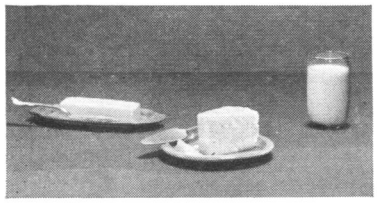
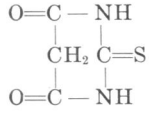
Kodak reports to laboratories on:

how to spot bad cheese . . . 500 facsimiles of your precious sheet of paper . . . investigating photoelasticity

For Barbara



According to a charming tale, the great von Baeyer named barbituric acid for Barbara, a friend of his. Then someone came along and replaced one of its three ketonic oxygens with sulfur, creating 2-thiobarbituric acid.



Then someone else added 2-thiobarbituric acid to fructose and got a yellow precipitate. Then some medical school people obtained an entirely different orange-red precipitate by reacting 2-thiobarbituric acid with incubated brain tissue and proceeded to prove that the reaction was with a 3-carbon fragment of an oxidized double-bonded fatty acid moiety of the lecithin in the tissue. Then some dairy chemists conceived the idea that this property of 2-thiobarbituric acid might make a convenient test for oxidative deterioration in fats. Then some agricultural chemists worked out the details for using 2-thiobarbituric acid to find out objectively when cheddar cheese has gone bad. Or powdered whole milk or butter. Then we prepared a procedural abstract of their method to give away in order to help us sell our *2-Thiobarbituric Acid* (Eastman 660) at $2.25 for 25 grams.

Want the abstract? The chemical? A copy of Eastman Organic Chemicals List No. 39 of some 3500 organics we stock? Write to Distillation Products Industries, Eastman Organic Chemicals Department, Rochester 3, N. Y. (Division of Eastman Kodak Company).

1½ minutes and 18¢ to publication

Monday through Friday, 8 to 5, Atlantic to Pacific, a substantial portion of the female population pounds typewriters. We had the gall to raise a question about this key fact of the social structure. The question was: Is *all* this typing necessary? It was a rhetorical question, for we already knew the answer: No, much of the typing is merely to copy something from one piece of paper to another, with two carbons: a machine, the *Verifax Copier*, can do it cheaper and with perfect accuracy, freeing womanpower for tasks that still require the central nervous system of a human being.

So valid has this answer proved that in 28 months the word "Verifax," a trade-mark, has already embedded itself in the white-collar vocabulary. Every activity sufficiently organized to require intelligence on paper is a potential beneficiary under the slogan "3 copies in 1 minute for less than 4¢ each."

Now we announce the second stage—not just three copies but hundreds if needed.

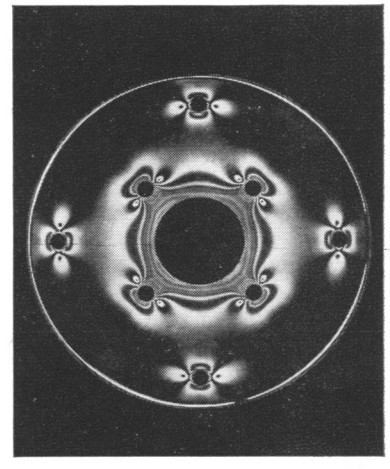
A person holds in his hand a sheet of paper. On it is typed, written, printed, or drawn some alphabetic, numeric, or other graphic symbolism. He wants 50, 100, perhaps 500 other persons to have facsimiles of this sheet. It tells them what he wants it to tell. It needs no editing. He wants to save the time and avoid the perils of transcription and proofreading. He has virtually no funds to spend on the undertaking.

He does have access to a *Verifax Copier* and an offset duplicating

machine. A lady, perhaps not as blonde and gay as this one, exposes his precious sheet of paper in contact with a sheet of regular *Verifax* Matrix Paper. After activation in the machine, she drops the matrix into the new *Verifax Offset Adapter* and pulls it through the roller in contact with a paper offset plate. Then a few quick swabs, and the plate is ready for press. Total time: 1½ minutes. Total materials cost: about 18¢.

The regular Verifax Printer *lists at $240, the new* Verifax Offset Adapter *at about $65. (For $395 there is a more elaborate* Legal Model Kodak Verifax Printer *which handles documents to 8½" x 14" size.) If your classified phone directory does not readily yield a local Verifax dealer's name, drop a postcard to Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y.*

Stress without strain



Photoelastic stress analysis is a technique for studying experimentally the relationships that link the shape of a solid body, the external mechanical forces acting on it, and the resultant internal forces. This is done by making a model out of transparent material and examining the induced birefringence pattern between crossed polarizers. Photography comes in because it is generally desired to record, compare, and ratiocinate about what is seen. Thick books and learned engineers are dedicated to this study, but if you want to find out just enough about it to decide whether it has any bearing on your problems, you buy from your Kodak Industrial Dealer for 35¢ a little Kodak Data Book entitled "Photoelastic Stress Analysis."

Prices are subject to change without notice.

