I did 500 radioimmunoassays while I slept

The big, 500-sample capacity of the LKB-Wallac Automatic Gamma Sample Counter means that you, too, could set up for long uninterrupted runs overnight or on weekends. Come back in the morning and find a complete printout of results in digital form, with every sample positively identified. And with sample transfer taking as little as 10 seconds, you get fast results.

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In the cause of objectivity

Two of the three kinds of lighting are used in this example of medical photography: contour lighting to show the well-developed arm and forearm, texture lighting to depict the characteristics of ichthyosis vulgaris. Flat lighting is the third kind, and just as important in medical photography. Lighting is often the chief component of photographic style, but a glamorous photographic style is out of place in clinical photography.

Many shops that carry extensive lines of photographic equipment and supplies stock the new KODAK Data Book "Clinical Photography" (cover price, $2.95). In a mere 118 thoroughly illustrated pages it summarizes decades of personal experience and consultation in the field by a recently retired Kodak man who once served his stint as president of the Biological Photographic Association. Assuming some understanding of cameras and sensitized materials, he writes to would-be medical photographers and medical people of all ages who strive to make the practice of medicine ever more objective.

Sharing chemical thought

Ask ten reasonably alert citizens at random for their conceptions of what a research chemist does at work. Then ask ten research chemists how they spend their working day. Compare. Note that the real eyestrain comes not from staring at test tubes and instrument dials but at publications, reports, and patents from other chemists.

To reinvent the wheel is humiliating, wasteful, and (if the patent on the particular wheel hasn't expired) financially perilous. Hence the rise of chemical documentation, an underappreciated discipline not lacking in intellectual challenge of its own.

As a major investor in chemical research, Kodak does appreciate chemical documentation and has also invested quite a lot in the development of that discipline. Our returns on the latter investment safeguard our return on the former. Our contributions to chemical documentation stress "browsability" among structures. Superelegant, precise computer output must serve mere humans whose ideas of what they are searching for change even as they search.

We see at least two ways this could serve chemists other than our own or our industry's:

1. We are in the microfilm and microfilm equipment business. Got it going, in fact. Back then in 1928 it was hardware and film. Nobody thought of them as mere tools of something called "information technology." Today information technology has few worthier tasks than to keep chemistry from sinking of its own weight. Our thinking in this direction has had to go deep beneath the generalities. It may be worth sharing.

2. We also conduct an entirely different kind of business in custom production of compounds not generally available beyond laboratory quantities. In serving prospective customers of that business, our chemical information resources are no less important than equipment and the skills to operate it.

Inquiries in either area can be addressed to Kodak, Dept. 55W, Rochester, N.Y. 14650—the more specific the more welcome. Requests merely to "send literature" will only mystify us.
Why all microscopes will soon be square.

Right now you have your choice of two different types of microscope: round or square.

And in the last year or so, your choice of "squares" has been increasing. For some very good reasons. Microscopes are no longer just microscopes. They've become sophisticated systems. Today, our Orthoplan for example, consists of over 1,000 components and accessories.

As the demand for specialized options has increased, it has become increasingly difficult to fit the flat surfaces of the various components to the curved microscope stand. A solution has been the "adapter." But this has only been a short-range solution. And it complicates both fitting and maintenance.

In 1964, we took our first big step towards a long-range solution to the problem. It involved the introduction of a completely new design. A design that used straight lines instead of curves. A design that substituted a systematic building-block approach for the jury-rig engineering of the past.

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The advantages of this new design are at long last beginning to attract some followers. And we predict that soon, you will only have one type of microscope to choose from. Square.

If you're considering a new microscope perhaps you should start with the shape of the future. Not the past.


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Conversations With Outstanding Scientists

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The 12 recordings are on six cassettes (one complete 30-minute conversation on each side) for playback on standard machines. They are packaged in a compact binder that will fit easily into a bookshelf.

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