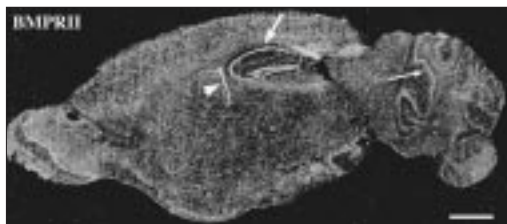
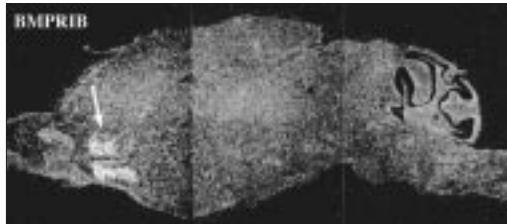
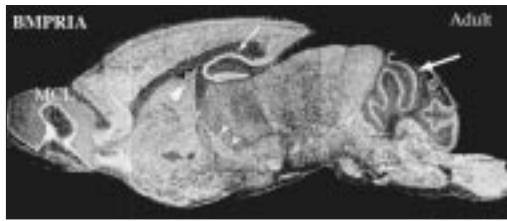


2378CAA09/8A

▲ Anti-Human p75 pAb

Cells bearing the p75<sup>L<sup>NTR</sup></sup> were identified in 5µm frozen sections of *erbB2*-targeted mice with Promega's Anti-Human p75 pAb (red) and apoptotic cells were identified by TUNEL staining (green). Details on immunostaining and TUNEL assays can be found in Britsch, S. *et al.* (1998) *Genes Dev.* **12**, 1825.

*Images kindly provided by Dr. Carmen Brichmeier, Max-Delbrück-Center for Molecular Medicine. Reprinted by permission of Cold Spring Harbor Laboratory Press.*



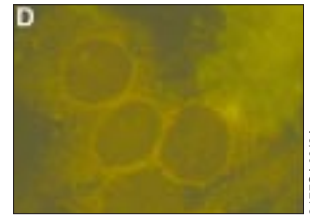
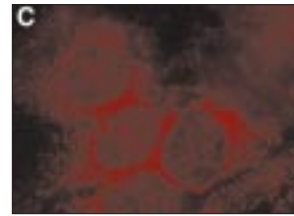
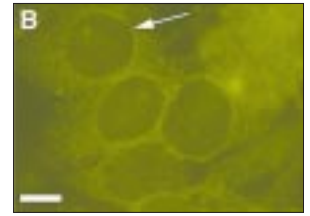
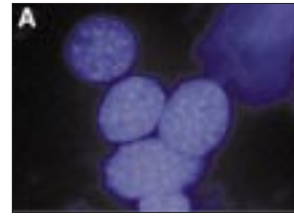
2468BA09/8A

▲ Riboprobe® System

The expression of bone morphogenetic protein receptor subunit 1A (BMP-1A) in sagittal sections of adult mouse brain.

The expression of the BMP-1A mRNA was detected by in situ hybridization with an <sup>35</sup>S-labeled antisense RNA probe generated with the Promega Riboprobe® System<sup>(a)</sup> (Cat.# P1420, P1430, P1440). BMP-1A mRNA is widely expressed throughout the brain. Intense labeling is seen within the cerebral cortex (CX), hippocampus (small arrow), Purkinje cell layer of the cerebellum (arrow), brainstem, thalamic nuclei (small arrow heads), mitral cell layer of olfactory bulb (MCL) and choroid plexus of the lateral ventricle (arrowhead). Use of complementary sense <sup>35</sup>S-labeled RNA probes confirmed the specificity of labeling. Details on the procedures can be found in Zhang, D. *et al.* (1998) *J. Neurosci.* **18**, 3314.

