

# SCIENCE NEWS

MARCH 24, 1979  
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## *High Energy in Hamburg*

JS&A's new program will save consumers millions.

MISSING ADAPTER



# Micro TV Breakthrough

Remember the \$400 Sinclair Micro TV? Here's the story on the greatest TV value ever.

That Sinclair TV shown above is small – the smallest TV in the world.

And when it was first introduced last year, it made history. So did its high price – \$395.

Our company never sold the unit for two reasons: 1) It was being promoted as a pocket TV and we felt it would not fit in most pockets and 2) We felt \$395 was too high a price for the unit regardless of its quality, size and features.

But we were wrong. Thousands of them were sold and it was selected as one of the most exciting new products of the year.

### WE BOUGHT ONE

A few months ago we purchased a Sinclair TV and discovered another feature we didn't like. The unit included a 220-volt converter for European operation. This meant that every American who bought the set had to pay extra for the converter even though very few Americans would be taking their TV to Europe.

So we came up with an idea. We went to England and purchased thousands of sets directly from the factory without the converter. We were also able to save money by eliminating the normal mark ups by importers, wholesalers and distributors.

We can now offer you the unit for only \$249.95 and if you want the 220-volt converter, your cost is only \$19.95 extra.

### LESS THAN WHOLESALE

JS&A would be offering the exact same Sinclair TV at a price less than Sinclair's actual wholesale price in the United States and we would still make enough profit to pay for the cost of this advertisement.

There is one feature we liked very much about the set. Its rechargeable batteries are built into the unit. Larger portable TV's offer \$60 optional rechargeable battery packs that must be purchased separately. Ours is built in and included in the price.

The Sinclair TV comes complete with an American AC adapter and charger, ear phones, carrying case, rechargeable batteries and a built-in antenna for both VHF and UHF. It

also comes with a cigarette lighter power converter, so you can watch all your favorite TV channels from your boat, plane, motor home or car without even using your batteries.

### PHOTOGRAPHIC QUALITY

We were well aware of Sinclair's advanced electronics and quality features. But what we found particularly exciting was its picture tube. Even though the 2" (measured diagonally) tube is small, the TV's resolution resembles that of a clear sharp photograph. You can even read small telephone numbers when they're flashed on the screen.



The Sinclair unit is offered in this advertisement with the same accessories available in the \$395 system with the exception of the 220-volt power converter.

The Sinclair is also convenient. You can take it on trips and entertain your children while you fly or drive. You can keep it on your desk at work and monitor the latest news or stock market reports. And you can view the soap operas as you work around the house. We even took ours to the ball game to watch those instant replays.

### BIG POCKETS

But don't expect to carry it in your pocket – it won't fit unless you have big pockets. The unit measures 1 5/8" x 4" x 6 1/4" and weighs just 28 ounces which includes the built-in batteries.

The TV is serviced in the United States by Sinclair's service-by-mail facility. If service is ever required during its one-year limited warranty, just slip it in its handy mailer and send it to them for repair. Your solid-state unit should operate for years without a problem, but if it ever needs repair, it's good to know that service is an important part of our program.

For \$249.95, the Sinclair Micro TV is worth your test. Order one from JS&A. Take it with you on a trip, bring it to your office, or carry it with you around the house. See how clear and sharp the picture is and how closely it resembles a black and white photograph. Then decide if you want to keep it. If not, no problem. Simply return your TV within 30 days for a prompt and courteous refund. We just want you to prove to yourself, the miracle of space-age electronics before you decide.

### AMERICA'S LARGEST

Sinclair Radionics is one of England's largest electronics manufacturers and JS&A is America's largest single source of space-age products – further assurance that your modest investment is well protected even though the unit is offered at such a bargain price.

To order your Sinclair Micro TV, simply send your check for \$249.95 plus \$3.00 postage and handling (Illinois residents, please add 5% sales tax) to the address shown below or credit card buyers may call our toll-free number below. But please act quickly.

The Sinclair TV is an outstanding product that was priced too high. If you felt like we did and you waited, your timing is perfect. Order a Sinclair Micro TV at no obligation, today.

