

WATS ON

Ref: J11/564

U.C.

You will be very pleased to learn that we have received a firm order from the Ministry of Health for the supply of Bactil-60 microscope outfits to a number of Centres in connection with the M.O.H. Cytology Training programme.

Although we would have preferred to have achieved a one hundred percent success on this operation, the number of orders received are something more than fifty percent of the business and can be considered most encouraging. It has been particularly important to get in on the act at this stage as there will be many more instruments required for this type of work later on. Each training course lasts no longer than three months when the students (usually qualified medical staff) will be returning to various parts of the country to carry on with the Cytology work. A number of other hospitals are already starting up Cytology Units and it does seem from the outcome of this order that the Bactil-60 is in every way quite suitable for this application. To those of you that have been intimately concerned with this, congratulations are due.

WATS ON

Ref: J12/564

U.C.

We are now able to confirm that the Service 3 microscope will in future be finished black. There will be no additional charge for this finish.

Regarding production, it is anticipated that these will start to come through in approximately twelve weeks time and will have fitted the new rotating monocular head.

The present blue steel finish will be discontinued completely but it should be noted that orders received during the next few weeks will be supplied with the hammer finish.

The low cost phase contrast equipment for the Service 3 microscope has now been designed and is awaiting production. This outfit which consists of an auxiliary telescope, phase plates for 4mm. and 2mm. Parachromatic objectives, a Universal No. 1 condenser, an annulus centring device complete with lamp condenser and two annular discs, is expected to be available for delivery early in September. Subject to production of the telescope this delivery could possibly be brought forward. More details later.

WATS ON

Ref: J13/564

R.

COULD THIS BE SAID OF YOU ?

- A) Mr. White talks far too much about irrelevant matters although it is quite correct for him to show interest in his customers views on every kind of subject. He should not infer from this that the customer is anxious to hear about his personal problems. At different calls, Mr. White talks at length about his holiday, the unfairness of traffic wardens, the outcome of the next election and the bomb. At the end of the day it seemed clear to Mr. White, when making out his reports, that a friendly relationship existed between himself and his customers. It would seem quite obvious, however, that some of his customers were distinctly bored while others were plainly irritated at the waste of time. Mr. White needs to think about this as it is preventing him at the moment from making many more calls and more calls mean more business.
- B) Mr. Brown cannot understand why his turnover has fallen. He blames general trading conditions and intense competition. He makes the mistake, however, of not continuing to build confidence at each visit. He apparently feels that this is no longer necessary as he has been calling on the majority of his customers for so many years. He overlooks the fact that our competitors, although not directly attacking us are doing so by implication. The more they stress the advantages of their instruments and services the less the customer may think of ours. Mr. Brown does not seem to realise the importance of continuing to remind customers of the advantages of purchasing Watson equipment.
- C) Mr. Black is far too complacent, he is quite satisfied with the results obtained from his territory, he has undoubted ability and when he realises that he has strayed into a comfortable rut he will increase his sales once more.
- D) Mr. Green no longer uses his sales aids to advantage, in fact he rarely carries his brief case. When making a call he relies far too much on his own personality and very often forgets to show his customer one of the new leaflets and point out the advantages of the Watson equipment.
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WATS ON

Ref: J14/564

C.

DO YOU KNOW THE STRENGTH OF THE OPPOSITION ?

From time to time many of you have asked for details of competitors prices and with the amount of student business about at the moment it is important for you to have this information. You will find attached a sheet comparing the following instruments. Baker Patholette, Cooke M15 B, Beck Diamax, G. & S. Lynx, Watson Service 68, Watson Service 3, Prior Solitaire and the Zeiss Standard Junior. The dates given immediately below the name of each instrument are the dates from which the prices are quoted, and as far as we are aware these have not been superseded. From the information given, it is to be hoped that you will be able to build up any outfit required, although a total is given for an outfit with two objectives, two eyepieces and a condenser. Where the outfit is to include a mains lamp unit, it should be noted that in each case the price of the mirror unit should be omitted. The same, of course, applies to the low voltage lamp unit. There are one or two queries about these prices still outstanding;

