

Here's the latest in a great tradition: Perkin-Elmer's new Model 305 Atomic Absorption Spectrophotometer.

Perkin-Elmer's new medium-priced, double-beam, concentration-reading Model 305 Atomic Absorption Spectrophotometer sets new standards in speed, convenience and analytical performance in the determination of metallic elements.

Speed: Switch it on and the Model 305 can start analyses within two minutes. Reason: its double-beam system. No waiting for lamp warm-up, nor for detector or electronics to equilibrate.

Readout Versatility: For fast routine analysis, read the meter directly. For best precision, flip a switch and read the concentration on a manually-nulled set of digits. And for additional convenience, plug in the modestly priced UDR-1 Universal Digital Readout to get automatic readings on four illuminated digits. For a permanent record, use a laboratory recorder di-

rectly with the 305, or plug in either a printer or the TR-1 Typewriter Readout to the UDR-1.

Flame Emission: When you use the flame emission accessory with the Model 305, you can take full advantage of its first-rate monochromator, with its 0.3 Angstrom resolution.

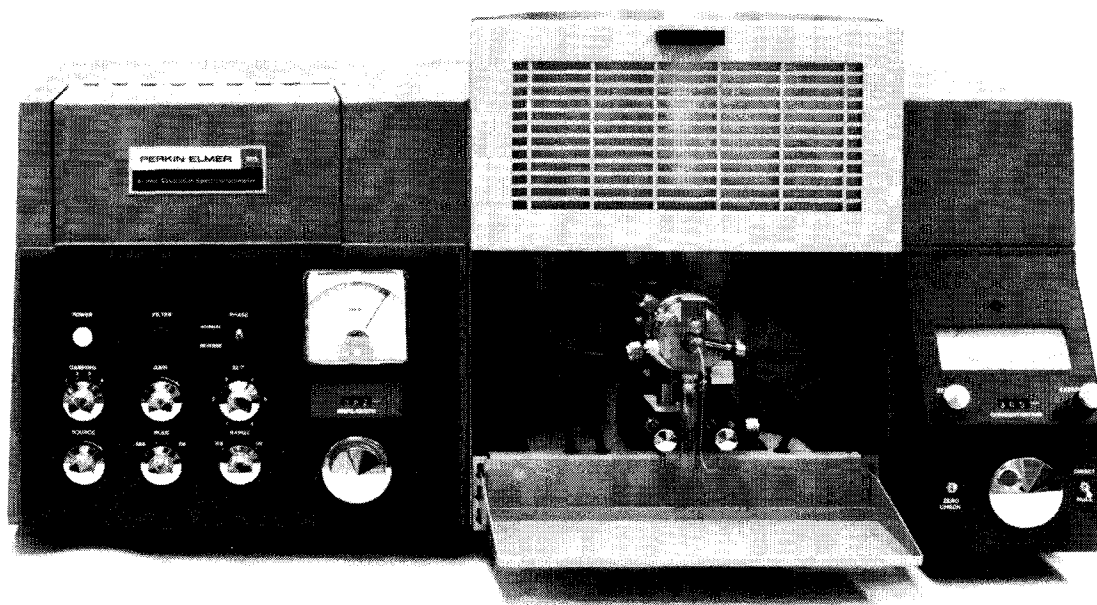
Difficult Analyses: Any atomic absorption instrument can creditably determine magnesium in water. But it is for *difficult* analyses that the Model 305 comes into its own. The superior stability of the double-beam system lets you see small signals clearly. Where conventional burner systems clog when analyzing concentrated solutions, the new Perkin-Elmer burner continues to function efficiently, especially when equipped with a titanium three-slot burner head. And, by using the Deuterium Background Corrector accessory,

you don't get spurious results from scattering or background absorption in the flame.

Backup and Training: When you purchase a Model 305, you benefit from the widest range of support services available. You receive complete training at any of six U.S. or eight European locations. Perkin-Elmer's atomic absorption specialists, located throughout North America and Europe, are readily available to answer individual problems. Of course, the 305 is under a complete warranty for one year, implemented by Perkin-Elmer's world-wide service organization.

For more information on the new Model 305, write to: Instrument Division, Perkin-Elmer Corporation, 702 Main Avenue, Norwalk, Connecticut 06852.

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Circle No. 16 on Readers' Service Card