This is one of a series of reports on the many products and services with which the Eastman Kodak Company and its divisions are . . . *serving laboratories everywhere*

Kodak
TRADE-MARK

(*Continued from page 294*)

16–17. Calorimetry Conf., 10th annual, Minneapolis, Minn. (E. F. Westrum, Jr., Dept. of Chemistry, Univ. of Michigan, Ann Arbor.)

17–21. American College of Hospital Administrators, 21st annual, Atlantic City, N.J. (D. Conley, ACHA, 620 N. Michigan Ave., Chicago 11, Ill.)

19–23. Fédération Internationale Pharmaceutique, 16th general assembly, London, Eng. (D. F. Lewis, Secy., Organizing Committee, FIP, 17 Bloomsbury Sq., London W.C.1.)

20–23. American Roentgen Ray Soc., Chicago, Ill. (B. R. Young, Germantown Hospital, Philadelphia 44, Pa.)

20–26. World Medical Assoc., 2nd congress, Vienna, Austria. (L. H. Bauer, 345 E. 46 St., New York 17.)

22–23. Symposium on the Less Common Metals, London, Eng. (W. J. Felton, Institution of Mining and Metallurgy, Salisbury House, London, E.C.2.)

23–24. Symposium on the Biologic Effects of Microwaves, Rochester, Minn. (J. F. Herrick, Section of Biophysics, Mayo Clinic, Rochester.)

25–28. American Inst. of Chemical Engineers, Lake Placid, N.Y. (F. J. Van Antwerpen, AICE, 25 W. 45 St., New York.)

26–29. Assoc. of Iron and Steel Engineers, annual, Chicago, Ill. (Secretary, AISE, Empire Bldg., Pittsburgh 22, Pa.)

26–30. International Dairy Federation, annual, Bonn, Germany. (IDF, 154, rue Belliard, Brussels, Belgium.)

26–30. Atomic Industrial Forum and Trade Fair, Washington, D.C. (C. Robbins, 260 Madison Ave., New York 16.)

26–30. Colloquium on Deformation and Flow of Solids, Madrid, Spain. (H. L. Dryden, National Advisory Comm. for Aeronautics, Washington 25.)

26–1. Endocrine Soc., 7th annual postgraduate assembly, Indianapolis, Ind. (Postgraduate Office, Indiana Univ. School of Medicine, Indianapolis 7.)

27–1. International Symposium on Analogue Computers, Brussels, Belgium. (P. Germain, Institut de Physique Appliquée, Université Librede Bruxelles, Bruxelles.)

28–29. Industrial Electronics Conf., Detroit, Mich. (G. Ferrara, 8106 W. Nine Mile Rd., Oak Park 37, Mich.)

28–30. Mississippi Valley Medical Soc., St. Louis, Mo. (H. Swanberg, 209–224 W.C.U. Bldg., Quincy, Ill.)

29–1. International Soc. of Vegetative Neurology, 6th annual symposium, Strasbourg, France. (R. Fontaine, Univ. of Strasbourg Faculty of Medicine, Strasbourg.)

30. American Medical Writers' Assoc., St. Louis, Mo. (H. Swanberg, 209–224 W.C.U. Bldg., Quincy, Ill.)

30–1. Council for International Organizations of Medical Sciences, 3rd general, Paris, France. (J. F. Delafresnaye, CIOMS, 19, avenue Kléber, Paris 16e.)

30–2. Indiana Geological Field Conf., 8th, Clifty Falls State Park, Ind. (C. F. Deiss, Dept. of Geology, Indiana Univ., Bloomington.)

October

1–9. International Food Fair, Cologne, Germany. (International Trade Fair Staff, USDA, Washington 25.)

3–6. Soc. of Exploration Geophysicists, 25th annual, Denver, Colo. (C. Campbell, SEG, 624 S. Cheyenne, Tulsa, Okla.)

3–7. American Inst. of Electrical Engineers, fall general, Chicago, Ill. (N. S. Hibshem, 33 W. 39 St., New York 18.)

4–6. American Meteorological Soc., Stillwater, Okla. (K. C. Spengler, 3 Joy St., Boston 8, Mass.)

4–6. International Assoc. of Milk and Food Sanitarians, Augusta, Ga. (H. L. Thomasson, IAMFS, Box 437, Shelbyville, Ind.)

6–8. Optical Soc. of America, Pittsburgh, Pa. (A. C. Hardy, Room 8-203, Massachusetts Inst. of Technology, Cambridge 39.)

6–8. Soc. of Industrial Designers, 11th annual, Washington, D.C. (S. G. Swing, SID, 48 E. 49th St., New York 17.)

9–13. Electrochemical Soc., Pittsburgh, Pa. (H. B. Linford, 216 W. 102 St., New York 25.)

9–14. American Acad. of Ophthalmology and Otolaryngology, Chicago, Ill. (W. L. Benedict, 100 First Avenue Bldg., Rochester, Minn.)

(*See issue of 15 July for more comprehensive listings.*)