- 1) It is not possible to discover from Vickers, or from their catalogue on the Patholette, whether or not the case is additional to the figure quoted for the stand, but this seems quite possible when one considers the overall price when compared with the M15 B, where the case is indeed an additional item.
- 2) There is some doubt about the current price of the stand of the Zeiss Standard Junior, but it will certainly not be less than the figure quoted.
- 3) There is some doubt about the price of £4. 8. Od. for the mains lamp unit on the M15B. This price was for the mains lamp unit as supplied on the M15A, which had an open-foot, and some of the cost may well be absorbed into the figure of £31. 10. Od. for the stand. It is felt possible that the total price for the stand plus mains lamp unit is rather nearer to the total cost of the stand and mirror unit, i.e. £33. 12. Od., instead of £35. 18. Od.

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Some study has been made of the prices of the new 5 : 1 Zoom Stereomicroscope, and those at present quoted by Bausch & Lomb for their 4 : 1 Stereo Zoom. A comparison (where possible) is attached. It is understood that Bausch & Lomb are preparing a new duty paid price list and until we receive this list, the figures quoted are only estimated. It is important for you to know that at the moment, duty free licenses are being granted on two main counts.

- 1) Availability of 7" working distances with Bausch & Lomb instrument.
- 2) Availability of long arm stand mounting with Bausch & Lomb instrument.

It will be of interest to you to know that we can offer the Zoom Stereo with the existing Research rackwork long arm stand, code 484, and this is accomplished by using the dovetail on the side of the zoom box opposite the inclination of the eyepieces. This dovetail will fit the camlock slide of the long arm stand. Obviously no tilt can be allowed with the zoom box thus fitted as it would be impossible to observe down the instrument. Some tilt however can be achieved by fitting the zoom box to the camlock slide by means of the other dovetail slide, (i.e. the one immediately below the eyepiece tubes) and the outfit thus assembled has already been ordered by one customer.

A special rackwork long arm stand is expected to be available in about three months time and the second production batch of Zoom Stereos will also include a small number of vertical models for such applications. At this point a word on delivery is opportune. The present batch of twenty instruments being assembled are all covered by orders and it is hoped that delivery of all of these will be made before the end of this month. The next batch is expected to be in Final Assembly early in July. You are therefore asked to quote 8/10 weeks delivery at the moment.

It is hoped to advise you in the near future of an additional auxiliary front lens, x 0.4, which will increase the working distance considerably, to stop the duty free importation of the Bausch & Lomb model on count (1) above. A point of interest is that when the low power auxiliary front lens is fitted to the Bausch & Lomb Stereo Zoom on the normal stand, there is insufficient focusing motion to examine a specimen more than approximately 2mm. in thickness. This compares with 10 cms. with the Watson model. Photographic equipment is also being prepared - more information later.

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It is rumoured that G. & S. are to market a complete fluorescence microscope, are already marketing a vibrating projection screen and at the moment sell something like fifty conference microscopes a month on the continent. If any of you are able to confirm these reports, we would be pleased to hear from you.

We understand that Vickers have recently announced a new stereoscopic microscope designated M 62 and is similar to our Research model. If any of you have seen this or have the opportunity of obtaining a leaflet, we would again like to hear from you.