**JS&A** PRODUCTS  
THAT  
THINK

Dept. SN One JS&A Plaza  
Northbrook, Ill. 60062 (312) 564-7000  
Call TOLL-FREE ..... 800 323-6400  
In Illinois Call ..... (312) 564-7000

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New edition of 440,000-copy  
bestseller reveals

# SIDE EFFECTS of 220 PRESCRIPTION DRUGS!

IF YOU TAKE EVEN ONE  
PRESCRIPTION DRUG  
YOU HAVE A RIGHT TO KNOW  
ABOUT ITS POSSIBLE SIDE EFFECTS!

#### DO YOU SUFFER FROM:

Diabetes, High Blood Pressure,  
Overweight?

#### DO YOU TAKE:

Birth Control Pills, Hormones,  
Tranquilizers, Antihistamines?

#### DO YOU USE:

Anti-Depressants, Sleeping  
Pills, Pain Relievers?

Chances are, you or a member of your family has filled one or more prescriptions in the last 30 days. It's estimated that more than *one billion* drug prescriptions are written by doctors in the U.S. each year. Sometimes, these drugs cause such *unwanted* side effects and adverse reactions as:

*dizziness, dry mouth, stomach cramps, loss of balance, bleeding, fluid retention, headaches, vomiting, fever, rash, nausea, loss of appetite, itching, diarrhea, blurred vision, pains in the joints, impotence, insomnia, jitters, fluttering, constipation, shortness of breath, drowsiness, depression.*

Occasionally, the reactions can be even more severe. For example, a headline in The New York Times linked diabetes pills used by 1.5 million Americans to heart disease deaths. Originally published in the Journal of the American Medical Association, the report estimated the number of premature deaths at between 10,000 and 15,000 people a year.

And, another article in The Washington Post told how the Food and Drug Administration ordered a major pharmaceutical company to issue warnings on two popular antibiotics implicated in 45 colitis deaths. Testimony at the FDA hearings indicated that 95% of the 7 million patients taking the drugs annually should never receive them.

#### GROSSET & DUNLAP, INC.

51 Madison Avenue, N.Y., N.Y. 10010

You have a right to know  
how your body might react  
to a given drug before you take it!

Of course it's true that drug manufacturers *DO* alert doctors and pharmacists to the possible side effects and adverse reactions of the drugs they make. However, in order not to induce imagined symptoms, some physicians say nothing to their patients.

But what about those individuals who believe they *have a right to know* how their bodies might react to a given drug? What about *your right and your family's right* to know?

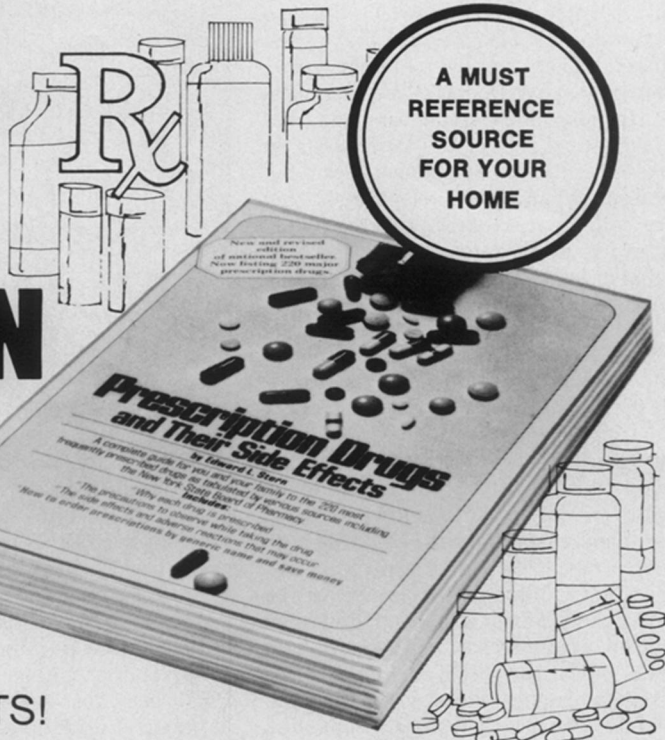
Well, now you can learn about the possible *side effects* of the drugs you take *before* you fill the prescription. *Before* you take a pill or spoonful of medicine. Here, finally, is the information the American public has been waiting for. *Must reading* for anyone who takes even one prescription drug.

