

IDS

INSTANT DATA SYSTEM

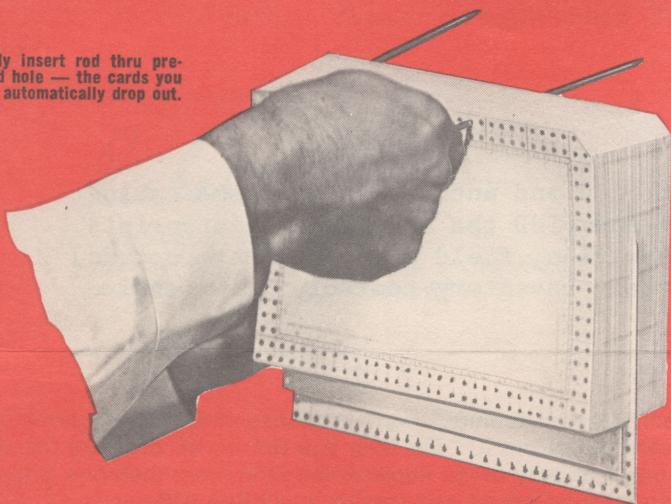
**NO THUMBING
THRU
COUNTLESS
CARDS
TO FIND THE
FACT OR SERIES
OF FACTS
YOU WANT**

**NO RESORTING
OR REFILLING
REQUIRED TO
RETURN CARDS**

**NO COSTLY
COMPLEX EQUIPMENT—
NO SPECIAL SKILLS
REQUIRED**

**FOR FASTEST
MOST ECONOMICAL
RECOVERY OF
FILED DATA**

Simply insert rod thru pre-coded hole — the cards you want automatically drop out.

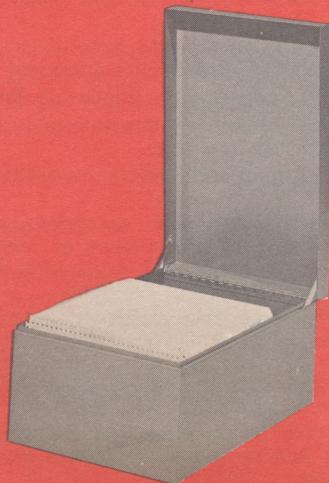


5 x 8 cards (one corner notched) with two rows of numbered holes punched along all four sides.

Hand operated notching tool snips a "U" nick at properly coded location.

Instruction leaflet, illustrated, and simply, clearly written. Method can be mastered literally in minutes by anyone.

Desk-top filing cabinet for 5x8 cards (optional) — keeps cards neat and always handy.



Here's an amazing way to fast, sure locating of filed data without complicated or costly equipment.

Here's a real help to researchers, hospitals, labs, businessmen, institutional administrators, clergyman — just about everybody who needs ready access to information.

Here's an amazingly simple method of putting things away without time-consuming filing — yet being able to find them again at a moment's notice.

Yes, Instant Data System can add untold hours a year to your skilled time by relieving you of routine and time-wasting clerical tasks or waiting time.

The documents, categories, or details, including all the relevant facts you want, all but pop into your hand with the pointing of a sorting rod. Need information from more than a single category? You can find it by using multiple rods simultaneously. An IDS system is like adding extra personnel without adding to the payroll.

Instant Data System belongs on your desk — it can be there in a few days if you send in the order blank now.

**HOW
DOES
THE
IDS
SYSTEM
WORK?**

**TURN
OVER**

PROFESSIONAL AIDS CO.

1 SOUTH WACKER DRIVE · CHICAGO, ILLINOIS 60606 · (312) 263-7622

Dear Friend:

The ability to locate any group or combination of up to 5,000 items of data as easily as pointing a finger makes Instant Data information retrieval system ideal for busy people who need information and need it fast with minimum effort!