BAUSCH AND LOMB

WATSON

				DUTY FREE	DUTY PAID (Estimated)
5 : 1 Zoom Box.	150. 0. 0.	-	4 : 1 Power Pod.	103. 10. 0.	129. 7. 6.
Stand with fitted cabinet.	34. 10. 0.	-	Stand with fitted cabinet.	30. 5. 0.	37. 15. 0.
Rackwork long arm stand (code 484).	42. 0. 0.	-	Long arm stand (no rackwork).	43. 5. 0.	54. 0. 0.
Special rackwork long arm stand.	-	-	Long arm stand with horizontal and vertical rackwork.	117. 5. 0.	146. 10. 0.
Transmitted light base with built-in illuminator and control unit.	24. 10. 0.	-	Transmitted light base with Nicolas illuminator (plugged-in) and separate control unit.	25. 5. 0.	31. 10. 0.
No equivalent.	-	-	Transmitted light base with mirror only.	13. 10. 0.	16. 17. 5.
Pair x 10 eyepieces and eyeguards.	15. 0. 0.	-	Pair x 10 eyepieces and eyeguards.	13. 15. 0.	17. 2. 6.
" x 15	15. 0. 0.	-	Pair x 15 eyepieces and eyeguards.	13. 15. 0.	17. 2. 6.
" x 20	15. 0. 0.	-	Pair x 20 eyepieces and eyeguards.	13. 15. 0.	17. 2. 6.
Auxiliary front lens x 0.7	8. 10. 0.	-	Auxiliary front lens x 0.5	10. 15. 0.	13. 7. 6.
" " x 1.5	8. 10. 0.	-	" " x 2	10. 15. 0.	13. 7. 6.
Streamlite and control unit.	17. 10. 0.	-	Nicolas illuminator and control unit.	11. 15. 0.	14. 12. 6.
Fluorescent illuminator.	14. 0. 0.	-	Fluorescent illuminator.	12. 5. 0.	15. 5. 0.

	BAKER PATHOLETTE Jan. 64.	COOKE M15 B Jan. 64.	BECK DIAMAX Jan. 64.	G. & S. LYNX April 64.	WATSON SERVICE 68 Feb. 64.	WATSON SERVICE 3 Feb. 64.	PRIOR SOLITAIRE Nov. 63.	ZEISS STANDARD JUNIOR Feb. 64.
Stand with focusing s/stage.	32. 12. 0.	31. 10. 0.	34. 8. 0.	30. 7. 0.	40. 0. 0.	31. 10. 0.	37. 10. 0.	40. 18. 0.
Plain stage.	with stand	1. 0. 0.	with stand	with stand	with stand	with stand	with stand	with stand
4 X Nosepiece.	4. 4. 0.	4. 4. 0.	with stand	with stand	4. 4. 0.	4. 0. 0.	with stand	with stand
Inclined eyepiece unit.	5. 2. 0.	5. 2. 0.	5. 14. 0.	7. 0. 0.	inclination joint	5. 0. 0.	with stand	11. 15. 0.
16mm. Achro. Objective, x 10.	4. 18. 0.	4. 18. 0.	3. 16. 0.	5. 0. 0.	4. 10. 0.	4. 10. 0.	3. 6. 0.	10. 0. 0.
4mm. Achromatic Objective, x 40.	8. 2. 0.	8. 2. 0.	8. 18. 0.	7. 0. 0.	8. 0. 0.	8. 0. 0.	7. 10. 0.	16. 1. 0.
x 6 Eyepiece.	1. 12. 0.	1. 12. 0.	2. 0. 0.	1. 10. 0.	1. 14. 0.	1. 14. 0.	1. 12. 0.	3. 9. 0.
x 10 Eyepiece.	1. 12. 0.	1. 12. 0.	2. 0. 0.	1. 10. 0.	1. 14. 0.	1. 14. 0.	1. 12. 0.	3. 9. 0.
Abbe condenser in iris mount.	4. 14. 0.	4. 14. 0.	3. 18. 0.	4. 15. 0.	5. 0. 0.	5. 0. 0.	4. 14. 0.	5. 5. 0.
Mirror Unit.	2. 14. 0.	2. 2. 0.	1. 4. 0.	1. 15. 6.	with stand	3. 0. 0.	2. 10. 0.	with stand
Case.	with stand	3. 18. 0.	3. 18. 0.	3. 19. 0.	with stand	3. 0. 0.	3. 0. 0.	8. 5. 0.
<u>TOTAL:</u>	65. 10. 0.	68. 14. 0.	65. 16. 0.	62. 16. 6.	65. 2. 0.	67. 12. 0.	61. 14. 0.	99. 2. 0.
Mains Lamp Unit.	4. 8. 0.	4. 8. 0.	2. 8. 0.	1. 17. 6.	6. 16. 0.	3. 10. 0.	2. 10. 0.	4. 8. 0.
2mm. Objective, x 100	16. 8. 0.	16. 8. 0.	13. 2. 0.	13. 15. 0.	15. 0. 0.	15. 0. 0.	12. 0. 0.	27. 15. 0.
Mechanical Stage 75 x 25mm.	14. 0. 0.	14. 0. 0.	20. 10. 0.	13. 7. 0.	-	18. 10. 0.	13. 14. 0.	23. 14. 0.
Mechanical Stage 50 x 25mm.	-	-	-	-	14. 10. 0.	14. 10. 0.	-	-
6v. Lamp Unit.	22. 12. 0.	14. 2. 0.	17. 18. 0.	6. 17. 0.	17. 10. 0.	10. 10. 0.	6. 8. 0.	23. 19. 0.
40mm. Objective, x 4	3. 8. 0.	3. 8. 0.	4. 6. 0.	3. 0. 0.	3. 14. 0.	3. 14. 0.	3. 6. 0.	9. 18. 0.
Binocular head.	37. 6. 0.	37. 6. 0.	32. 18. 0.	38. 0. 0.	45. 0. 0.	37. 10. 0.	-	64. 11. 0.

