SIENCE NEVS

NOVEMBER I, 1980 VOI 118 NO 18



Thomas Edison started it, and now you can have it, too.

SCIENCE

CIENCE

A hundred years ago, Thomas Edison launched a new magazine called SCIENCE. Today, it is one of the world's most respected journals—a weekly science news magazine published by the American Association for the Advancement of Science.

Who reads SCIENCE? 150,000 scientists in every field. People who want to know about new discoveries in research and development *before* they are published elsewhere.

SCIENCE brings you 900 original research papers a year. They span the disciplines, making SCIENCE the most broadly-based research journal in the world today. But these papers are only the beginning!

Every week in SCIENCE, you find:

- Research News on significant research findings worldwide. One of the first really detailed articles on the potential problems of ozone appeared in our Research News Section.
- News and Comment that gives you timely information about the national and international scientific community and who's who in the Washington power structure.
- Editorials and Letters that make SCIENCE the bulletin board of the scientific world. The moratorium on DNA research was first proposed in a letter to SCIENCE.
- Book Reviews that bring you the most important new books on science, technology, and related fields.

The articles in each week's issue of SCIENCE cover a wide range of subjects. Energy analysis of solar power satellites. Promotion and limitation of genetic exchange.

Pituitary hormones in the brain. Voyager telecommunications: the broadcast from Jupiter.

These extraordinary SCIENCE articles are accompanied by charts, diagrams, and graphs whenever needed—and by intriguing photographs and illustrations. SCIENCE is a serious magazine, but it's never somber or stuffy.

How to Get SCIENCE

You automatically receive a subscription to SCIENCE when you join the American Association for the Advancement of Science, the world's largest federation of scientific and engineering societies.

Further, as a member, you'll receive discounts on AAAS publications and reduced rates for the AAAS Annual Meeting, where leading scientists and lay people gather to discuss scientific developments and public policy issues. And you'll enjoy more than 10 other valuable member benefits.

Send No Money Now—Satisfaction Guaranteed

Thomas Edison started it.
The world's leading scientists read it every week. Now you can have SCIENCE and AAAS membership, too.

Send no money now; we'll be glad to bill you later. All you do to subscribe to SCIENCE and become a member of the American Association for the Advancement of Science (AAAS) is fill out the coupon below and mail it today.

If you are not fully satisfied with SCIENCE and your membership in AAAS, just cancel them when you receive your bill.







SCIENCE

American Association for the Advancement of Science 1515 Massachusetts Avenue, N.W., Washington, D.C. 20005

SCIENCE. Please	s a AAAS member and start my bill me later. I understand I can o when I receive my bill if I am no Full-Time Stude	cancel my membership t fully satisfied.
Name		
Address		
City	State	Zip
*Foreign rates higher	\$19 allocated to subscription	14702