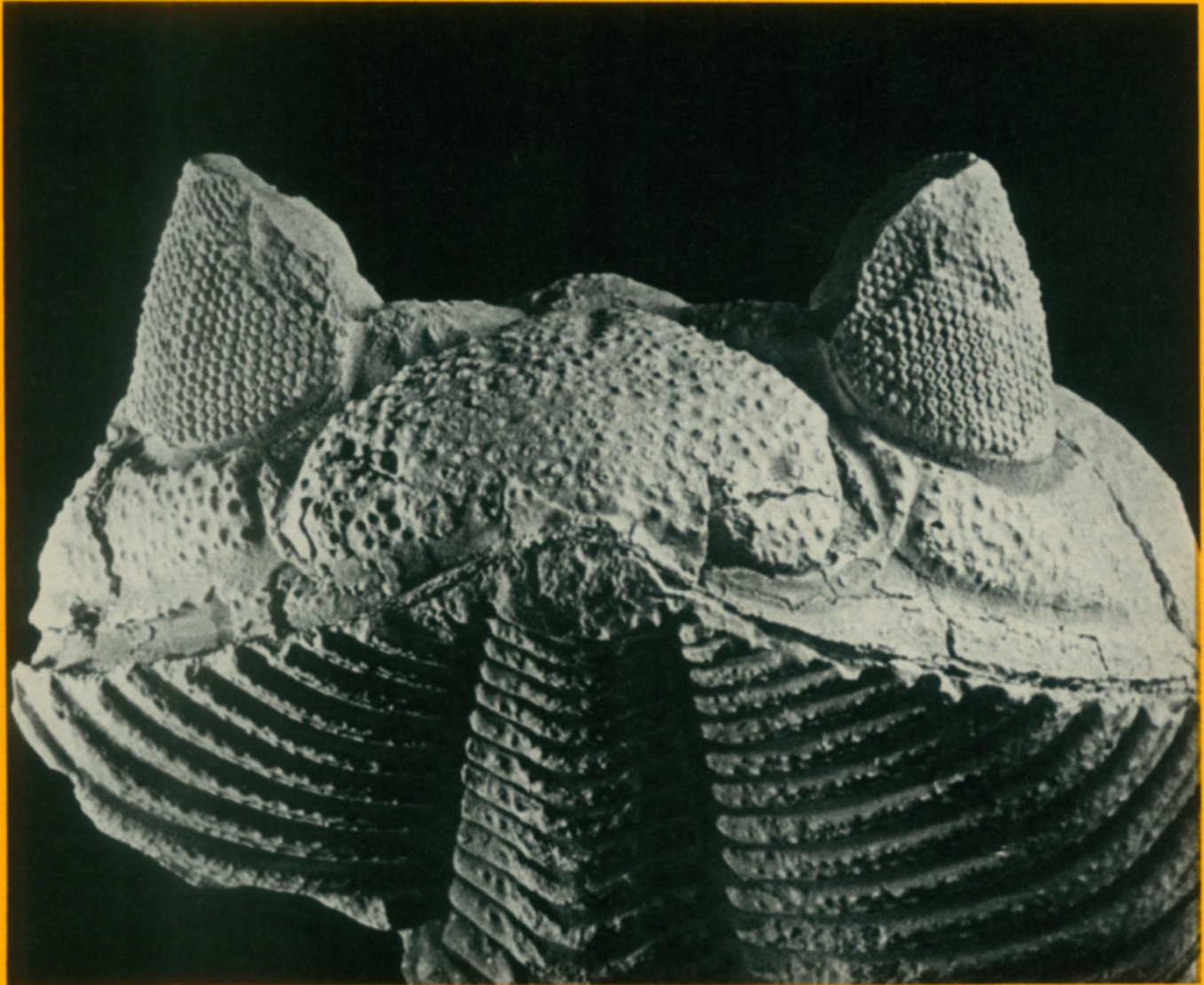


# science news

Feb. 2, 1974  
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Artificial vision  
Radar map of Mercury  
Puzzles of prehistory



## THE EYES HAVE IT

The extraordinary lenses of trilobites

# Why the president of Diners Club wants to buy a million used American Express cards.

If you have an American Express card and don't have a Diners Club card, you may be missing more than you realize.

Because, around the world, Diners Club is honored at 75,000\* more places than American Express. (Carte Blanche is a distant third.)

What can that mean to you?

We have a way to let you see for yourself—without paying for another card.

### How it works.

First, if you qualify—and frankly, our credit requirements are somewhat stricter—we'll send you your Diners Club card at our usual charge. (\$15, the same as American Express.)

But we'll also send you something else: a refund for the period of your American Express card that remains in effect. (For example, if six months remain before its expiration date, we'll send you a check for \$7.50.)

You'll still keep your American Express card, of course. Only now you'll have a Diners Club card too.

And for quite a while, you'll have the use of both and be paying only for one.

### What the Diners Club card will add.

In Europe, Diners Club is honored at 30% more places than American Express. Important places, too.

For example, *Guide Michelin*, the world's most renowned restaurant guide, bestows its highest rating—three stars—on just 16 restaurants in all of France. Of these, 11 honor Diners Club (8 of them exclusively) while only 3 honor American Express (none exclusively).

In Asia, Africa and Latin America, you'll find Diners at three times as many places.

### The first executive card.

Needless to say, Diners Club is honored throughout the U.S.—where we originated the executive credit card.