WATS ON

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U.C.

We have been advised by our suppliers that they are unable to make the Abbe camera lucida to our orders and as such all forms of this will become obsolete when existing stocks are exhausted. The most popular model, code 151, is only available up to a quantity of 14. It is not expected that we shall manufacture a replacement but some consideration is being given to a different form of drawing attachment for which there appears to be a market. Your comments are invited.

It has now been agreed that all microscopes will be supplied with plastic dust covers and this will become effective as soon as we can obtain supplies of the new type which are slightly cheaper than the existing dust covers. This will be white in appearance with a black Watson blocking and will be available for sale at about 5/6d. each for replacements.

At the moment no definite decision has been made on fitting plugs to mains leads but you are empowered to offer fitted plugs at no extra cost when negotiating quantity orders, providing the type of plug is specified at the time of ordering.

WATS ON

MAY 1964

U.C.

TECHNICAL SALES MEMORANDUM NO. T 11

An abstract from a recent publication

'Journal of the Royal Microscopical Society', Vol.82, Pt.4.

The Use of Euchrysine in Staining Cells and Tissues
for Fluorescence Microscopy,
by M.R. Young and A.V. Smith. (National Institute
for Medical Research, Mill Hill).

Euchrysine staining is described and illustrated as
an alternative to Acridine orange with brighter, more
stable fluorescence and effective at much lower
concentration so that it can be used on living material.

WATS ON

REFERENCE J7/464

A number of representatives have drawn the Editor's attention to section 1 entitled 'Stage Micrometer', under the above reference and the badly worded sentence of this paragraph which could be misleading.

The rulings of the stage micrometer are in themselves not arbitrary as they are either engraved in millimetres or in inches and it is the rulings on the eyepiece micrometer or scale that are arbitrary until given a value by calibration with the chosen stage micrometer. It does depend therefore as to whether your customer wishes his final measurements to be recorded in millimetres or inches. The Editor apologises for the misleading statement made in this section.

Mr. Casartelli has made one or two further useful observations as follows:-

" On the matter of using the micrometers in inches, my experience has been that only a very few people in engineering have asked for this micrometer, and it was used mostly for measuring the depth of case-hardening.

On the matter of accuracy of the stage micrometers, reps. might, usefully, be reminded that it is possible to obtain a National Physical Laboratory Certificate of accuracy. On the few occasions when I have been challenged on the accuracy of our stage micrometers I have found that my saying that the N.P.L. certificate can be obtained has silenced any criticism or doubt, and, in fact, I have never had to obtain such a certificate."
