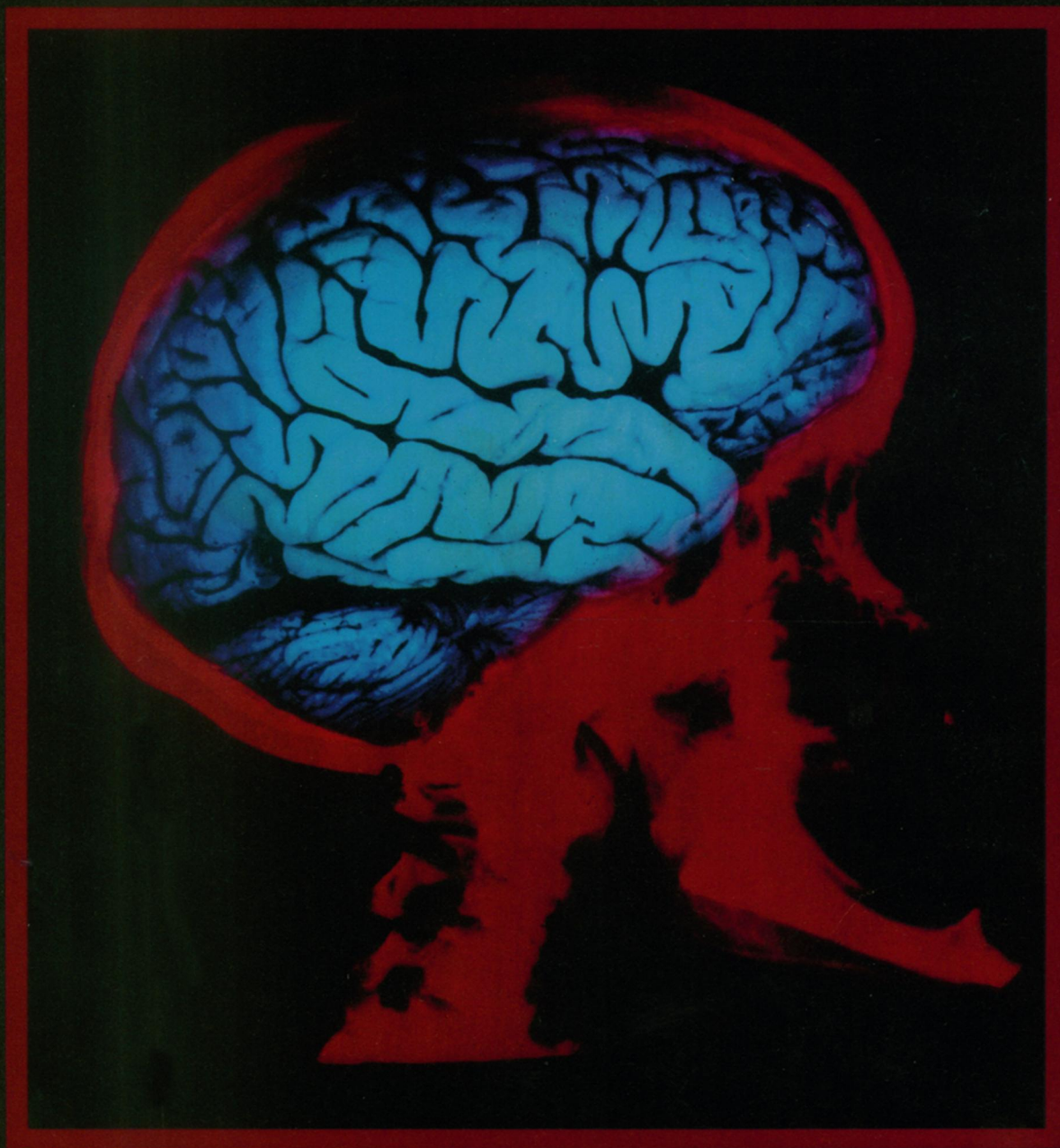


SCIENCE NEWS

NOVEMBER 25, 1978
VOL. 114, NO. 22

THE BRAIN A SPECIAL ISSUE





Unfair Copy

The watch shown here is a copy of the world famous Seiko chronograph alarm. Unfair? You be the judge.

All the features of the Seiko watch are duplicated in this digital watch. It is an excellent example of the fierce competition in the United States.

It's really a shame. The watch shown above is a copy of the Seiko chronograph alarm.

Seiko is one of the world's most respected watchmakers, having literally taken over the quartz watch industry. Their quality is outstanding, and they have produced many great innovations in the digital watch industry.

