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SCIENCE NEWS LETTER

®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



Ben DeBrocke

Family Portrait

See Page 245

A SCIENCE SERVICE PUBLICATION

Are you using your Most Expensive Scientific Equipment Efficiently

If you consider the time you spent in preparing it your most expensive equipment is the personal abstract or data file you have been compiling for years. More likely than not this exists on 3 x 5 index cards which you have filed one way, and searches for special articles or correlations are very time consuming.

With the edge notched PMU cards which we sell you can convert your present file, even without retyping, and from then on record your new abstracts directly on our standard abstract cards. These edge notched PMU cards hold more information than standard tabulating cards and require no electronic equipment. The sorting rate is conservatively 11,000 columns per minute because they sort in 28 locations at once at more than 400 cards per minute.

The saving is immediately apparent. There is no monthly rental on the equipment and the job is more efficiently handled than with an 8000 dollar sorting installation because the cards are designed for the complexity and relatively small size of the usual personal abstract file.

Conversion requires no extra typing. If you want to your present cards can be attached to the standard PMU cards or the data can be transferred directly on a Xerox machine.

The next step is to establish a code for punching the data around the edge of the cards. We will supply free coding analysis with all Master Units if you give us the information listed on the coupon below.

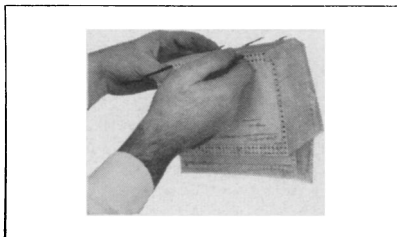
We have also provided a more detailed analysis of procedures in a Special Booklet titled Scientific Uses of Punched Cards. Send for it with the coupon below or the magazine's inquiry card.

Low Installation Cost

A crucial part of any decision to install a data retrieval system is: How Much Will it Cost to install and Maintain? The installation costs properly includes the expense of transcribing data into the new procedure. With our standard PMU cards (5 x 8 inches with 88 holes around the edges) the data can be typed on the surface, pasted on as abstracts from journals or in the case of smaller articles pasted right on the card. Larger cards are available on special order for any purpose with printing if required. We have found that most customers are satisfied with the standard cards.

Coding of the cards is extremely simple using a common overlapping code for the basic categories you choose for each item. Once you have checked off the phrases or numbers coding proceeds by notching the cards around the edge at the appropriate numbers. This work is readily delegated to non-trained clerical personnel as is the sorting procedure. You do not need specially trained operators for our equipment.

Cards once used do not have to be replaced in order. Just drop them back after use, anywhere. The file is immediately available for reuse. This, by the way, avoids the terrible danger that a card, through misfiling, will be permanently unaccounted for in routine searches.



Cards are readily sorted by hand rods.

USERS (partial list)

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General Electric	Borden Chemical Co., Inc.
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	Dearborn, Michigan

Schools and Universities

Johns Hopkins University	Northwestern University
Columbia University	University of Adelaide
University of Minnesota	Dartmouth College
Western Reserve University	Temple University

and hundreds of other institutions and organizations

FREE Coding Analysis

To help you get the most out of your PMU data file we will provide a free analysis of your data system to recommend the most efficient coding procedure. In addition to the specific items listed below we would appreciate a sample of your present card if it is printed and a full description of what you are putting in and what you expect to get out of the files.

Please be sure to list the following:

- Total Number of Basic Categories
- Subheadings (total)
- Frequency of searches
- Estimated present size of file
- Growth Rate per year

• Who will make searches? Professional or secretary?

• Field of research

• Are you recording original data or just abstracts

Highly efficient

Information retrieval systems for personal use or small card files are usually expensive, cumbersome, and require special personnel to reprogram the sorting procedures. The Geniac Portable Memory Unit is suited particularly for files of 1000-10,000 where low installation costs and maintenance by office personnel are highly desirable features. Sorting equipment is simple but effective so that there can be no need for outside repairment or service.

Furthermore sorting rates are conservatively 400 per minute with simultaneous sorting in 25 categories at once. Procedures with other equipment of this speed require one sort per category. Our PMU therefore reduces the time you have to spend waiting for the retrieval to be made.

Chances are that your abstract file is just the same as it would be in the lab of an eighteenth century scientist. You put the articles into files by authors or by categories; abstracts are kept the same way. But did you know that for no extra cost you can keep articles and abstracts on file in up to ten thousand categories at once? Think of the possibilities this creates for cross correlating raw data, or bringing together papers that incidentally touch on related subjects.

Free Inspection Offer

There is no charge for you to inspect our system. So why don't you try this inexpensive simple method for improving your own data file today. Elsewhere on this page we have a list of firms, institutions and government offices that have ordered and are using our PMU system. We are pleased, too, that every day we receive reorders for more cards to expand their files and for new basic sets so that their associates and friends can get their research done more efficiently.

To buy decide on the initial offer you want and send us an order on your institutional purchase forms; if you want just clip out the coupon below and send it in. Your order will be filled promptly from stock on the same day received.

Each basic kit contains instructions for coding the cards to achieve optimum efficiency. We are glad to provide at no extra charge advice on coding procedures for your particular research application.

Oliver Garfield Co., Inc.

Rm. 943, 17 St. Marks Place, New York 3, N. Y.

Please reserve a GENIAC Portable Memory Unit in my name for immediate delivery. I wish to order with it the following equipment:

Basic PMU, with 200 punched cards, hand notching tool, 5 sorting rods, Coding Instructions @ \$19.95 _____
add 80¢ post and handling _____

Master PMU including 1,000 extra cards and Basic Unit above plus free filing cabinet @ \$49.95 _____
add \$4.75 per unit balance refunded, post and handling _____

Cabinet alone @ \$8.00 plus \$1.00 postage and handling Additional cards @ \$4.00 per hundred or \$30.00 per thousand. _____
add 30¢ postage per hundred cards _____

Send additional information and booklet Scientific Uses of Punched Cards.

I enclose my check or money order for \$ _____

I understand that if I do not find the GENIAC Portable Memory Unit all that you have said it is I may return the entire unit and the cost of the unit will be refunded.

Name _____

Address _____

City _____ Zone _____ State _____