

A McGraw-Hill Publication

330 WEST 42nd ST., NEW YORK 18, N.Y.

Here's the SCIENCE Magazine You Have Always Wanted!

Never before has a new magazine been greeted with such immediate enthusiasm as SCIENCE ILLUSTRATED. Never before has there been so great a value in the field of publishing ...

200 timely articles! 400 exciting pictures! (48 pages in eye-filling color) in every single issue of this great new SCIENCE ILLUSTRATED.

Here, in over 150 fact-packed pages teeming with lively articles (200 of them) and flashing pictures (400 of them) is the exciting story of things here and things to come that will be a science encyclopedia for your everday use.

It's filled with clear, sparkling, up-to-the-minute pictures - pictures that relive for you the high spots of each month's developments....pictures that take you to the intriguing places in the world of science....pictures that construct for you a view of the future that men's minds are now planning....pictures you will turn to again and again for the valuable information they give you. And the text is just as inviting - clearly, interestingly written so that you may enjoy it and profit by it.

Every large-sized issue spreads before you the whole vast panorama of an extraordinary month in science.

Planned and written for men like yourself, SCIENCE ILLUSTRATED reveals the magic of the men, the laboratories and the machines of science in terms of what this magic means to you....translates the mysteries of science and mechanical development into a language easy to understand.

SCIENCE ILLUSTRATED bridges the gap that exists - and never to a greater degree than now - between science and the public, by interpreting the world of science in the public's own terms; with the accuracy and the penetration of the scientist, but in the clear and pointed language, in the striking and revealing pictures, in the dramatic format which the modern intelligent reader has a right to expect.

In SCIENCE ILLUSTRATED are literally the most exciting stories in the world today....stories which will appear only in SCIENCE ILLUSTRATED because only this publication is equipped to get the stories and to present them.

This unprecedented Editorial staff of

EIGHTEEN WELL-KNOWN AUTHORITIES

Makes SCIENCE ILLUSTRATED Unequalled in helpfulness

To publish a monthly magazine like SCIENCE ILLUSTRATED an Editorial group is re-