

SCIENCE SERVICE invites you and your family to discover

The Amazing World of Science RIGHT AT HOME!



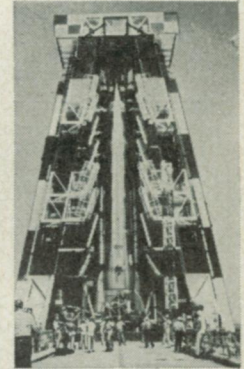
WEATHER. You'll learn to recognize different kinds of clouds; read weather maps; make forecasts; understand hurricanes, tornados, fronts, the Northern Lights, etc.



THE MOON. Scientists may set foot on the moon within a few years. Learn how it was born, how it orbits, how it affects earth; about its giant craters and mountains.



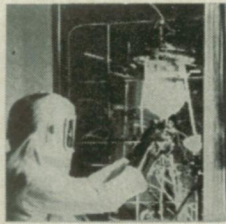
MAN IN SPACE. See how major problems are being overcome: Acceleration, Weightlessness, Zero-Gravity, Living in a Vacuum, Getting man back to earth.



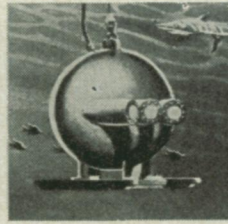
ROCKETS. Watch them being built, fired, guided. Discover how their paths are plotted in advance; how they will enable man to conquer space!



ELECTRICITY. From Benjamin Franklin's kite and keys to the electrons of Bohr and Langmuir, you follow the discovery of the amazing silent force that keeps our world running.



ATOMIC ENERGY. You'll see for yourself: How a cyclotron works; how scientists "smash" the atom; the tremendous power locked up in tiny atom; how the atom is being used in peacetime.



DEEP SEA DISCOVERIES. You follow man's efforts to probe beneath the waves, from mask, aqua-lung and diving suit to bathyspheres and the use of atomic submarines.



GREAT MEDICAL DISCOVERIES. You are there . . . When William Harvey discovers blood circulation; when Edward Jenner gives the first vaccination; when Lister discovers antiseptics.

AND

Many other exciting scientific adventures await you! You learn about the Atom, Heat, Sound, Light, Cosmic Rays. You delve into electronic marvels — Telephones, Radar, Radio, Television. You watch great men discovering the Living Cell, Gravity, Oil, Radiation. Yes, the world of science is yours with this fascinating new home program!



Yours for only 10¢

as a sample of the SCIENCE PROGRAM

"THE NATURE OF THE UNIVERSE"

Now You Can Help Prepare Your Youngsters for a Scientific Career in the Challenging World of Tomorrow

THE UNIVERSE is so vast that even Man's most powerful telescopes cannot find its outer limits. The Milky Way of which our sun is a part is only one of billions of galaxies.

IMAGINE THE WORLD'S outstanding scientists sharing their knowledge with you and your family. This is the essence of the new SCIENCE PROGRAM sponsored by one of the world's leading scientific institutions.

And for only 10¢, you can enjoy an Introductory Sample — an exploration of "The Nature of the Universe." You'll roam for trillions of miles through outer space, observing the planets, the sun, and the billion galaxies of stars.

Enjoy Monthly Adventures Like These

Each month this new program will take you on a "guided tour" of a different field of modern science. One month the weather man will explain the atmosphere, clouds, storms, weather prediction, etc. Another time the chemist will take you into his laboratory—and show you metal that burns and gas that pours. A biologist will let you look through his microscope at a living cell.

These adventures are a new and exciting approach to learning. Each month you receive gummed, perforated sheets of full-color photographs — also a beautiful illustrated album, crammed with fascinating information, and with spaces re-

served for mounting the pictures. (In addition, there will often be extra things-to-do, such as the Find-a-Star Wheel included in the UNIVERSE set shown on this page.)

There will be things to look at, marvel at, think about — and do. Yet you pay only \$1 plus shipping for each package! And you may stop any time you wish.

What It Will Mean to Your Family

Imagine what this program will mean to your family — especially if you have children in school. Your whole family will progress toward a broad scientific education almost without realizing it!

The SCIENCE PROGRAM will stimulate your child to take a greater part in school projects. It will help him prepare for life in the space age. And it may spark an interest in science which can lead to an outstanding career.

MAIL COUPON NOW with only 10¢ for the Introductory Kit. No obligation. But if you are delighted and wish to continue, you pay only \$1 for each month's scientific adventure. You may cancel at any time. Address **SCIENCE PROGRAM, Dept. NR-0, Garden City, N. Y.**



You Get All This for Only 10¢

1. Beautiful full-color prints of wonders of THE UNIVERSE—meteor craters, observatories, telescopes, eclipses, etc.
2. 8,000-word illustrated album on the Universe, with spaces in which to mount the color prints.
3. FIND-A-STAR WHEEL—Shows exact location of major constellations and many stars.
4. Science Bulletin: Keeps you abreast of fascinating new developments in science.

IN ADDITION, if you continue, you receive a free pull-drawer library case in which to collect your albums.

SCIENCE PROGRAM
Dept. NR-0, Garden City, N. Y.

Please rush my introductory Science Program package consisting of (1) 8,000-word book on UNIVERSE; (2) 18 full-color astronomy reproductions to mount in the book; (3) handy Find-a-Star guide; (4) Science Bulletin. I enclose 10¢ to help cover shipping costs.

After examining this package, I will decide whether or not I wish to continue. If not, I will simply let you know. If I do continue, you will send me a new Science Program package each month for only \$1.00 plus shipping. I am not obligated to take any minimum number of albums and I am free to stop at any time.

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