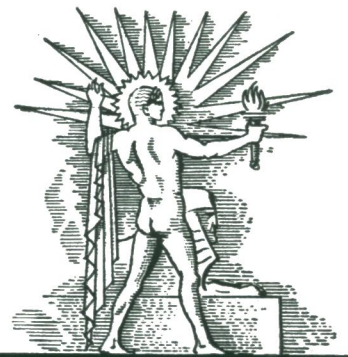


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SCIENCE NEWS LETTER

THE WEEKLY SUMMARY OF CURRENT SCIENCE ●



NOVEMBER 8, 1930

Fitting the Skeleton of the Tallest Building
See Page 297

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DO YOU KNOW THAT

Only one diamond in 25 is flawless.

The prickly pear cactus, which covers millions of acres of land in Australia, is being fought back by insect enemies imported into that country.

The U. S. Women's Bureau is directed by a woman and employs women in its work almost entirely.

It has been estimated that there are about 3,000 different kinds of fish in the Amazon and its tributaries.

Observations of sleeping persons indicate that the average individual changes his position 33 times in the course of a night's sleep.

The United States has seven per cent. of the world's population.

The United States has at least 85 species of native goldenrod.

The first printing press to be set up in the New World was established in Mexico in 1536.

Two English women have crossed Africa by motor from Cape Town to Cairo, a journey that required over five months.

The true sardine or pilchard occurs only in European waters, but species closely resembling it and loosely called sardines are found in America.

By means of a new process, aluminum articles are now being made in a variety of colors.

Indians who make a fire with a drill can produce a spark and catch it for use in less than a half minute.

American universities conferred ten times as many doctor's degrees in the sciences in 1930 as they did in 1900.

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Science Service presents on the radio, an address,

TELLING THE NATION'S TIME

By Captain Julius F. Hellweg, superintendent of the United States Naval Observatory in Washington, where nightly observations of the stars are used to check the clocks that keep time for the whole country.

Friday, November 14, 1930, at 3:45 p. m., Eastern Standard Time

Over Stations of

The Columbia Broadcasting System

This is the reason for this remarkable book!

YOU are writing to express your objection to the policy a friend is pursuing. Naturally, it requires tact. What word expresses the explicit degree of your disapproval? Shall you admonish or criticize? Rebuke or reprimand? Or is there a better word you can't recall at the moment?

Turn to March and choose, *in a few seconds*, your exact word from the 72 verbs in our language expressing *disapproval*.



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THIS is the essence of the great helpfulness of this Treasure House of Words and Knowledge—March's Thesaurus Dictionary.

The use of the right word is of utmost importance. For words have amazing powers. They launch great corporations, move nations, change history. To their skilled masters they bring the world's richest treasures.

But every day men lose opportunities, lose prestige, fail because of unwise choice of their words. The world judges *you* by your words. Dream great dreams, conceive big ideas, but if you can't express them clearly you achieve an undeserved reputation for loose thinking.

WITH such power awaiting one's command, why has it seemingly been locked beyond reach? With all of the rich expressiveness of the English Language, how utterly exasperating not to be able to remember or find the one word to visualize an important idea, or express your exact shade of meaning!

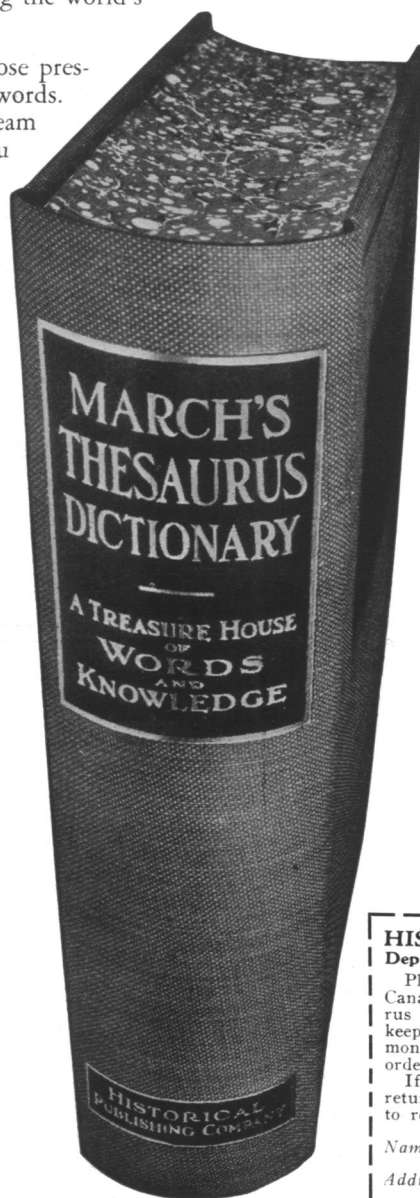


To the educator it offers the ideal method of teaching better choice of words.

From the time of Dr. Johnson's first Dictionary to the present, lexicographers have said, in effect, "If you know the word, here is its meaning." The ordinary thesaurus, book of synonyms, or vocabulary book has fallen short of real usefulness

by either giving no meanings to the words listed or offering fragmentary definitions of little value.

It took a man with the experience and knowledge of Professor Francis Andrew March, a philologist of unquestionable authority, to give to the world this book which truly unlocks the language—which not only guides the user to the right word, but defines it so clearly that there is no doubt of its meaning and fitness for his purpose—March's Thesaurus Dictionary.



CONSIDER what March offers you. Instead of a vocabulary limited by your memory, it places the whole living language at your command. Instead of "blind man's buff" hunting or guessing, you merely flip a few pages and have the word you need, grouped with related words, *clearly defined*, with words of opposite meaning in adjoining columns.



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