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4 Citizenship or Place of Organization
 Rhode Island
 5 Sole Voting Power
 -0-
NUMBER OF 6 Shared Voting Power
SHARES
BENEFICIALLY -0-
OWNED BY EACH
REPORTING 7 Sole Dispositive Power
PERSON WITH
 441,625
 8 Shared Dispositive Power
 -0-

9 Aggregate Amount Beneficially Owned by each Reporting
Person
 441,625

10 Check Box if the Aggregate Amount in Row (9) Excludes
Certain Shares* []

11 Percent of Class Represented by Amount in Row 9
 5.13%

12 Type of Reporting Person*
 OO, IA

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1 Name of Reporting Person Gary S. Siperstein
 IRS Identification No. of Above Person

2 Check the Appropriate Box if a Member of a Group
 (a) []
 (b) []

3 SEC USE ONLY

4 Citizenship or Place of Organization
 United States
 5 Sole Voting Power
 -0-
NUMBER OF 6 Shared Voting Power
SHARES
BENEFICIALLY -0-

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OWNED BY EACH
REPORTING 7 Sole Dispositive Power
PERSON WITH
 441,625

8 Shared Dispositive Power

-0-

9 Aggregate Amount Beneficially Owned by each Reporting
Person

441,625

10 Check Box if the Aggregate Amount in Row (9) Excludes
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11 Percent of Class Represented by Amount in Row 9

5.13%

12 Type of Reporting Person*

OO, IN

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Item 1(a). Name of Issuer.

New Brunswick Scientific Co., Inc.

Item 1(b). Address of Issuer's Principal Executive Offices.

44 Talmadge Road, Edison, NJ 08818-4005

Item 2(a). Names of Persons Filing.

Eliot Rose Asset Management, LLC and Gary S. Siperstein.

Item 2(b). Address of Principal Business Office or, if none,
Residence.

The office address for Eliot Rose Asset Management, LLC and
Gary S. Siperstein is 10 Weybosset Street, Suite 401,
Providence, RI 02903

Item 2(c). Citizenship.

Eliot Rose Asset Management, LLC is a Rhode Island limited
liability company, Gary S. Siperstein is a United States
citizen.

Item 2(d). Title of Class of Securities.

Common stock, \$0.0625 par value

Item 2(e). CUSIP Number.

642876106

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Item 3. If this statement is filed pursuant to 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

(a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).

(b) Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).

(c) Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).

(d) Investment company registered under section 8 of the Investment Company act of 1940 (15 U.S.C. 80a-8).

(e) An investment adviser in accordance with 240.13d-1(b)(1)(ii)(E).

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(f) An employee benefit plan or endowment fund in accordance with 240.13d-1(b)(1)(ii)(F).

(g) A parent holding company or control person in accordance with 240.13b-1(b)(1)(ii)(G).

(h) A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813).

(i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company act of 1940 (15 U.S.C. 80a-3).

(j) Group, in accordance with 240.13d-1(b)(1)(ii)(J).

If this statement is filed pursuant to Section 240.13d-1(c), check this box

Item 4. Ownership.

Reference is made hereby made to Items 5-9 and 11 of page two (2) of this Schedule 13G, which Items are incorporated by reference herein.

Item 5. Ownership of Five Percent or Less of a Class.

Not applicable.

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

Eliot Rose Asset Management, LLC is deemed to be the beneficial owner of the number of securities reflected in Item 5-9 and 11 of page two (2) of this Schedule 13G pursuant to separate arrangements whereby it acts as investment adviser to certain persons. Each person for whom Eliot Rose Asset Management, LLC acts as investment adviser has the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the common stock purchased or held pursuant to such arrangements. Gary S. Siperstein is deemed to be the beneficial owner of the number of securities

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reflected in Items 5-9 and 11 on page three (3) of this Schedule 13G pursuant to his ownership interest in Eliot Rose Asset Management, LLC.

Item 7. Identification and Classification of the Subsidiary which Acquired the Security Being Reported on by the Parent Holding Company.

Not applicable.

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Item 8. Identification and Classification of Members of the Group.

Not applicable.

Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10. Certification.

By signing below, Eliot Rose Asset Management, LLC and Gary S. Siperstein certify that, to the best of their knowledge and belief, the securities referred to above on page two (2) and three (3), respectively, of this Schedule 13G were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

Signature

After reasonable inquiry and to the best of their knowledge and belief, the undersigned certify that the information set forth in this statement is true, complete and correct.

DATED: January 28, 2004

Eliot Rose Asset Management, LLC

/s/ Gary S. Siperstein

By: Gary S. Siperstein
its: Managing Member

DATED: January 28, 2004

Gary S. Siperstein

/s/ Gary S. Siperstein

By: Gary S. Siperstein