Titled "PRESCRIPTION DRUGS AND THEIR SIDE EFFECTS," it is a simple-to-understand analysis by *brand name* of the 220 most frequently prescribed drugs as tabulated by various sources including the *N.Y. State Board of Pharmacy*.

Naturally the book does not list *all* the known side effects and adverse reactions to the 220 most frequently prescribed drugs. Only the common ones. Those the patient *should* be alert to.

Easy to use—  
all drugs listed alphabetically!

To prepare this volume, the author researched the various pharmaceutical reference manuals *plus* the literature drug companies send to doctors and pharmacists. Then, he edited this material into layman's language explaining the conditions under which each drug is prescribed. Next, he describes the most common *side effects*



and *adverse reactions* of each drug. And that's not all—the book also includes . . .

- A section listing precautions and warnings for each drug
- The generic name of each drug
- The name of the pharmaceutical company that manufactures the drug
- The form the drug comes in (tablet, solution, capsule, drops, creams, etc.)
- The available strengths of the drug
- The route for taking the drug (oral, intranasal, intravaginal, ophthalmic, etc.)
- The most commonly prescribed dosage strengths
- An easy to follow A-Z index
- Space for you and your physician to make special notes about your particular medication

#### YOU MUST READ THIS BOOK IF YOU OR SOMEONE YOU LOVE TAKES . . .

- Drugs to Relieve Pain • Birth Control Pills • Antibiotics • Blood Pressure Pills • Drugs to Regulate the Heartbeat • Drugs to Lower Cholesterol • Weight Control Pills • Anticonvulsants • Sleeping Pills • Hormones • Medicines for Diabetes, Gout, Digestive Problems • Tranquilizers • Diuretics • Decongestants and Antihistamines • Anti-depressants.

#### SPECIAL BONUS— Save on most Prescriptions

We've included the *GENERIC NAME* of each of the 220 drugs right alongside the brand name. If your doctor will prescribe by the generic name wherever possible **YOU'LL SAVE MONEY** on most prescriptions.

Just a Few of the 220 Major Prescription Drugs  
Included in This Volume:

|                 |              |                 |
|-----------------|--------------|-----------------|
| Actifed®        | Doriden®     | Phenobarbital   |
| Aldomet®        | Hygroton®    | Regroton®       |
| Benadryl®       | Inderal®     | Reserpine       |
| Benemid®        | Librax®      | Ritalin®        |
| Chlor-trimeton® | Librium®     | Seconal® Sodium |
| Dalmane®        | Ortho-Novum® | Terramycin®     |
| Darvon®         | Ovral®       | Tetracycln®     |
| Diuril®         | Penicillin   | Valium®         |

#### ORDER TODAY— Examine this book for 10 days without risk

There's never been an analysis like this before, written exclusively for the *consumer*. We think there should be a copy in every home. We believe your own physician will agree. Show it to him. Ask him to add his own comments to the sections that discuss the drugs he has prescribed for you and members of your family. But, *don't delay*. Get your copy of this valuable book, with *full money back guarantee*. It's only \$4.95. Order TODAY!

AT YOUR BOOKSELLER  
OR MAIL COUPON BELOW

#### MONEY BACK GUARANTEE:

EXAMINE  
THIS BOOK  
FOR 10 DAYS.  
IF NOT  
100% SATISFIED,  
RETURN IT  
FOR A FULL  
REFUND.

To: GROSSET & DUNLAP INC. 3/79  
P.O. Box 857, Madison Square Station,  
New York, N.Y. 10010

My \$4.95 plus 55¢ postage and handling is enclosed. Please send me the new and revised edition of "PRESCRIPTION DRUGS AND THEIR SIDE EFFECTS" in the quality paperbound edition. If not 100% satisfied I will return the book within 10 days for a full refund.