Instant Data System allows you to perform an amazing variety of "finding" tasks with remarkable flexibility. Looking for complete data on any category or only those items that fit more than one category? The entire mass of information separates itself almost automatically from your entire source file . . . and you never had to file it in systematic form in the first place!

Looking for a series of references? Find ALL of them without thumbing through a stack of unrelated facts to find them. And when you're through with your cards you don't even have to re-sort or to re-file. Just return them to the cabinet -- front, middle, or back, -- in any order -- they'll be instantly locatable next time you want them in any grouping you desire at that time. By date . . . by numerical series . . . by alphabet . . . by classification . . . by title . . . by any grouping your imagination or needs lead to.

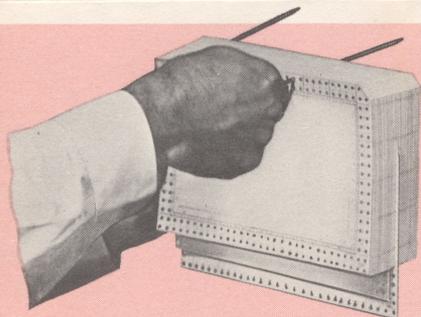
It's like having hundreds of files in one -- without the tedium and time of actual filing. It enables you to file any item in countless places at once with but a single card. It enables you to pick every single card you need almost instantly, yet you actually file nothing.

Best of all, there is no cumbersome and complex machinery to break down, no costly installations, no scarce skilled personnel to recruit. The newest employee on your staff can do as well as a costly computer operation -- without costly or time consuming training.

Instant Data is now in successful operation in hundreds of labs and offices including government, business, universities, research groups, institutions and mammoth industrial organizations.

It's difficult to believe such glowing claims can be fulfilled at an investment costs of only \$30 to \$40. --a small fraction of what you'd spend for power for an electronic devise. Yet in certain situations, Instant Data System can actually out-perform many other methods.

Why, even our deluxe model costs less than \$100 and includes a handsome cabinet and 1200 cards. It will enable you to sort and FIND the abstracts, microprints, formulas, purchasing sources, product information, field data, patient records, maintenance scheduling, personnel information, inventory control. . . . entire categories of data you want.



**AN ESSENTIAL TOOL
FOR ANALYZING
AND USING
THE INFORMATION
YOU HAVE AT HAND . . .**

A tool to stimulate and extend your reasoning powers--because of the cross correlations possible you actually get more out of the IDS file than you put in; an ordinary file does not permit you to select in one sort only those items which fit in more than one category simultaneously. This is accomplished easily and routinely with the IDS.

SOME SCIENTIFIC APPLICATIONS

ABSTRACTS--where cross correlation of data or subsequent retrieval is required.

FIELD DATA--both for recording and analysis. Eliminates the need for separate tabulation.

LABORATORY USAGE RECORDS--where equipment use is recorded and there is maintenance by periodic examination at different locations.

COST ACCOUNTING--where billing is required for consultation or allocation of overhead expense by projects.

BASIC INFORMATION FILE--where compounds, specimens, drugs, types of transistors or components, minerals, meteorites etc. must be matched or chosen from a variety of characteristics the IDS is extremely fast. Within seconds just those items needed drop out of the pack. Cards filed at random, new ones can be added at any time.

MEDICAL DATA AND RECORDS--frequently cross references and studies by age, method of treatment, nature of response, kinds of illness, recurrence, results of characteristic tests etc. will be made after the basic data are recorded. These IDS records do away with the need for multiple files, laborious and costly sorting into packs. One pack, properly coded and sorted yields all the information readily.

HOSPITAL RECORDS--at the time of checkout a quick sort by the patient's number or initials yields all charge slips which can be put in the active file until required. Studies of cost by department are quickly derived.

But it's not only the price, by any means. It's the speed, the simplicity, the sureness, the economy of space and the confidence of knowing that a world of information is at your fingertips 24 hours a day.

