A BEAUTIFUL NEW MAGAZINE

When profound and beautiful discoveries in mathematics, in human genetics, in radio astronomy go largely unnoticed . . . When new insights into the nature of life, the origin of planets, the chemical basis of behavior are known only to a few . . . When critical public and private choices in energy, health, national security depend on accurate assessments of technical subjects . . .

. . . Then it's time that the public had more than "media events" to inform them about science and technology.

To help fill this need, the American Association for the Advancement of Science is publishing a new magazine, Science 80, intended for an educated public readership. The new magazine will range over the scientific disciplines, medicine, and technology—and their impact on people.

A Magazine for You and Your Family

As a reader of Science and as a member of the AAAS, you are already well-informed about the progress and the politics of science. Science 80 will not duplicate or replace Science, but rather supplement it. We believe that you and your family will find much to enjoy in the new magazine.

Science 80 is edited to entertain as it informs, written by talented science journalists and authors who write with authority but at a level understandable to those with no technical training.

Science 80 will help you keep abreast of what's being done in medicine and health fields. It will help you keep up with new technologies and tools, new discoveries in chemistry, physics, biology and anthropology.

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You will delight in a wealth of vivid science illustrations. Full color photographic portfolios. Micrographs, aerial photography, wildlife portraits. Science 80 is a magazine you will want to save.

An Authoritative Magazine

Science 80 is grounded in the same commitment to excellence and accuracy that you find in the pages of Science every week. William D. Carey, Executive Officer of AAAS and also publisher of Science, will serve as publisher. Dr. Allen L. Hammond, former Research News Editor of Science, will be the editor.

As an AAAS publication, Science 80 will have available to it the resources of the world's largest general scientific organization.

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