The Seiko chronograph alarm sells for \$300. The watch costs jewelers \$150. And jewelers love the item, not only because of the excellent reputation of the Seiko brand, but because it's probably America's best-selling new expensive digital watch. And Seiko can't supply enough of them to their dealers.

The Mercury copy shown above looks almost exactly like the Seiko and costs dealers approximately \$50. Most dealers are selling it for \$100, and they're selling them as fast as they get them.

LABOR EXPENSIVE IN JAPAN

Unlike the Seiko watch which is made in Japan, the Mercury is manufactured under special contract in Hong Kong by a prominent American watch manufacturer. The watch uses basically the same components as the Seiko, but the differences lie mainly in the labor. Hong Kong's labor costs are far less than in Japan. An average Japanese watch assembler makes the equivalent of \$75 per day whereas the equivalent employee in Hong Kong makes only a few dollars per day.

The value of the yen has skyrocketed while the Hong Kong dollar has changed little in comparison to the U.S. dollar. So all Seiko products have become even more expensive to export.

BOTH BACKED BY SERVICE

The Seiko is backed by a national network of service centers. The Mercury is backed by a very efficient service-by-mail center. Since the latest crop of space-age digital LC watches require very little service other than battery replacement, which any jeweler can do, service has become less a concern.

Why then would anyone want to buy a copy of the Seiko? For several reasons:

Savings JS&A has obtained sufficient quantities of the Mercury to offer you the item for as low as \$69.95.

Support Mercury is a division of Leisurecraft Industries, a public company that specializes in obtaining the best digital watches and insuring their value with excellent service, support and quality.

Quality You'll be amazed at the excellent quality of the Mercury, especially compared side by side with the Seiko.

Accuracy The Mercury is guaranteed accurate to within 15 seconds per month, although much greater accuracy can be expected.

THE BEST FEATURES

The alarm chronograph has an alarm that really wakes you up. Its chronograph measures time to one hundredth of a second and has three settings: **split** which continues counting the split seconds while you freeze the time for reading, **add** if you want the total time of several periods, and **lap** which starts counting from zero when you press the button.

You have hours, minutes, seconds, day of the week, the month and date. The Mercury

Quartz LC also remembers the days in a month and automatically recycles to the correct first day of the next month.

EXAMINE THE FEATURES

Order the Mercury from JS&A on a trial basis. Compare it feature for feature with the Seiko. Compare its accuracy, its alarm, and its chronograph functions.

If after a truly side-by-side comparison, you aren't convinced that its accuracy, quality, and features make it a truly outstanding value, return it within 30 days for a prompt and courteous refund. We promise to accept the return of your watch with absolutely no questions asked and even refund the \$3.50 postage and handling.

AMERICA'S LARGEST SOURCE

JS&A is America's largest single source of space-age products—further assurance that your modest investment is well protected.

The new crop of digital watches rarely malfunction, but if service is ever required, it is reassuring to know that there is a prompt service-by-mail facility, a one year limited warranty and two substantial companies backing your modest investment.

To order your Mercury Quartz LC, send your check for **\$69.95** for the silver-tone model or **\$79.95** for the gold-tone along with \$3.50 per order for postage and handling (Illinois residents, please add 5% sales tax) to the address shown below or credit card buyers may call our toll-free number below.

Is it unfair to copy a popular expensive watch? America's growth can be traced directly to the principle of open competition. Open competition has not only been the catalyst for innovation, but it is also responsible for bringing better value to a free marketplace. Unfair? Maybe if you were Seiko it would be. But then we're all not that lucky.

Your timing is perfect. Why not order the Mercury LC at no obligation, today.

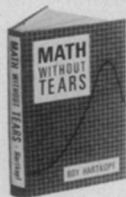
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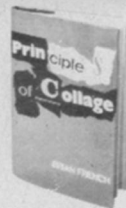
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MIND TICKLING BRAIN TEASERS

by E. R. Emmet



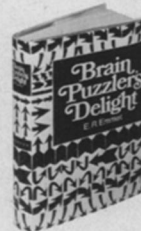
This new collection of brain challenging puzzles of logic provides hours of entertainment for both the beginner and the confirmed puzzle buff. The book provides exercise for the mind, and develops the ability to reason logically and effectively. As the book progresses

the degree of difficulty increases. No special mathematics is required. Answers and full explanations are provided for each puzzle. Humorous illustrations and a colorful cast of characters add to the fun!

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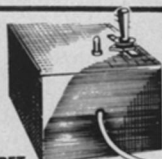
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