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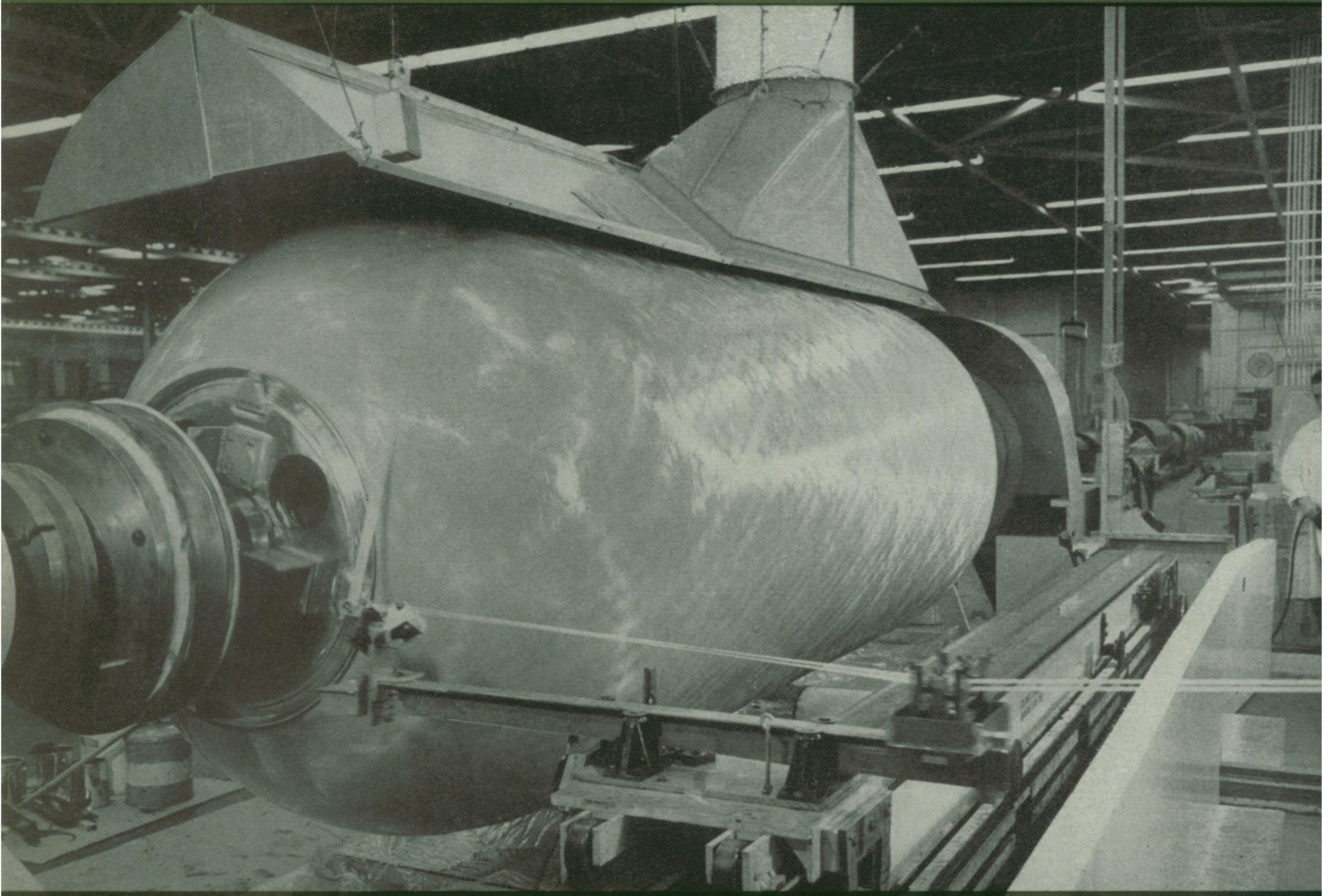
February 4, 1961

