

# SCIENCE FOR THE MILLIONS

Millions of those who inhabit the earth have never read a scientific book, attended a scientific lecture or felt the thrill of scientific discovery, even at second-hand. To millions the methods and spirit of science are foreign. To serve and inform those millions is the function of Science Service.

Organized as an institution for the popularization of science, Science Service informs the public through newspapers, magazines, books, lectures and radio talks. Over a million words interpretive of science reach some ten millions of readers annually.

## *Science Service Activities*

*Science News Bulletin.*—A daily syndicated series of brief non-technical articles on new discoveries, inventions and events in the various fields of science, with special reference to their application to industry, commerce and daily life. This is sold to one newspaper in each city.

*Telegraphic Service.*—Spot news such as new inventions and discoveries, earthquakes, comets, explorations, etc., and the meetings of the American Association for the Advancement of Science, the National Academy of Sciences, the American Chemical Society and other scientific societies are covered by dispatches telegraphed daily to newspapers.

*Feature Articles.*—A weekly service of newspaper feature articles illustrated with photographs and drawings.

*Why the weather.*—A daily series of brief authoritative explanations of meteorological phenomena, syndicated to newspapers.

*Nature's Notebook.*—A daily story of the happenings in field and forest, river and sea for use by newspapers when such news is seasonable. Illustrated with drawings in matrix form.

*Star Map.*—A monthly chart of the heavens which enables the layman to understand and enjoy the beauties of the night sky. Descriptive texts accompany map which is furnished in matrix form.

*Science Shorts.*—An assortment of interesting and authoritative short items on science, old and new, to be used as fillers by newspapers. Issued weekly.

*Special Newspaper Features.*—Important events of scientific nature, such as eclipses, expeditions and explorations, etc., are covered for newspapers in special articles distributed by mail and telegraph.

*Other Syndicate Features.*—Other newspaper features are offered from time to time, either produced by the Science Service staff or in cooperation with outside authors.

*Science News-Letter.*—A weekly magazine, using Science Service newspaper feature material, with the addition of book reviews and other features, mailed without publication privilege at \$5 a year for the benefit of teachers, librarians and individuals who want such a means of keeping up with science.

*Photographs.*—Science Service carries in stock for immediate mailing to individuals and newspapers a large collection of photographs of men and women working in science. It also supplies newspapers with a photographic service on leading scientific events.

*Magazine Articles.*—Science Service is prepared to supply periodicals of any kind with readable and accurate articles on scientific subjects, written either by its staff or the investigators themselves in any specified style and length and illustrated if desired.

*Books.*—Science Service is engaged in the writing, editing, revision and criticism of manuscripts for many publishers.

*Lectures and Radio.*—Science Service offers and manages lectures in various fields of science, and members of its staff lecture to clubs, universities, forums and societies from the Atlantic to the Pacific. A radio talk on science is broadcast weekly through eighteen radio stations widely distributed throughout the country.

## SCIENCE SERVICE

21st and B Streets,

Washington, D. C.