nature and the behavior of drivers as well as traffic regulations.

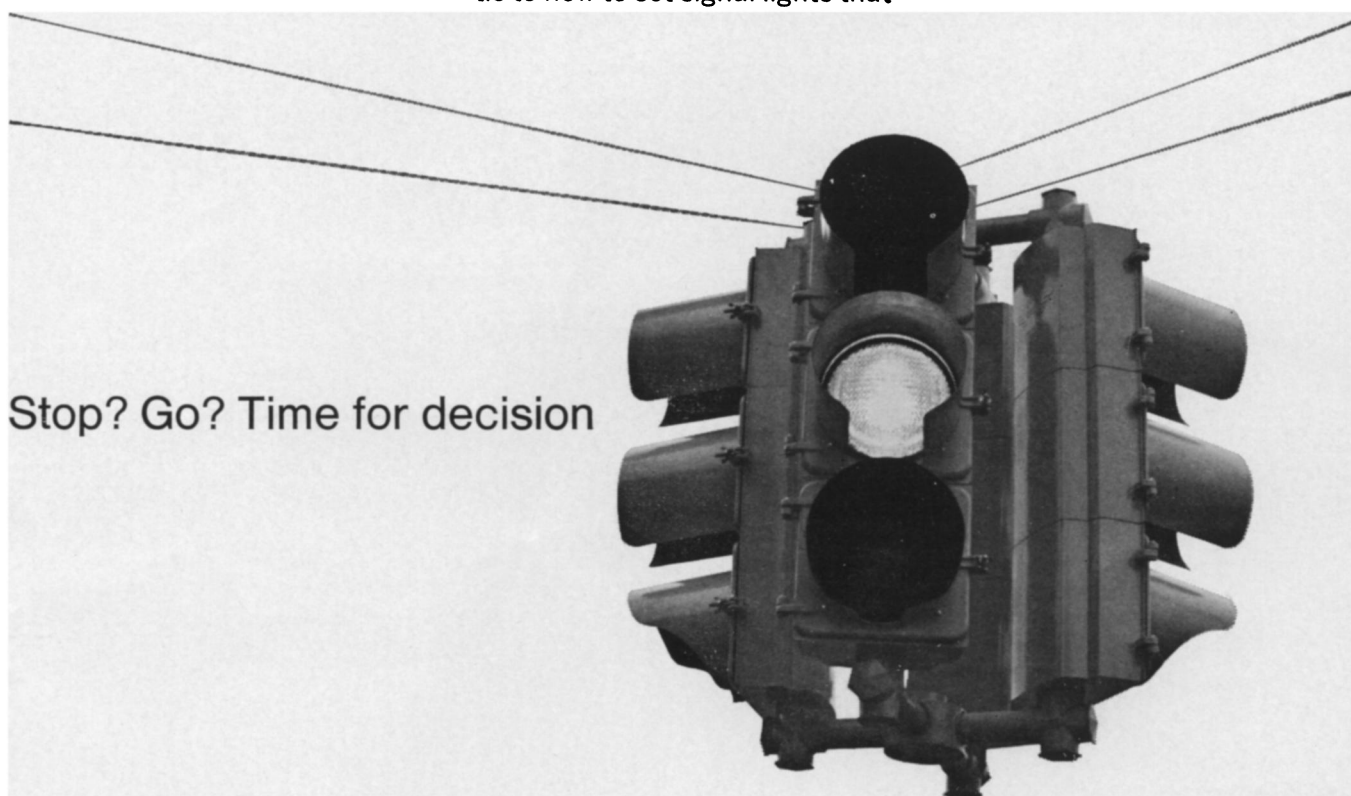
The amber light problem is just one area of traffic science where GM researchers are gathering new understanding and fresh insight into current traffic problems. It's another way our scientists and engineers are looking down the road for you.



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The I.Q. test, designed to be an unchanging measure of individual intelligence, has long been shown to be culture-bound. Now experiments demonstrate I.Q.'s can be drastically improved by intensive early training, p. 243 (photo: National Education Association)

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