

At Ward's...

We Match Your Pride in Teaching With Our Pride in Preparing Specimens

Your pride in teaching means taking extra care and time in your preparation. Ward's gives the "extras" that result in specimens that mean more to you and your students.

We've had this pride since 1862. The guidelines for quality and service we set then have never been relaxed. Generations of teachers can attest to that. We've grown with the times, kept pace with modern technology, and *pioneered much of it.*

Ward's developed many fixatives and preservation techniques that let your students concentrate on the anatomy of a specimen, not the irritation factor of its fumes. Random sampling of specimens are dissected daily and before shipment to insure properly injected and preserved material.

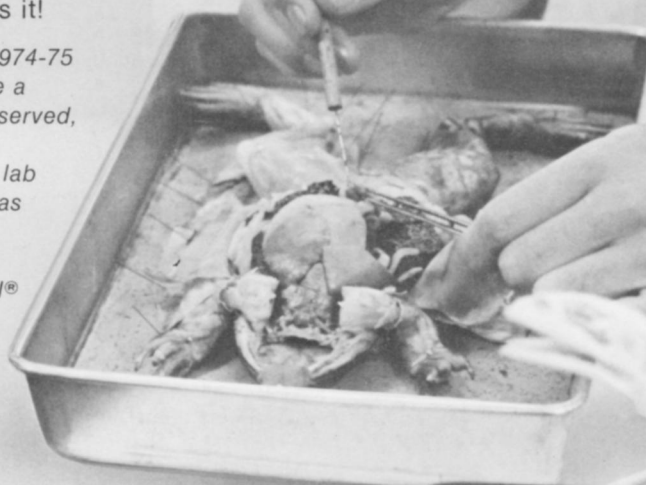
Ward-developed packaging provides variety and utility. Our quality and service guarantee specimens suited to your individual presentation.

That's why we put quality first . . . Our mutual concern for good education demands it!



If you haven't seen our 1974-75 Catalog, send for it. See a panorama of living, preserved, mounted, embedded specimens; field and lab equipment; as well as audiovisual teaching aids, including our exclusive SOLO-LEARN® System for Biology and Chemistry.

WARD'S BIOLOGY
EARTH SCIENCES
CHEMISTRY



Ward's Natural Science Establishment, Inc., P.O. Box 1712, Rochester, N.Y. 14603; P.O. Box 1749, Monterey, Calif. 93940

See "live" unstained organisms
through the one microscope
that offers
three different views...

and one low price.

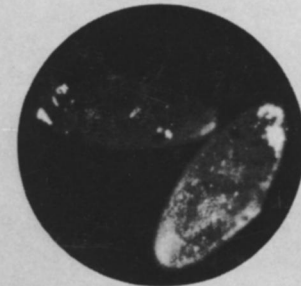
This new AO microscope is built for multiple use—it's like having three microscopes in one. And, importantly, the AO Phase Contrast Teaching Microscope is priced within the range of your departmental budget. Phase contrast allows your students to view living unstained specimens, does away with the time and need for treating specimens, and the distortion caused by the staining process. The AO Phase Contrast Teaching Microscope also offers darkfield and conventional brightfield viewing. It's easy to use, requires virtually no adjustments and no accessories.

A multipurpose microscope, a practical way to put life in your classroom. The AO Phase Contrast Teaching Microscope. Ask your AO Representative about it or write for literature.

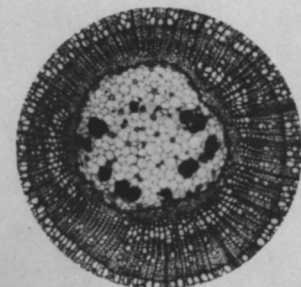
 **AMERICAN OPTICAL CORPORATION**
SCIENTIFIC INSTRUMENT DIVISION • BUFFALO, N.Y. 14215



Phase Contrast
unstained paramecium



Darkfield
unstained paramecium



Conventional Brightfield
stained basswood stem

