WATCHING THE RED TIDE COULD CURE JET LAG.

In one way, you resemble the small organism that causes red tide.

You both have a biological clock that goes through a complete cycle every twenty-four hours. And it is this clock that causes jet lag.

The difference between you and red tide is that it's a lot easier to watch the red tide's biological clock.

Every twenty-four hours, it glows. Which makes it an ideal subject for finding out what makes the body clock tick. You pop some red tide in a test tube. Do something to it. And see if what you've done changes the time when it glows.

Simple enough in concept.
Not so simple to execute.

In fact, it was taking researchers at Harvard University's Biological Laboratories days to analyze a single run of a single experiment with a single test tube of red tide. (Among other problems, the chart recorder printout stretched out for fifty feet.)

So they don't do it that way any more.

A DAS Series 500 data acquisition and control system with an Apple II microcomputer does it for them. It takes over 16,000 measurements every second. Tests 30 separate test tubes of red tide every 15 minutes. Reduces and analyzes all the data. And runs the entire experiment. Nonstop. For weeks on end.

Which is absolutely amazing. For it proves that anyone with $5,000 can now afford to buy the computer and the data acquisition system they need to do computer-based research. Without building (and rebuilding) a whole slew of black boxes.

The DAS Series 500 is a universal, modular system for measurement and control in science and industry. With up to 300 analog inputs. Up to 60 analog outputs. Direct transducer connection. Programmable signal conditioning. Digital I/O (including AC control). And a real time clock. You pick out the modules that do what you want, and simply plug them into the system. And since the Series 500 comes with a comprehensive software package, including a library of high speed functions, you can sew together a complete program with a few BASIC or Pascal statements and get on with your research.

To find out how you can use the DAS Series 500 to computerize your research, call 617-423-7691. Or write us at Data Acquisition Systems Inc., 349 Congress Street, Boston, Massachusetts 02210.

You may discover that computer-based researchers can now concentrate on research. Instead of computers.
New, compact Series 1000 Electronic Balances from Sartorius... high-priced features for just $495 and $595.

With the Series 1000, Sartorius has created two compact, portable, battery-powered electronic balances that incorporate many features found only on larger, higher-priced models.

Model 1003 (300g capacity/0.1g accuracy) is a budget conscious $495. Model 1020 (3000g capacity/1.0g accuracy) is just $595. Both of these small, rugged balances feature instant electronic taring over the entire weighing range. A fast liquid crystal display reads in grams or ounces at the flick of a switch. Oversized stainless steel pans facilitate weighing large or bulky objects. And both models have built-in protection against overloading damage, dust and spills, insuring trouble-free operation.

Series 1000 Models are ideal for use anywhere—in the lab, plant, classroom or in the field. They're extremely lightweight and can be operated on a standard nine-volt battery (or on line current with optional AC adapter.) Precision, electronic weighing on a small scale for a small price. For literature on the Series 1000, write Sartorius Balances, Brinkmann Instruments Co., Division of Sybron Corporation, Cantiaque Road, Westbury, New York 11590; or call 516/334-7500.

Those remarkable yellow balances.

Electronic weighing on a small scale.