

## Are You A Rore?

A noted publisher in Chicago reports a simple technique of everyday conversation which can pay you real dividends in social and business advancement and works like magic to give you poise, self-confidence and greater popularity.

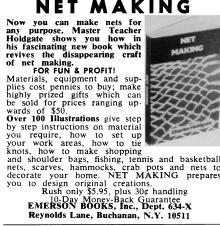
According to this publisher, many people do not realize how much they could influence others simply by what they say and how they say it. Whether in business, at social functions, or even in casual conversations with new acquaintances there are ways to make a good impression every time you talk.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in everyday conversation, the publishers have printed full details of their interesting selftraining method in a new booklet, "Adventures in Conversation," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Conversation, 555 E Lange St., Dept. 857-00, Mundelein, Ill. 60060. A postcard will do.

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# Technically intriguing items from TRW, guaranteed to add luster to your conversation and amaze your friends.

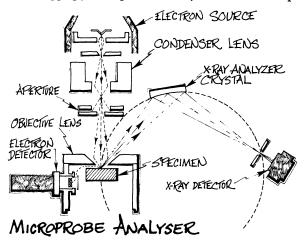
aking it in Space . . . When the Apollo 14 astronauts headed for the Moon, they took with them three hermetically sealed capsules containing materials suggested by TRW. Inside were unlikely trios of ingredients: paraffin, tungsten pellets, and sodium acetate. Enroute, the astronauts heated the containers until the paraffin and sodium acetate melted, shook them to mix the ingredients, then set them aside to cool. On Earth, gravity would have separated the ingredients as they cooled, leaving tungsten at the bottom, sodium acetate in the middle, and paraffin on top. In space, however, gravitational forces were so small that the surface forces of the substances themselves predominated during the cooling process. The result: unique mixtures never before made by man were formed. The low gravitational field of space had allowed us to make a fully homogenized mixture of normally nonmixing ingredients. In the future this could mean a broad new class of materials with unique physical and electronic properties.

Such model mixtures are just one of the many possibilities space offers to pursue materials research and new manufacturing techniques. Recently, NASA's Marshall Space Center awarded us a contract to examine equipment for the extensive study of many future space materials. For example, the size of single crystals grown on Earth is limited by disturbing outside forces and contaminants. Not so in space. Thus, it may be possible to produce unique crystals for electronic applications or lenses of near perfect quality. Consider also a foamed steel which is not collapsed by gravity as it is cooled, so that it has the weight of balsa wood but many of the properties of solid steel. The space environment is also ideally suited for advanced processing of biological materials. Think, for example, of the subtle distinctions which could be made in a sustained low gravity environment between materials of very similar molecular weights. New vaccines, serums, and important immunological research might well result.

Right now, we are at work on an inventory of materials research opportunities and manufacturing techniques offered by the low gravity environment of space. If you would like to suggest some experiments, we would be happy to hear about them. We think the program is another illustration of the fact that space provides a unique opportunity to extend the current technologies of the planet Earth.

and on the Earth Meanwhile, our terrestrial scientists at Space Park have been at work on some earth-bound materials problems of their own. We have a device called a Microprobe Analyser which irradiates a material specimen with a high-powered (but non-destructive) beam of electrons. The specimen thereupon gives off x-rays which are uniquely characteristic of the elements of which it is composed—i.e., a set of atomic fingerprints. In addition to performing detailed qualitative analyses, we can also do quantitative analyses by moving the beam across the specimen.

Using this new form of chemical reconnaissance, our materials sleuths have: (1) run quality control checks on the edges of a leading razor blade; (2) evaluated legal evidence as to whether or not a car's headlights were on at the time of a fatal highway accident; (3) found out why dental alloys in false teeth were not holding up well; (4) solved hundreds of problems that were beyond the scope of traditional methods. If you have a materials problem that's bugging you, drop us a line. Maybe we can be of help.



For further information, write on your company letter-head to:



Attention: Marketing Communications, E2/9043 One Space Park • Redondo Beach, California 90278