*Images kindly provided by Drs. Damin Zhang and John Kessler, Albert Einstein College of Medicine. Reprinted by permission of the Society for Neuroscience.*

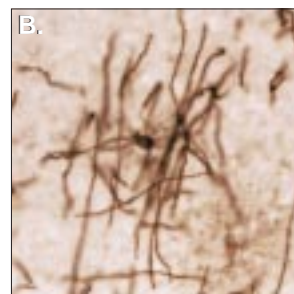
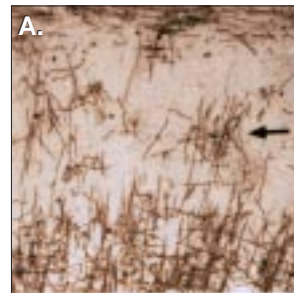


2477CA09/8A

▲ pCI Mammalian Expression Vector and Tfx™-20 Reagent

Immunolocalization of recombinant p64H1 protein in transfected HT-4 mouse neuronal cells. **Panel A:** Nuclear DNA of HT-4 cells stained with Hoechst 33258 dye. **Panel B:** Endoplasmic reticulum (ER) of the same cells stained with the fluorescent short chain cationic dicarbocyanine DiO-C5-(3), similar to 3',3'-dihexyloxycarbocyanine iodide (green); the arrow indicates typical perinuclear staining of the ER. **Panel C:** Rhodamine-conjugated fluorescence (red) corresponding to recombinant p64H1 expressed from the pCI Mammalian Expression Vector<sup>(b)</sup> (Cat.# E1731). **Panel D:** Superimposition of Panels B and C demonstrating colocalization of recombinant p64H1 and ER membranes. Transfection was performed with the Tfx™-20 Reagent<sup>(c)</sup> (Cat.# E2391). Details on cell cultures and transfection can be found in Duncan, R.R. *et al.* (1997) *J. Biol. Chem.* **272**, 23880.

*Images kindly provided by Dr. Rory Duncan, University of Edinburgh. Reprinted by permission of The American Society for Biochemistry and Molecular Biology, Inc.*



2541CA12/8A

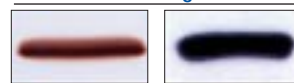
◀ Anti-CNP mAb

Immunostaining of normal adult rat brain with Anti-CNP mAb (Cat.# G3461). **Panel A:** Frozen section (25µm) positive for CNP in oligodendrocytes.

**Panel B:** Detail of oligodendrocytes from Panel A (see arrow; approximately 2X) showing an oligodendrocyte myelinating multiple axons. Immunohistochemistry was performed on a brain section of a 44-day-old Long Evans rat. **Panel C:** Western blot of total protein isolated from a 28-day-old Long Evans rat showing identification of 46 and 47kDa bands for CNP by DAB and enhanced chemiluminescence staining.

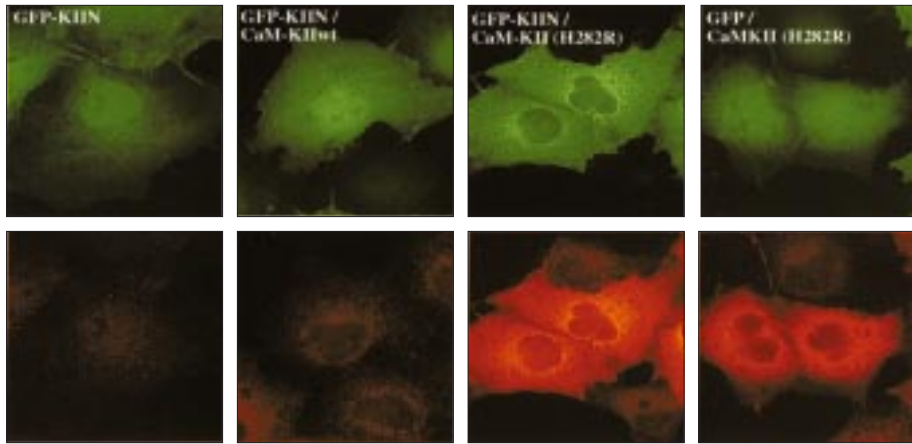
*Images kindly provided by Dr. Ian Duncan and Brian Goets, University of Wisconsin, School of Veterinary Medicine.*