Name \_\_\_\_\_  
(please print)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I prefer the deluxe hardcover edition at \$7.95 plus 65¢ postage and handling.

NO C.O.D.'s PLEASE—PAYMENT MUST ACCOMPANY ORDER SN

# Own the World's most perfect watch...

The only "PURE-SOLAR" timepiece in existence. Guaranteed to outperform any watch sold today...or costs you nothing!



**The Sunwatch... never needs batteries... accurate to within 1 second per month... virtually indestructible, beautifully styled sport/dress watch.**

An engineering/design breakthrough in space-age timekeeping technology... that now makes all other watches obsolete: ■ 100% sun-powered, no batteries that need replacing. ■ Clearly visible by day or night. ■ Unique side-window view, simplifies reading. ■ Built-in computer calendar — no need to ever re-set the watch (Not even in 31-day months and leap years!) ■ Unprecedented accuracy — you program the Sunwatch's computer to stay accurate within 1-second per month!

A "State-Of-The-Art" timepiece that combines solar age energy efficiency with a unique feeling of futuristic elegance and beauty. 10 years ago the Sunwatch was an idea, years ahead of its time, on the drawing board of Roger Riehl, a noted expert in solar energy, integrated circuitry, and computer chip technology. As a result of these years of costly and extensive research, Mr. Riehl's dream of a perfect watch has been realized, and this is now available through the Starshine Group, a California-based marketing organization specializing in unique, innovative products.

The objective in producing the Sunwatch was to put an end to all the difficulties other watches create. For instance, with the Sunwatch you will never have to worry about accuracy again. For the rest of your life, you will know you are on time — almost to the second! You will also never again stop to check the time only to find that your watch batteries are dead. The Sunwatch powered by stored light energy, never needs a battery replacement.

Another important feature is that you don't have to strain your eyes to read the numbers in bright sun or dark rooms as with other digital and conventional watches. The Sunwatch has 4 built-in varying light intensities which automatically adjust to the immediate light conditions, making it easy to read at all times, day or night. These necessities of correct timekeeping are now possible for the first time with this remarkable achievement in watch design.

#### Technical Data & Special Features:

■ **Tiny silicon solar power cells** are the incredible power source: they are constantly being energized from natural sunlight or even an ordinary light bulb while you are wearing your watch. The watch operates on this stored light energy and will work even after being kept in a drawer or suitcase for several days. However, should storage in darkness for a long period result in the watch losing its charge, a few hours in the sun (or overnight under a lamp) will charge it back up to normal (Note: if this happens and the watch display loses its charge due to a long period of darkness, the internal operation continues on keeping the same accurate time. Therefore upon re-charging the watch, the display readout will show the correct, up-to-date time, just as if the watch

had never lost its charge. This is because the display will automatically shut off at low charge levels, leaving enough energy to continue the internal time-keeping functions).

■ **No Resetting Needed Until 2100 A.D.!** Thanks to its own specialized **Micro-Circuit Computer**, the Sunwatch is electronically programmed to display the correct month and day with NO resetting for the next 123 years! (Of course, in 2 or 3 seconds, you can easily change the time [or any other display] at your option, should you need to change time zones, etc.)

■ **Permanently Sealed Lexan Module**, protected by U.S. and Foreign Patents until 1992, encapsulates all energy cells, solar panels, quartz crystals, Computer-On-A-Chip, Readouts, etc. This hermetically-sealed watch module is also filled with a special gelatin which absorbs tremendous shock, making the Sunwatch virtually the Most Indestructible Watch Ever.

■ **Completely Waterproof** (You can safely suspend it in boiling water for 30 minutes!) It's because of the permanent lexan seal mentioned above.

■ **Shock Resistant to 5000 G's** (You can literally crash it into a rug-surfaced brick wall at 90 M.P.H. without noticeable effect!)

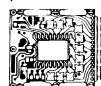
**Free Custom Engraving:** At your request, each watch will be hand-engraved with your name (or any name you specify) to label and personalize it yours for a lifetime.