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# SCIENCE NEWS LETTER

®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



Spun Glass Fuel Tank

See Page 67

A SCIENCE SERVICE PUBLICATION

## Kodak reports on:

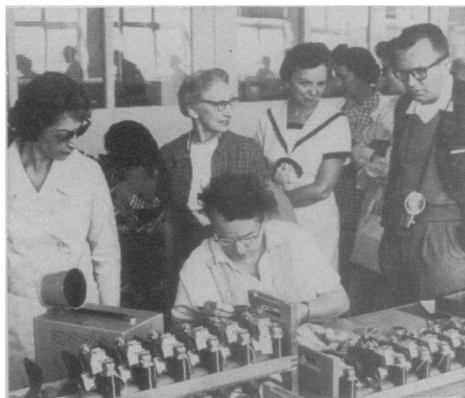
an automatic camera with useful privileges . . . a mask for glass, switched by light . . . what Gutenberg might have done with photography

### Reward thyself!

Though the *Kodak Retina Automatic III Camera* can be bought in the camera shops for less than \$130, it is not the cheapest camera they sell. We advertise it here in *Science News Letter* to show scorn for the notion that scientists must be poor or at least act poor. When a scientist goes out to buy a new camera for his pleasure, why shouldn't he feel that he has as good claim as any member of today's society to the choicest of its goods?

This camera is dubbed "the expert's automatic."

This is just a phrase. (Don't let little things like that bother you.) The phrase tries to say that despite the luxury of fully automatic exposure control, the user has override privileges if he chooses to seize the initiative. He can expose for some part of the scene instead of the whole. He does this by holding the camera up to that part and letting the diaphragm set itself and hold there while he walks back to make his picture. Whether manually or automatically set, he knows what *f*/number he is using. There is a coupled rangefinder that can focus the Kodak Retina-Xenar Lens down to 3½ feet. Five shutter speeds to 1/500 and B. Film speed settings from 10 to 1250. Microscope adapter kit and many other aids available.



Quite a few of us from Rochester have been dropping in at our Retina factory in Stuttgart to admire how our cousins work.

### An invitation to engrave

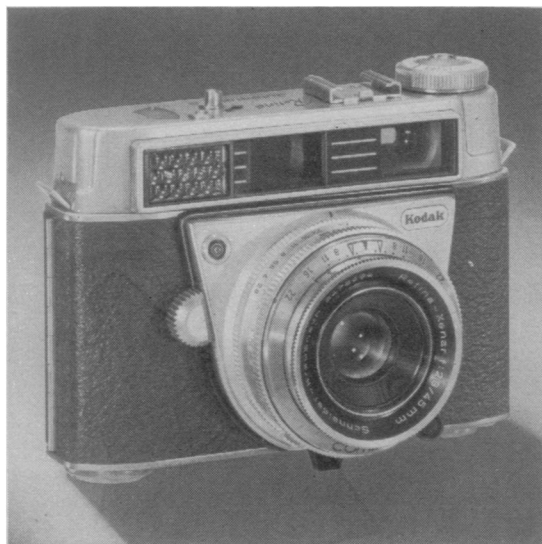
The etching of glass must be restricted to only those who have learned a proper respect for hydrofluoric acid.\*

Etching is, of course, not the only way to dig into a glass surface. With sufficient patience and skill a grinding wheel yields superb results. If time flits too rapidly for that sort of monkeying around, you coat a resist over your surface, scribe through it, and let the HF go to work.

In case the pattern is intricate, or needs to be repeated, or both, you want a photosensitive resist. Then you can draw up the pattern once, nice and big and black, reduce it photographically onto a *Kodalith* material and use the resulting photograph as a mask which

\*A far more suitable pastime for the amateur is photography. See item above column.

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



("KPR," for copper, clear anodized aluminum, and high-copper alloys) and *Kodak Metal-Etch Resist* ("KMER," for other metals). We would be justified in trying to recover all that thinking expense by selecting a similar proprietary name to imply the discovery of a new chemical compound but have decided on a clever course . . .