C. Western Blotting



2541CB12/8A

46 & 47kDa CNP

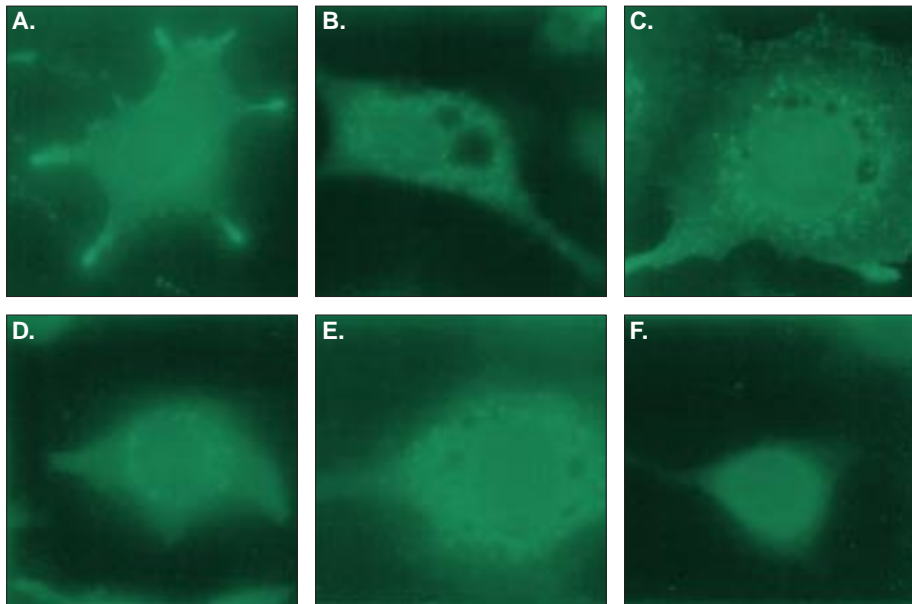


◀ **Anti-ACTIVE® CaM KII pAb**

**Colocalization of active CaM KII and CaM KIIN with transfected cells.** COS-7 cells were transiently transfected with the indicated combinations of GFP, GFP/CaM KIIN fusion protein (GFP-KIIN), wildtype CaM KII or activated CaM KII (H282R). Cells were visualized for GFP (Upper) or for activated CaM KII by using the Thr<sup>286</sup> phospho-specific CaM KII antibody (Cat.# V1111) (Lower). Details on transfection and immunostaining can be found in Chang, B.H., Mukherji, S. and Soderling, T.R. (1998) *Proc. Natl. Acad. Sci. USA* **95**, 10890.

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2540CA12/8A



◀ **Transfectam® Reagent**

**Indirect immunofluorescence staining.** Neuro2A cells stably expressing wildtype preproarginine vasopressin (Panels A and F), mutation of Gly to Ser at position 57 (Panel B), Ala to Thr at position -1 (Panel C), deletion of Glu at position 47 (Panel D) and premature termination of the protein after Cys at position 67 (Panel E). Cells were grown on chamber slides, treated with 1mM valproic acid for one week and stained with either an anti-neurophysin antibody (Panels A-E) or an anti-KDEL antibody (Panel F). Transfections were performed with the Transfectam® Reagent<sup>(d)</sup> (Cat.# E1231). Details on cell cultures and transfection can be found in Ito, M., Jameson, J.L. and Ito, M. (1997) *J. Clin. Invest.* **99**, 1897.

*Images kindly provided by Dr. Masafumi Ito, Northwestern University Medical School. Reprinted by permission of The American Society for Clinical Investigation, Inc.*

2481BA10/8A

Reagents		
Product	Size	Cat.#
Riboprobe® System - SP6	25 reactions	P1420
Riboprobe® System - T3	25 reactions	P1430
Riboprobe® System - T7	25 reactions	P1440
Transfectam® Reagent for the Transfection of Eukaryotic Cells	1mg	E1231
	0.5mg	E1232
Tfx™-20 Reagent	4.8mg	E2391
pCI Mammalian Expression Vector	20µg	E1731
Anti-Human p75 pAb	200µg	G3231
Anti-CNP mAb (Clone 11-5B)	100µg	G3461
Anti-ACTIVE® CaM KII pAb, Rabbit, (pT <sup>286</sup> )	40µg	V1111

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*Neural Notes*  
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<sup>(b)</sup>Covered under U.S. Pat. No. 5,168,062 assigned to the University of Iowa Research Foundation.

<sup>(c)</sup>The cationic lipid component of the Tfx™ Reagents is covered by U.S. Pat. Nos. 5,527,928, 5,744,625 and pending foreign patents.

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