**Limited Warranty Is Your Protection.** The Sunwatch is covered by a 2 year limited warranty issued by Riehl Time Corporation (Manufacturer of the Synchronar 2100), and included with your watch. A copy of the warranty may also be obtained free of charge by writing to Starshine Group, 924 Anacapa St., Santa Barbara, Calif. 93101.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

**Never Needs Batteries.** Tiny silicon solar cells gather and store energy from sunlight, daylight, even an ordinary lightbulb. What a relief never to replace batteries!



**No Resetting — Ever.** Micro circuit computer is programmed to display the correct month and day with no resetting until 2100 A.D.

■ **Temperature and Pressure Resistant** Freeze Sunwatch in a block of ice for a year or wear in 750 feet deep without damage.)

■ **Natural Side-View Window** lets you tell the *time, day, and date* without twisting your arm into an obvious, awkward position.

■ **Continuous Seconds Display** — Useful for pulse-taking, stopwatch timing, etc.

**4 Different Readout Modes: Mode #1...** Displays the time in hours and minutes (as shown). **Mode #2...** Displays the month and day in numerical form (i.e., 3:13 for March 13). **Mode #3...** Displays the day of the week (alpha form) and the seconds counting off (i.e., TU: 48 for Tuesday, and 48 seconds after the minute display in Mode #1.) **Mode #4...** Displays the leap year status, and the programmable speed calibration setting that the watch is currently set at. (i.e., 23:45. The first digit "2" means that this current year is 2 years after the most recent leap year. The next 3 digits tell you that your Sunwatch is operating at a speed setting of 3:45. This setting can be changed by you in just seconds to anywhere between a range of 0:00 to 7:77. This allows you to adjust your watch speed to compensate for local climatic and magnetic conditions, etc. After a little experimentation you will soon find the proper setting to keep your Sunwatch accurate to within an unprecedented one second per month. (That's 5 times better than the latest Quartz Accutron!)

The exciting Sunwatch offers split-second accuracy based on solar energy and advanced design features, all packaged in a striking, contemporary styled timepiece that is virtually indestructible even under the most severe conditions. The Perfect Watch of a lifetime for Business People, Professionals, Teachers, Athletes, etc.

The Philosophy behind the Watch and this advertisement... Our objective is to acquaint you in a straight-forward manner, with the honest facts and features of a timepiece that we (and several thousand current Sunwatch owners) genuinely believe to be the most advanced, most practical watch in production today. We have attempted to tell you as much as possible about the Sunwatch because we know it sometimes can be difficult to make an intelligent purchasing decision of this importance, from just a few words and pictures.

Should you decide to try wearing and using one, we will engrave your name on it at no charge, and send it to you by United Parcel Service (or USPS if UPS doesn't service your area). You then have 2 weeks to literally "try it on for size" and see for yourself how incredible this watch actually is. If you decide you don't care to keep it for any reason, you can return it to us (within 2 weeks of receipt) for a prompt refund, or a credit to your charge card.

**Credit Card Orders Call Toll Free 1-800-235-6945, ext. 1045.** Calif. Residents Call: 805-966-7187.

**Note: Thousands of earlier models of this "pure-solar" timepiece have been sold nationwide for as high as \$500 or more. Recent cost reductions in certain components now make the watch much more affordable (see coupon below) and one of the best timekeeping investments you can make today.**

## Starshine Group.

924 Anacapa St., Dept. 700, Santa Barbara, CA 93101

Please rush me \_\_\_\_\_ Sunwatch(s) in smart, slimly-styled stainless steel — For only \$129.95 each. I will wear the watch for 15 days; then if not completely satisfied may return it for a full refund of purchase price. Please add \$3.95 per watch shipping & insurance.

Please send me \_\_\_\_\_ Sunwatch(s), gold plated with matching band — only \$159.95 each. If not completely satisfied, return it for a full refund of purchase price. Please add \$3.95 per watch shipping and insurance.

Enclosed is \$ \_\_\_\_\_ Check or Money Order (Calif. residents add 6% sales tax).

American Express  VISA (BankAmericard)  
 Master Charge  Diner's Club  Carte Blanche

Credit Card # \_\_\_\_\_ M.C. Bank # \_\_\_\_\_

Issue Date \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name to be engraved \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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