Rudolf Partsch wanted to repeal Murphy's Law. Thus, the world's easiest-to-operate Electron Microscope.

"What I want," said Rudolf Partsch of Carl Zeiss, Inc. to the designers in Oberkochen, West Germany, "is a totally reliable, extremely easy-to-operate, compact electron microscope with good resolution (7A) in the 0-60,000x range. And I want it at a low price." He wanted an electron microscope for researchers and teachers interested in electron microscopic studies, not electron microscopes—an instrument designed for everyday use.

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For the whole story, contact Partsch. He'll send you complete specifications and the illustrated brochure "How to Operate the World's Easiest-to-Operate Electron Microscope." You can reach him by phone at: (212) 736-6070. Or write Carl Zeiss, Inc., 444 5th Ave., New York, N.Y. 10018.

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