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■ **Have you heard about Google SMS?** This is a service that enables you to get information such as phone numbers, weather, directions, and more via text message. For example, text “Newsletters Ink Lancaster PA” to **466453** (Google) and you will receive a reply with our address and phone number. Pretty handy.

■ **The world's first legal television commercial** aired at 2:29 p.m. on July 1, 1941, just before a broadcast of a baseball game between the Brooklyn Dodgers and the Philadelphia Phillies. It was a 10-second spot for Bulova watches.

■ **Researchers at Stanford University** found that individuals who multitask most often are the worst at it. Their findings, published in the August 25th edition of *Proceedings of the National Academy of Sciences*, showed that those who multitask the most are more easily distracted and less able to ignore irrelevant information than those who multitask least.

■ **According to the Pew Research Center**, The Beatles are America's favorite musical performers. Forty-nine percent of Americans said they like The Beatles “a lot,” while 8 in 10 liked them at least a little. Rounding out the survey's top 5: The Eagles at #2, Johnny Cash at #3, Michael Jackson at #4, and Elvis Presley at #5.



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