Of course, you can make do with your American Express card alone. But not having Diners Club means having no credit at all at 75,000 places. It could mean passing up some very nice restaurants, shops and places to stay—unless you're prepared to pay cash.

Why not let us pay for the unexpired portion of your American Express card while you try ours too? Just fill out the application below.

\*Figures based on direct comparison of latest published Diners Club and American Express directories.



## DINERS CLUB

Executive service is our business

To qualify for this offer, application must be submitted on this form by April 1, 1974.

My American Express Card no. is  It expires  MONTH  YEAR



**DINERS CLUB**  
10 Columbus Circle, New York, N.Y. 10019  
(PLEASE PRINT ANSWERS TO ALL QUESTIONS)

20-73-992

FOR OFFICE USE ONLY

1.  Personal Account—mail bill to residence  Personal Account—mail bill to office  Company Account—mail bill to office

2.  Mr.  Miss  Mrs.  Ms. First Name Middle Last Date of Birth Month Day Year Spouse (first name)

Home Address Street City State ZIP Code

Years at Present Address Own Home Rent Telephone (include area code) Number of Dependent Children Social Security Number

Previous Home Address Street City State ZIP Code Years there

3. Firm Name or Employer Nature of Business Position Address Street City State ZIP Code Telephone (include area code) Years with firm Annual Earnings NOTE: If annual earnings are less than \$10,000 indicate source of other income below

Amount and Source of other income Previous Employer (if employed by above less than 3 years) or College/University if Recent Graduate Yrs. with firm or yr. graduated

Spouse's Employer Address Position Annual Earnings

Name and Address of Personal Reference (not living with you)

4. Name of Bank and Branch City & State Acct. Number Type of Account:  Checking  Savings  Loan

Name of Bank and Branch City & State Acct. Number Type of Account:  Checking  Savings  Loan

Department Store Accounts Other Credit Accts: 1.  American Express 2.  Carte Blanche  Bank Americard  Master Charge

1. Other: 2. Former Diners Club member?  Yes  No

5. \$17 FEE: covers 12 months' membership from date card is issued at \$15 plus 1 year's subscription to Signature, the Diners Club Magazine, at \$2. Subscription optional. Indicate choice below. Do NOT enclose check—we will bill you later.  
 \$17 Fee (Includes Signature Magazine)  \$15 Fee (Membership Only)

Applicant authorizes exchange of credit information, the issuance of credit cards as indicated and renewal and replacement thereof. Applicant agrees that each cardholder assumes joint and several responsibility for all charges with company applicant, if Company Account, or with primary applicant if Personal Account.

Send me an additional Diners Club Card at \$7.50 for a member of my immediate family.

First Name	Middle	Last	Signature of Add-on applicant	Relationship
Please send me _____ forms for additional cards for members of my firm/family.				

Signature of Company Officer for Authorization of Company Account Title

Signature of Individual Applicant Date

[HAVE YOU SIGNED THIS APPLICATION?]

# KNOW YOUR BLOOD PRESSURE TWICE A DAY! ANYWHERE!



## EASY TO USE

- INSTANT PRESSURE CHECK ANYWHERE, ANY TIME OF DAY OR NIGHT
- SAVES ON MEDICAL BILLS
- SAVES TIME, WORRY, TENSION

## PROFESSIONAL BLOOD PRESSURE MACHINE PAYS FOR ITSELF MANY TIMES OVER!

Compact unit in zippered case travels where you do! No more waiting for appointments, wasted hours in doctor's office . . . No more exorbitant medical bills to keep tabs on unruly blood pressure! Now, take your own pressure night or day, at home or away, accurately, scientifically. Precision made Aneroid type sphygmomanometer with easy-ready gauge is simple to use. Just wrap Velcro no-slip sleeve around arm and squeeze bulb. Lets you check "warning sign" fluctuations on the spot. PAYS FOR ITSELF IN COST OF JUST TWO DOCTOR VISITS! Comes with compact zippered case. One-year warranty.

**Blood Pressure Machine (Z73254) . . . Only \$15.95**  
If you don't have one, **Professional Stethoscope (Z47258)** available for **only \$4.95.**

**DON'T DELAY . . . THIS MAY BE THE BEST  
"LIFE INSURANCE" BUY YOU'VE EVER MADE!**

**HANOVER HOUSE**  
Hanover, Penna. 17331

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We take such pride in the merchandise we offer, that we're completely confident in offering this NO-LIMIT guarantee: if at any time you are not satisfied for any reason whatsoever with your order, please return for a full refund of your purchase price. A satisfied customer is our greatest reward.

### MAIL HANDY COUPON

**HANOVER HOUSE, Dept. Z-157**  
Hanover Bldg., Hanover, Penna. 17331

Kindly rush \_\_\_\_\_ Blood Pressure Machines (Z73254) for only \$15.95 plus 85¢ to cover postage and handling on full money back guarantee if I am not completely satisfied.

Please send \_\_\_\_\_ Stethoscope(s) (Z47258) for just \$4.95 plus 50¢ to cover p.p. & handling on same full money back guarantee.

**SAVE!** Order complete kit (Blood Pressure Machine and Stethoscope) for just \$19.95 plus \$1.00 p.p. & handling. You save \$1.30. Z73353

**CHARGE IT!**  DINERS CLUB  
 AMERICAN EXPRESS  MASTER CHARGE  
 BANKAMERICARD Interbank # \_\_\_\_\_

Acct. # \_\_\_\_\_ My Card Expires \_\_\_\_\_

Enclosed is \$ \_\_\_\_\_ Penna. & Md. residents add sales tax.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_