

Announcing

Science  Service

Nation-wide Radio Network Broadcasts for August and September

Columbia Broadcasting System
EVERY FRIDAY AFTERNOON, 3:45-4:00 P. M.
(Eastern Daylight Time, While in Effect)

Aug. 8

"Weather and Aviation"

Dr. W. J. Humphreys, professor of meteorological physics, U. S. Weather Bureau.

Aug. 15

"Fighting Forest Fires"

Mr. H. N. Wheeler, U. S. Forest Service.

Aug. 22

"Light and Green Plants"

Dr. John M. Arthur, The Boyce Thompson Institute for Plant Research.

Aug. 29

"Mental Hygiene"

Dr. William A. White, Superintendent, St. Elizabeth's Hospital, Washington, D. C.

Sept. 5

"Tropical Hurricanes"

Mr. C. L. Mitchell, principal meteorologist and district forecaster, U. S. Weather Bureau.

Sept. 12

"Industrial Revolutions"

Mr. Watson Davis, managing editor, Science Service, Inc.

Sept. 19

"Heredity and Environment"

Dr. A. F. Blakeslee, assistant director, Station for Experimental Evolution, Carnegie Institution of Washington.

Sept. 26

"Uncle Sam Watches His Animals"

Dr. Paul G. Redington, director, U. S. Biological Survey.

From thirty to forty stations of the Columbia System will broadcast these talks to American listeners and two short wave stations, W2XE in New York City and W3XAU in Philadelphia, will carry them to distant foreign countries.

If the program of your nearest Columbia station does not list these talks, ask that they be added.

With the cooperation of the Columbia Broadcasting System, Science Service began last March to broadcast each week through a nation-wide hook-up an address by a prominent scientist. Only outstanding men in their fields are obtained for these programs and interesting and important subjects are chosen. The talks have been well received and Science Service is glad to announce the program for the coming two months.

In addition to the weekly nation-wide broadcasts, about twenty-five radio stations in different parts of the country give every week a fifteen-minute talk on "Science News of the Week" under the auspices of Science Service. These talks are prepared by members of the Science Service staff, writers who have been trained both in the laboratory and in editorial rooms. Probably one of these stations is near you.

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