Basic to our system are the coded double hole punched cards. A hand notcher (supplied with the kit) enables you to punch a properly coded card. The numbered holes provide thousands of code combinations.

By notching out the proper holes, cards are quickly coded as to subject matter. Then you merely insert the Instant Data System "sorting" rod (or rods) through the proper numbered hole and the cards you're looking for literally fall into your lap automatically.

Just imagine the ease of maintaining any record file this way. You never have to re-file. Simply return the cards back into the cabinets in complete confidence knowing that the next time you want them they will pop out of the file just as easily as they did the first time.

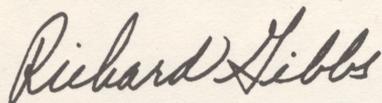
It's flexible to anything from a small 100-item file to a mammoth collection of thousands of items. Sometimes used as an adjunct to costly and sophisticated electronic methods . . . Takes but little space on a desk.

And best of all, you can inspect Instant Data System without a penny's cost or obligation. Let us send you the kit for study. If you cannot see that it will do everything we say just send it back within thirty days and we'll refund your money by return mail.

Please take a moment to read the details below and on the back of this folder -- magically Instant Data System can solve dozens of day-to-day filing problems.

The order blank and self-addressed return envelope are enclosed for your convenience. Please use them now for fast service.

Most Sincerely,



Instant Data System
Div. of Professional Aids Co.
Richard Gibbs, President

ADMINISTRATIVE & BUSINESS APPLICATIONS

COST ACCOUNTING—one basic change distributed in several departments can be allocated to each as required.

PERSONNEL CARDS—sorts can be made quickly by special interest abilities, seniority.

SALES RECORDS—unfilled orders located quickly, follow up on inquiries, tickler files.

PURCHASING AND INVENTORY CARDS—facilitates reorder of parts used in several items of manufacture or composite orders to one manufacturer or supplier with items in several products.

CREDIT MANAGEMENT—ready location of 30-60-90 accounts, new data may be dropped in file without posting.

COPIES OF BILLS—typed onto cards need not be posted or filed in particular order until required for statements.

CONSULTANTS FILES—prospect files. Where overlapping information requires different collections of data from a master file at different times.

CONSTRUCTION AND MAINTENANCE EQUIPMENT—located easily and indicated for periodic inspections.

NEW PRODUCT FILES—items clipped may be pasted on to cards, filed at random but quickly chosen by product manufacturer or price when needed.

USERS (partial list)

Industrial Firms

General Electric	Borden Chemical Co., Inc.
Sylvania Electric	Equitable Life Insurance
Kintel Electronics	Westinghouse Electric
Mobil Oil	Ling-Temco-Vought

Institutions and Laboratories

Franklin Research Institute	National Institute of Health
Bureau of Engraving and Printing	US Forest Service
US Naval Aviation Medical Center	US Naval Propellant Lab
	Veterans Hospital
	Dearborn, Michigan

Schools and Universities

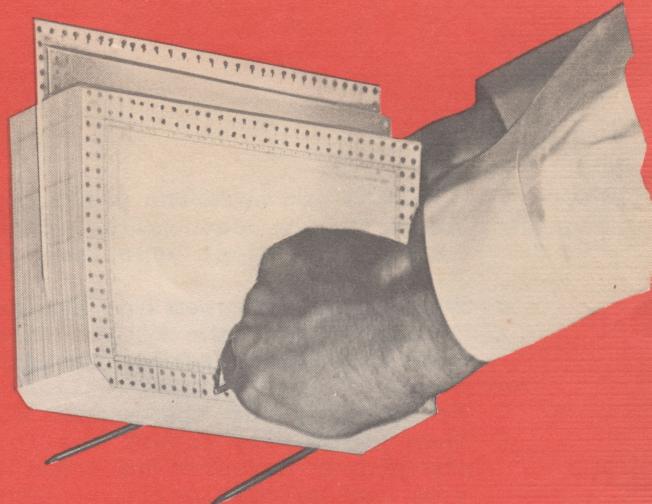
Johns Hopkins University	Northwestern University
Columbia University	University of Adelaide
University of Minnesota	Dartmouth College
Western Reserve University	Temple University

