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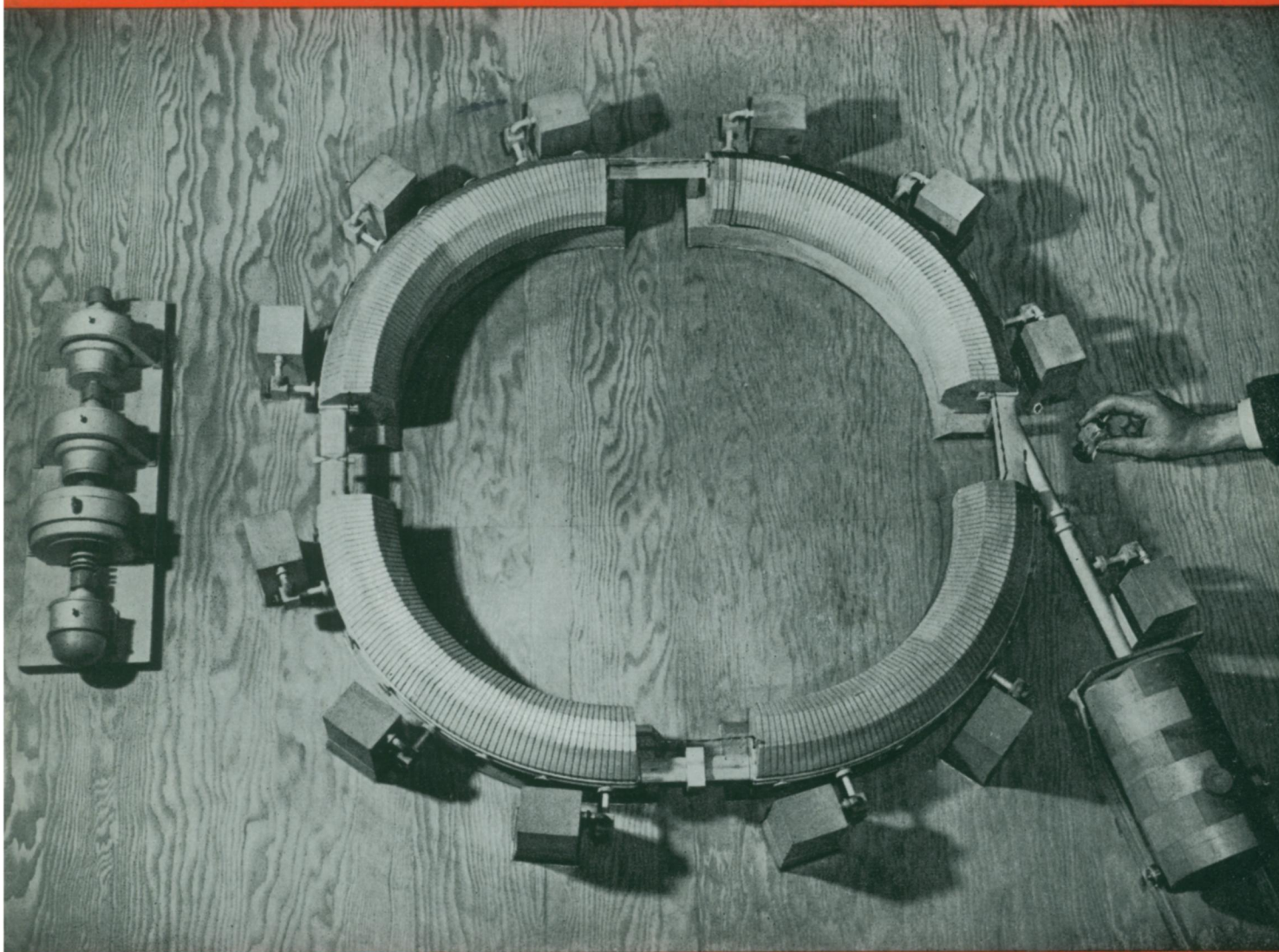


