



# Keep science in perspective

We don't see science in isolation from the other activities of man. As in the titles of two of Vannevar Bush's books, we believe that science is the endless frontier but also that science is not enough. At Science News we relate science to the rest of society.

Our main purpose is to encapsulate scientific news into a readable weekly format to provide accurate, up-to-the-minute facts and commentary about what's happening in the world of science. To provide intelligent discussion of public issues related to science. And to put it all into perspective.

Our readers include eminent scientists catching up on fields outside their specialties—as well as engineers, students, teachers and laymen.

We believe that science is not the province of a select few. Many of the basic facts and concepts are understandable by any reasonably well-educated person. Our writers—trained in both science and journalism—are uniquely qualified to bridge the gap to persons who have limited scientific backgrounds. And we believe these people can provide scientists with some new perspectives too.

Our environment writer, for instance, sees the

connections between pollution and other conditions of modern civilization. And our behavioral sciences writer is interested in understanding violence in the nation's ghettos. And although our physics writer can tell you in crisp, readable prose about "black holes," the matter-engulfing entities in deep space, he can also explain why physicists are giving increasing attention to the relationships between physics and the rest of society.

Similarly, our medical sciences writer reports on biomedical ethics as well as DNA. Our space sciences writer deals with earth-resources observations from space as well as planetary probes. And our earth sciences writer focuses on the international politics of ocean research as well as evolution of the continents.

In short, we follow the adjuration of E. M. Forster, "Only connect." We connect science to the rest of the world. And this creates perspective.

You will like Science News. You'll find it gives you a fresh perspective on the world of science. That ought to be worth more to you than \$10, but that's all you need to pay for 52 concise, lively, weekly issues. Mail the coupon today.

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