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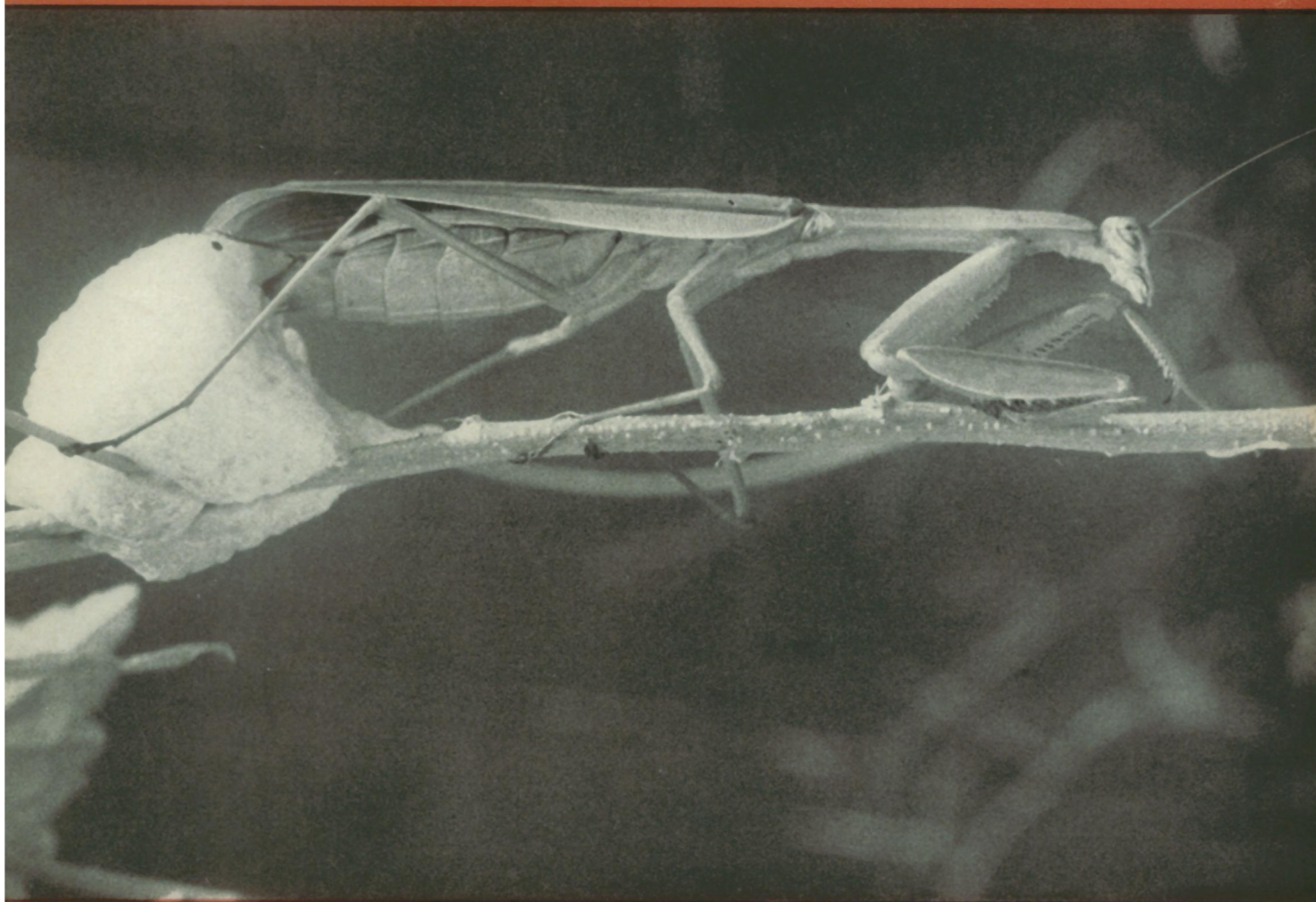
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SCIENCE NEWS LETTER

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THE WEEKLY SUMMARY OF CURRENT SCIENCE



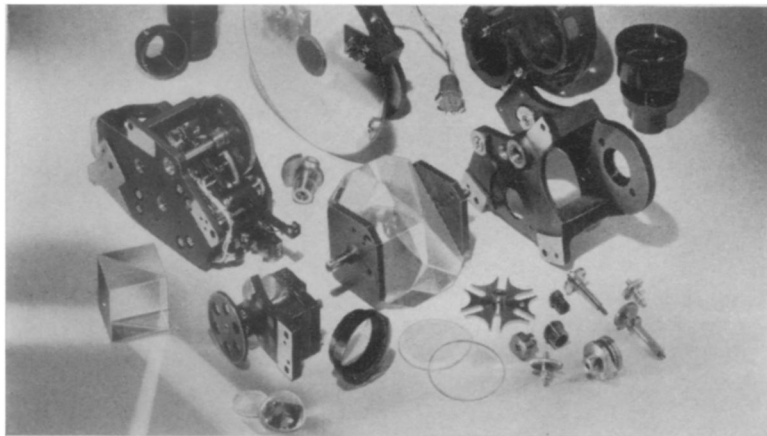
Mantis

See Page 302

A SCIENCE SERVICE PUBLICATION

Kodak reports on:

the things some people want in front of a television camera tube . . . slush-molding and the insidious sun . . . creation and propagation of slides and filmstrips