and hundreds
of other institutions and organizations

FREE
TRIAL
OFFER

see
back

**REMARKABLE: INSTANT LOCATION OF
THOUSANDS OF FACTS
THE FILE SYSTEM
THAT ELIMINATES
FILING**



**RISK
NO
MONEY
TRY 30 DAYS FREE**

Instant Data System Basic unit or Master unit are so fool-proof that we offer an unrestricted 30 day inspection. If you are not delighted with the performance and the contribution it makes to your daily efficiency, return for refund without question.

PRICE LIST

Basic Unit, 200 double-row punched cards, 5 sorting rods, hand-operated double notch punch, instruction booklet \$38.00 delivered. Single row cards basic unit \$30.00 delivered.	Master Unit, 1,200 double row cards, cabinet, double notcher, instructions \$95.00 delivered. Single row cards Master Unit \$80.00 delivered.
Additional Cards 5x8 either single or double row (specify) \$57.00 per thousand, \$8.00 per hundred delivered. 8"x10 1/2" single row cards, \$135.00 per thousand, \$16.00 per hundred delivered.	
Filling Cabinet, holds 1,200 5x8 cards \$12.00 delivered.	

Additional IDS Services

Free samples of any of our stock cards. Prices on request for custom printing of any of our four stock cards, including drawings, and half-tones, if artwork is furnished.

New Instant Data double row punches from Germany are now available. This is a finer punch than we have had before. They will be in permanent stock.

For case histories, fundamental considerations for coding and systems designs, and bibliography we recommend the text, "PUNCHED CARDS" by Casey, Perry, Berry and Kent. This book is directed primarily to the individual scientist, engineer, or other technologist in the lab field, industrial plant, library, school or executive office.

The text is available in a 700 page paperback edition cost \$12.95 delivered.

For more information on any of our products, please write or call for FREE Literature.

**HOW ARE
OTHERS
USING
INSTANT DATA
SYSTEMS?
HERE ARE
JUST A FEW
EXAMPLES . . .**

Introduce students to edge punched cards. Punch own personal history into the cards.
Graduate School of Library and Information Science, Pratt Institute, Brooklyn, N. Y.

Use for a 30 day followup for trees ticketed to be cut down due to Dutch Elm Disease, 30 days later pull card with address—then check to see if tree is cut down, if not warn owner.
City of Highland Park, Illinois, Forestry Department.

Card for each customer listing geographic location and products, other information. When salesman is going to visit a territory he sorts for territory, customers drop out with product and other information.
Carey and Associates, Inc. Dallas, Texas, Mfg. Reps.

Bibliography for several doctors. Summarize article, Xerox article, cut out and paste on card, subject matter of articles is classified in categories by coding if needed in future.
University of Illinois, Histology Department, Chicago, Ill.
System of coding of cardiac diagnoses and procedures for use in this hospital and other large hospitals.
Cardiology Dept., Fitzsimmons General Hospital, Denver, Colorado 80240.

Used for purchasing — Each manufacturer has a card coded by a pre-set product code. Whenever a piece of equipment is needed the cards are sorted for the manufacturers of that item.

Bio Medical Engineering and Science Dept., Drexel University, Philadelphia, Pa.

For Maintenance Scheduling. Each machine has a card. One side contains all the details of the machine — location, manufacturer, model, specials, source of power, etc. The other side of the card provides equipment maintenance record with time and costs. The card may be sorted for any of the information above.

Union Carbide Corporation, Consumer Products Division, Cleveland, Ohio.

For federal funding information . . . How many children below 25 percentile . . . how many children from broken homes . . . mobility of children in and out of district . . . etc.

Jenkins Board of Education, Jenkins, Ky.