

15¢

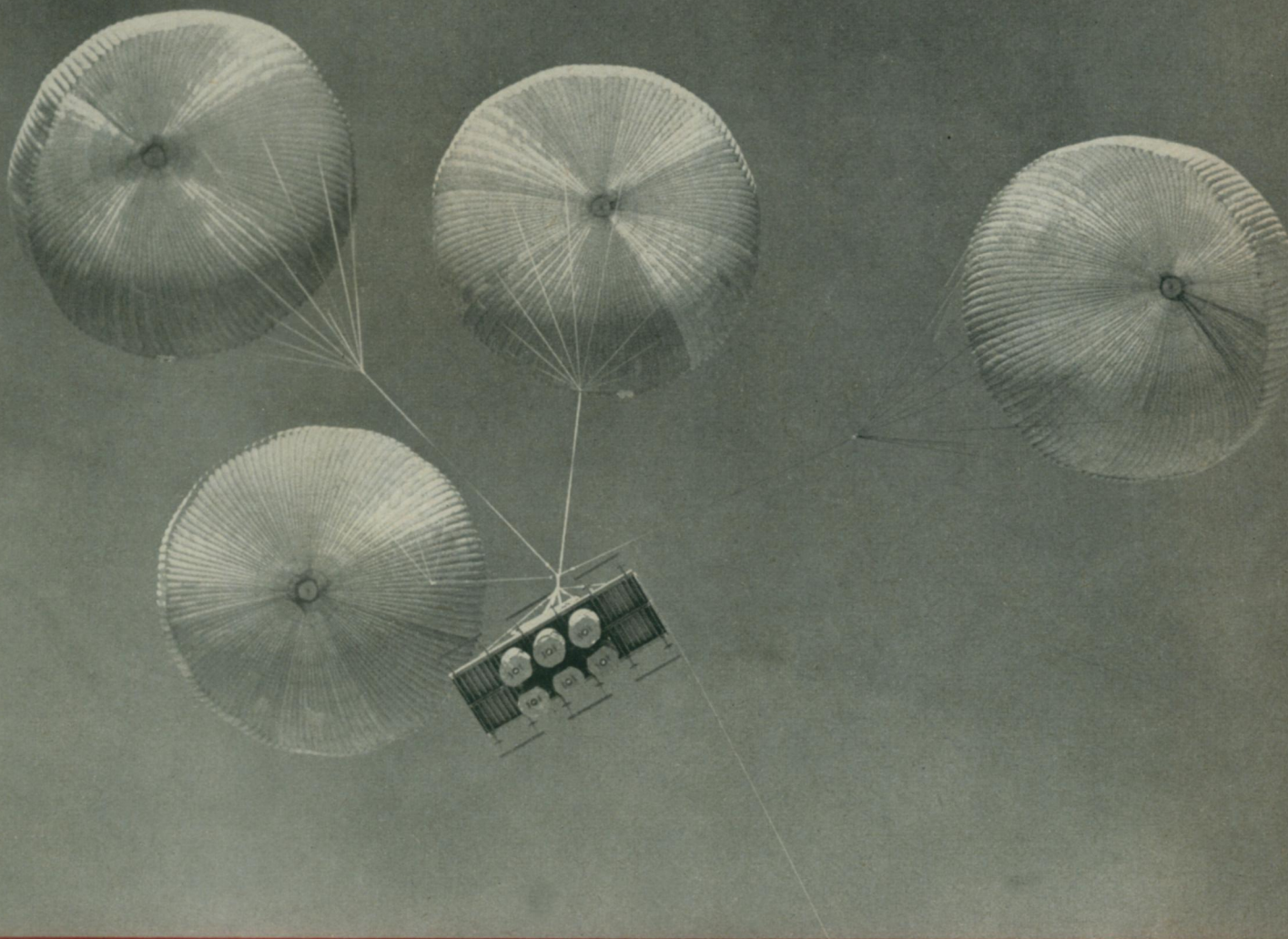
\$5.50 A YEAR

August 13, 1955

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# SCIENCE NEWS LETTER

THE WEEKLY SUMMARY OF CURRENT SCIENCE



**Parachuting Supplies**

See Page 105

A SCIENCE SERVICE PUBLICATION

## Kodak reports to laboratories on:

500 facsimiles of your precious sheet of paper . . . news for those who dye . . . how to spot bad cheese

### 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 woman-power for tasks that still require the central nervous system of a human being. "3 copies in 1 minute for less than 4¢ each" has been the successful slogan.

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 Ma-*

*trix 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.*

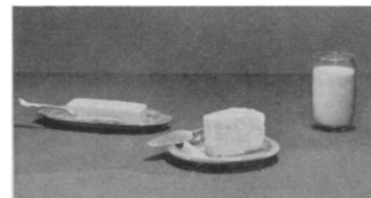
### Please be preconditioned

Because these reports are written for readers with a scientific turn of mind, we should like to discuss in some detail the chemistry of the new *Eastofix Dyes* which we have just announced to the textile industry as a solution for the hitherto insoluble problem of piece-dyeing acetate fabrics to a wash-fastness, light-fastness, and gas-fastness equal or superior to that attained in otherwise less favored fabrics. But we can't just now; commercial considerations impede diffusion of knowledge for its own sweet sake. We must content ourselves to regard you as a consumer and technical thought-leader for other consumers.

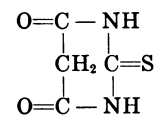
Soon, in those capacities, you will be confronted with washable apparel and home furnishings proclaimed as being of *Estrel* fabric. This is a trade-mark signifying that our acetate fibre and *Eastofix Dyes* are its sole or dominant components. The implication is that in respect to color and press retention, shrinkage control, comfortable moisture balance, luxurious texture, wrinkle and soil resistance, ease of washing clean, and rapid drying after laundering, the combination is a good one.

*If, perchance, you are in the trade and wonder what's in it for you, go ask Eastman Chemical Products, Inc., Kingsport, Tenn. (Subsidiary of Eastman Kodak Company).*

### 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-thio-barbituric acid.



Then someone else added 2-thio-barbituric acid to fructose and got a yellow precipitate. Then some medical school people obtained an entirely different orange-red precipitate by reacting 2-thio-barbituric 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-thio-barbituric acid might make a convenient test for oxidative deterioration in fats. Then some agricultural chemists worked out the details for using 2-thio-barbituric 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-Thio-barbituric 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).*

*Prices quoted 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