It will be interesting to see if this picture and the paragraph of type you are now reading succeed in their purpose (and it's a long, long shot) of eliciting even a single letter, wire, or phone call from a party seeking a strong and competent organization to take on the development, design, and/or construction of a complex optical-mechanical system for feeding some sort of image into a television camera tube. The quest for such a contact is suggested by the very satisfactory manner in which our work is progressing on two such projects, the first television bombsight and the first airborne television gunsight. In security-dictated disorder, the photograph suggests the kind of components we make and put together for these affairs. Nor are our talents along these lines newly acquired, even if Ed Sullivan* doesn't stress them on Sunday evenings when discussing our more popular mechanical and optical products. The letter, wire, or phone call should go to Eastman Kodak Company, Military and Special Products Division, Rochester 4, N. Y.

*The fact may little signify, but Ed and most of the other figures of live television reach the magic screen through *Kodak Television Ektanon Lenses* on the studio cameras.

What's a polyethylene, Pop?

The pentasyllable "polyethylene" is now tossed around by fifth-graders. The public knows that polyethylene is polyethylene. To impart some complexity to the subject, we give you two new polyethylenes.

- *Epolene C polyethylene* at 300°F, exhibits 8000 cps viscosity. Addition of 25% paraffin, with which it is completely compatible, drops the viscosity at this temperature to only 1300 cps. Being polyethylene, it has strength, flexibility at low temperature, resistance to water and water vapor, inertness to chemical activity. The low viscosity permits secure bonding to paper with conventional roll-coating equipment modified to operate at slightly higher temperature instead of a complicated extrusion-lamination process. You can also make shells out of *Epolene C* by pouring

it into a cooled mold and pouring out the excess that hasn't cooled enough to solidify. Toy manufacturers call this slush-molding. Toy manufacturers are a smart lot.

- The other new one is *Tenite Polyethylene* fortified against the unfortunate tendency of ultraviolet radiation to take the edge off some of its virtues. We have found an effective inhibitor and a way of incorporating it. Now, to the advantage of polyethylene in agricultural and horticultural applications, its life in the sun can be at least double for sheeting and quadrupled for molded objects. The outdoor formulation even comes in a good choice of colors.

All reasonable questions about polyethylene, either Epolene C or inhibited Tenite Polyethylene, will be answered by Eastman Chemical Products, Inc., Kingsport, Tenn. (Subsidiary of Eastman Kodak Company).

This is another advertisement where Eastman Kodak Company probes at random for mutual interests and occasionally a little revenue from those whose work has something to do with science

The powers of semi-darkness

One result of all the efficiency pervading life today has been more time to sit around in semi-darkness listening to speakers draw attention to Worthwhile Matters with the help of slides or filmstrips. You will not deny that this is good.

What, then, can be done to encourage and facilitate the generation of lots more slides and filmstrips? Consider the sources.

There are organizations—some for profit, some non-profit—that produce them for schools. All they need for encouragement is sales. Subjects are of the kind that keep well. Life along the Nile. The circulation of the atmosphere. That sort of thing.

Then there are firms producing films and filmstrips to order for promoters of causes. The need for higher protective tariffs. The need for lower barriers to international trade. How to sell bicycles to people over 40. Here an advertising or public relations agency often acts as intermediary between sponsor and producer.

Outfits that use slides and filmstrips to communicate on a broad and varied scale often maintain their own production facilities for the purpose. This would include large companies, government bureaus, ag colleges.

Not to be neglected beyond these large operations, however, is the individual on his own who has an audience to face and to tell of his work and thoughts as vividly as he can. He, too, can make them—slides if he intends to put on the same performance only once or a few times, filmstrips if it is to be given many times in essentially unchanged form.

For his benefit we have published a Kodak Data Book, "Photographic Production of Slides and Filmstrips." Kodak dealers have it for sale or can order it. It is particularly rich in details on attaining good quality color reproduction by the use of masking techniques. The danger that purchase of this 50¢ booklet turns out eventually to have been the first step toward establishment of a slide-and-filmstrip department in the organization with which the reader is affiliated, while slight, is undeniably present.

Price quoted is subject to change without notice.

Kodak
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