We shall have you buy *Kodak Metal-Etch Resist* and tell you how to convert it to a glass-etch resist by the use of those two arcane compounds, technical-grade aluminum stearate and sulfur-free xylene.

For details, write Eastman Kodak Company, Graphic Reproduction Division, Rochester 4, N. Y. If you don't want to bother stating your problem, just say "photosensitive resists."

### Try these paragraphs:

Routine commercial news item: *Kodak Phototypesetting Film* and *Kodak Phototypesetting Paper* are now sold by your\* Kodak dealer.

Deeper historical significance: Gutenberg did a fine thing by inventing movable type. The fellows who improved on his idea with hot-lead-casting typesetting machines also did their bit for civilization. Now, however, too many authors want to convey too many complicated thoughts to too many splinter groups of readers. The hot-lead machines are at their best with neat paragraphs of well-carpentered prose. Well-carpentered prose has its place, but for expressing the more severely logical varieties of thought it is limiting, imprecise, unclear, windy, and cumbersome. A more agile symbolism is needed at popular prices. Alert printing houses are trying to provide this symbolism through photographic methods rather than through the brutish hewing of lead. Give them time and encouragement. We have added our little touch of encouragement by having these two paragraphs phototypeset. Whether severely logical or not, they look all right, don't they?

\*Everybody, more or less, has a Kodak dealer. One person can have several different Kodak dealers, even as one person at different times can have different interests and needs. If you ever hear of a Kodak product that interests you, never fester in doubt as to where to turn. Just write "Eastman Kodak Company, Rochester 4, N. Y." on the front of a postcard and write your question, name, and address on the back. Don't forget to mail it.

**Kodak**  
TRADE MARK

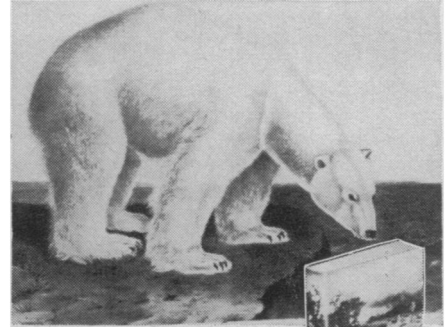
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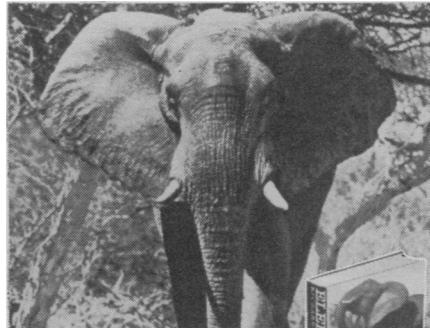
2. **RIVERS IN THE DESERT**, by Nelson Glueck. Brilliant archeological re-creation of vanished civilizations of the ancient Negev. LIST PRICE \$6.50



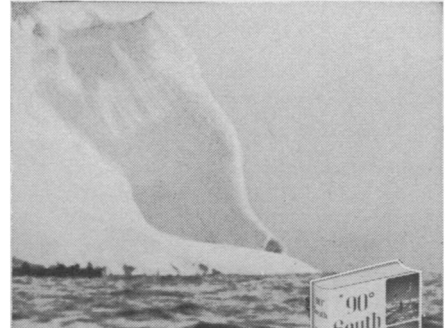
3. **WILDLIFE IN AMERICA**, by Peter Matthiessen. The decline of our wildlife wealth—fascinating, lavishly illustrated history. LIST PRICE \$10.00



4. **THIS SCULPTURED EARTH**, by John A. Shimer. America's changing face—a lucid explanation of geological processes. 77 illustrations. LIST PRICE \$7.50



5. **ELEPHANTS**, by Richard Carrington. "Everything there is to tell about elephants... Happy, happy reader." *The New Yorker*. 81 illustrations. LIST PRICE \$5.00



6. **90° SOUTH**, by Paul Siple. The engrossing story of the first American base at the South Pole—and of the first men to winter at the bottom of the world. LIST PRICE \$5.75



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