SCIENCE NEWS LETTER



Vol. 53, No. 19

THE WEEKLY SUMMARY OF CURRENT SCIENCE • MAY 8, 1948



Model of a Giant

See Page 291

A SCIENCE SERVICE PUBLICATION

Traffic is heavy under the street, too

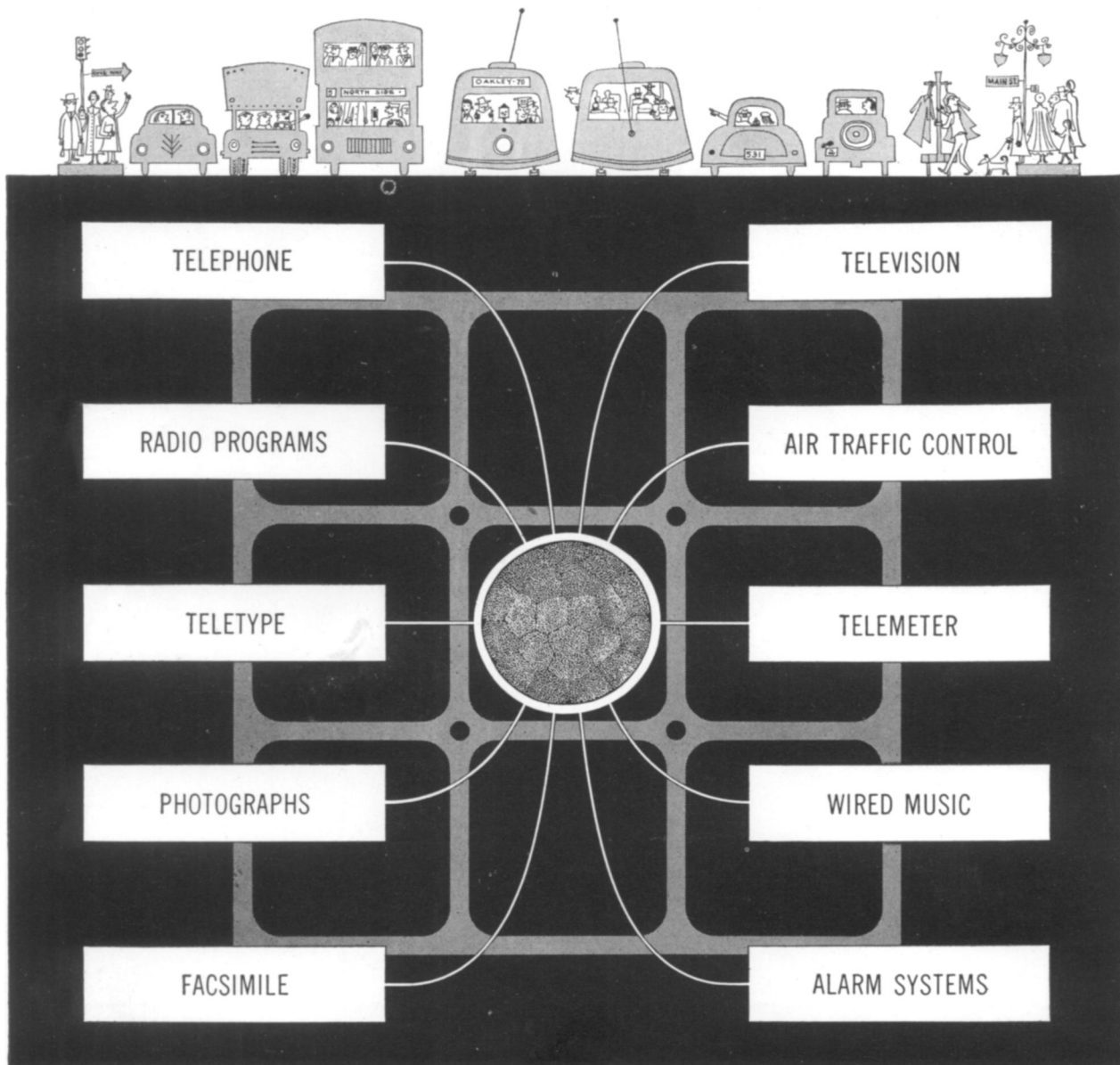
Surely the busiest thoroughfare in the world is a telephone cable.

But it is more than "telephone"; for these thousand or more wires in the cable, carrying sound and pictures at lightning speed, are highways for many different communication services.

Each one of these presents its own problems to Bell Laboratories scientists and engineers: for the telephone differs from television, and television differs from a radio program.

And yet they have an essential unity: they involve transmission of alternating currents, with frequencies from zero up to several million cycles. Each calls for new thinking, new ideas, new goals of accomplishment.

The diversity of the cable's many services speaks for the unity of Bell Laboratories' purpose. That is, to know the theory of communication so thoroughly, to practice the art so skilfully, that any transmission of sight or sound can reach its destination clearly, quickly, economically.



BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for continued improvements and economies in telephone service



How to pass a genius



All of us can't be geniuses. But any ordinarily talented mortal can be a success—and that's more than some geniuses are.

Now, as in Æsop's time, the race doesn't always go to the one who potentially is the swiftest. The *trained* man has no trouble in passing the genius who hasn't improved his talents.

In good times and bad times, in every technical and business field, the *trained* man is worth a dozen untrained ones, no matter how gifted.

The International Correspondence Schools can't make you into a genius. For more than 56 years, however, I. C. S. has been helping its students to become *trained, successful leaders*—and it can do the same for you.

Mark your special interest on the coupon. Don't be like the unsuccessful genius who wastes his life in dreaming of what he intends to do. *Act* now!

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Without cost or obligation, please send me full particulars about the course *before* which I have marked X.

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Special tuition rates to members of the Armed Forces. Special discount to World War II Veterans. Canadian residents send coupon to International Correspondence Schools Canadian, Ltd., Montreal, Canada.



Department store demonstrations show how television makes shopping easier—saves time!

Shopping by Television — a coming convenience

You know television as an exciting source of news and entertainment. But what about its many other uses?

250,000 people—at a demonstration arranged by RCA Victor—learned the advantages of a “Shop-by-Television” program. Television receivers, conveniently located throughout a big store, showed customers what was going on in other departments . . . saved time . . . made shopping simpler.

88% of these customers said television was a major help . . . 62% said the program had drawn them to the store . . . more than half intended to visit departments where televised merchandise was sold. Sales of many televised items jumped 200% above normal!

Beyond its value *within* a store, “Shop-by-Television” is already reaching across the air waves to enter customers’ homes. How convenient it will be to *see* merchandise on the screen of your RCA Victor television receiver, and then

be able to do much of your shopping by telephone!

Such types of progressive research lead to new uses for radio-electronic products and services, and to the quality you associate with the names RCA, and RCA Victor.

• • •

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. *Radio Corporation of America, RCA Building, Radio City, N. Y. 20.*



RADIO CORPORATION of AMERICA