

science news

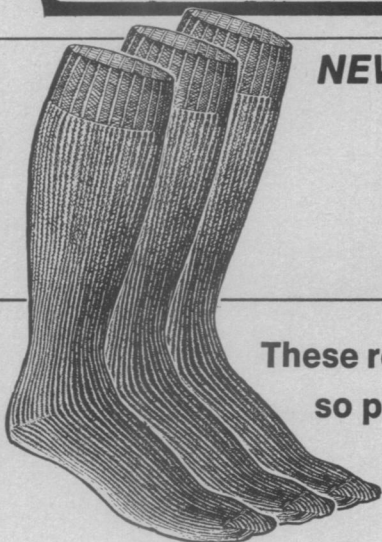
Sept. 25, 1971
vol. 100, no. 13, pp. 197-218



Looking for the sun's neutrinos

You may never need to buy another pair of socks again!

(unless your laundry loses them)



NEW! EXECUTIVE LENGTH:

3 PAIR ONLY \$4⁹⁸
6 PAIR ONLY \$8⁹⁸
12 PAIR FOR \$16⁵⁰



ANKLE LENGTH:

6 PAIR ONLY \$7⁹⁸
12 PAIR FOR \$14⁹⁸

These revolutionary new nylon socks are made of yarn so practically indestructible...we unconditionally guarantee to give you FREE replacements—pair for pair—for any you ever wear a hole in!

When our new merchandise man was offered an exclusive on these indestructible nylon socks, he called the manufacturer a liar.

"Can't be done!" he said. "If the socks are as strong and durable as you claim, they've got to be so stiff underfoot, they'll be unwearable!"

"Kitten-soft," said the manufacturer.

"Then they won't wash satisfactorily."

"Always come out like new," barked the manufacturer. "Permanent colors, lasting texture and shape."

"Or you'll weasel the guarantee," added our man, doubtfully.

"Unconditional!" snapped the manufacturer.

"What's the catch?"

"No catch, no secret!" said the manufacturer happily. "68 filaments of DuPont nylon per inch, throughout the sock. Woven so closely, they make most ordinary socks look like they're three-quarters air, by comparison! Styled by one of the world's great sock designers — for perfect proportion and fit. The yarn is guaranteed to be practically indestructible, in normal use. That "normal use" simply

means regular ordinary wear — don't burn holes in them deliberately, or try to cut them with a scissors or razor."

We still had to be shown. So we got samples. And we wore them. And wore them. And machine washed them. And Laundromatted them. And tortured them. Like wearing one pair for a week straight — till we thought they'd drown in sweat. Then we washed them — with no sweat! They looked and felt like new. The socks didn't surrender. We did. They're for real — and forever!

So here they are. The forever socks. All black, or in a 6-pair assortment of smart solid colors to complement any wardrobe, 2 pair black, 1 charcoal, 1 brown, 1 navy, 1 loden. Ankle length, with elastic tops for snug fit. Or new executive length (over the calf). Both styles fit any size 9½ to 13.

6 PAIR ONLY \$7.98

If you've got a slow laundry (or grown-up kids), take us up on our discount dozen offer . . . 12 pair — only \$14.98. Same assortment (only doubled) . . . same forever guarantee! If you prefer the higher executive length, get 3 pair for \$4.98, 6 pair for \$8.98, 12 pair for \$16.50.

ORDER NOW. PROMPT DELIVERY GUARANTEED.

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september 25, 1971

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Deep in a South Dakota gold mine a tank of cleaning fluid searches for solar neutrinos, but it doesn't see as many as expected. See p. 210. (Photo: Brookhaven National Laboratory)

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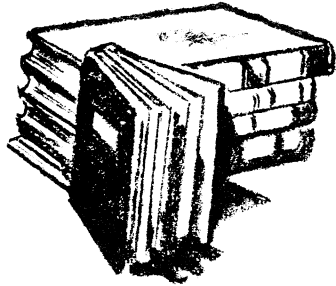
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