

Mr. T. Barkley

# WATS ON

Ref: J22/764

U.C.

The Editors of this Journal wish to extend their congratulations to Mr. & Mrs. A.P.G. Walters on the occasion of the birth of their first grand-child. It is understood, however, that Mr. Walters still objects to being called "The Old Man". Surely this objection will have to be overruled when a second arrives!

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# WATS ON

Ref: J23/764

U.C.

## SCALES AND GRATICULES

I feel that you should be warned about the position regarding the use of scales and graticules with the new rationalised range of eyepieces. The position is that 21mm. diameter scales and graticules cannot be used with the new Huygenian and Compensating eyepieces which will only accept a disc of the order of 19mm. in diameter. Although it is proposed in due course to design and manufacture a range of micrometer eyepieces, priorities on other development projects have pushed these designs into the background. The existing range of micrometer eyepieces will nevertheless be available for some time to come, but we are particularly anxious that these should only be made in the same magnifications as the new eyepieces. In other words x 6, x 8, x 12 and x 15 will gradually disappear leaving x 5 and x 10 available. These will accept the 21mm. discs but if used in conjunction with or in place of an eyepiece from the rationalised range, parfocality of objectives cannot be assured.

Instructions have been given to Production Control to see that customers requiring scales and graticules with the standard rationalised range of eyepieces will be supplied with 19mm. discs which have been edged down from the standard 21mm. size. We do not propose at this stage to create an additional Code No. as this would cause considerable confusion both from the customers point of view and from the Budget point of view.

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# WATS ON

Ref: J23A/764

R.

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## 35mm. CAMERA ATTACHMENT

15,000 copies of the leaflet on this attachment have been supplied to Messrs. Griffin and George for mailing. It is understood that the mailing will be sent out towards the end of this month. Because of the extensive coverage we are hopeful of a sharp increase in orders for this apparatus.

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## MANCHESTER EXHIBITION

The exhibition held in the Department of Anatomy, University of Manchester earlier this month was fairly well attended and gave Mr. Barkley an opportunity of meeting a number of his new customers. It is difficult to calculate the value of these exhibitions as business is not immediately forthcoming. We have, however, already obtained one Bactil-60 microscope order and a number of other substantial enquiries were made.

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# WATS ON

Ref: J24/764

R.

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## THE EPIMAX

Messrs. R. & J. Beck have recently announced the availability of the Epimax which is a metallurgical version of the well-known Diamax. Attached is an extract from their latest catalogue giving full details of this microscope and available accessories. It is felt that this instrument will attract a fair amount of the market from the Vickers M.12 although it is slightly higher in price. The quality of the illuminator and the objectives supplied with Beck Metallurgical microscopes is extremely good and as many of you know we are regularly supplying the illuminator with our microscopes and other special purpose instruments.

Details of the Incident Illuminator are also attached and this can be offered generally to customers requiring a vertical illuminator of good quality. A point of interest is that the transformer, Beck Code No. 2164, is identical to our light control unit, Code No. 114, but they charge 28/- more for it.

During the early design of the Service 3 microscope it was agreed that we should adopt the same method and same dimensions for fitting the various heads to the instrument as Beck do with the Diamax and Epimax. This now offers a number of possibilities:-

- a) The Epimax Incident Illuminator will fit the Service 3 (but it must be remembered that the Service 3 does not have a racking stage and specimens would have to be of minimum thickness).
  - b) The Beck Tetravar intermediate unit for accepting up to three body tubes could be fitted to the Service 3. (This has not been tried out but immediately offers the prospect of a trinocular head with the Service 3 and as soon as experiments have been undertaken further information will be issued).
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EPIMAX Microscope Outfit No. 6176

Low Cost

Versatility

Precision Construction

The Beck EPIMAX is designed to provide the metallurgist with an economically priced instrument incorporating the latest conception of modern design and manufacturing techniques together with a versatility of the highest order.

The two alternative stages and wide selection of viewing tubes coupled with the various oculars and objectives enables many different EPIMAX outfits to be assembled to suit varying applications.

#### Microscope Body

The EPIMAX microscope stand comprises a rigid base and limb assembly which supports the object stage via a ball-bearing slide-way. The whole focusing mechanism of the instrument is coupled to the stage and is actuated by two-sided concentric milled heads providing a stage movement of 25 mm. This movement is supplemented, in order to accommodate specimens up to 60 mm. thick, by an auxiliary slide on the stage bracket. The design of the focusing mechanism incorporates the "Auto-focus" feature developed for the

Diamax range of microscopes so that without prejudice to the use of the mechanism for specimens of random thickness, a series of specimens of consistent thickness can be automatically focused with the instrument by means of the adjustable end-stop on the rapid focusing movement.

#### STAGES

Two alternative stages are available, the first being a plain stage with stage clips and the second a mechanical stage having a movement of 75 mm. x 45 mm. actuated by concentric milled heads disposed below the stage surface.

Stage plates are available with a flat top surface to carry unmounted specimens.

#### ILLUMINANTS

The EPIMAX attachable illuminator fits directly to the circular dovetail on the top of the microscope limb. The light source is a 6v. 15 w. prefocus lamp and the associated optical train contains two iris diaphragms for the control of the field area and the objective aperture. (This illuminator can also be used on the Diamax microscope.)



## Epimax Metallurgical Microscope (continued)

### Tubes, Oculars and Accessories

A comprehensive selection of viewing tubes are available and these fit into the circular dovetail at the exit face of the illuminator.

Objectives and oculars suitable for use with the EPIMAX microscope are listed opposite.

Photomicrographic equipment and other ancillary apparatus is also available and we shall be pleased to furnish details.

- No. 6165 Epimax microscope stand with quadruple nosepiece and plain stage
- No. 6166 Epimax microscope stand with quadruple nosepiece and mechanical stage
- No. 6173 Stage plate, 11cm. x 11 cm., to fit plain stage of No. 6165 and occlude stage aperture
- No. 6174 Stage plate, 7.5 cm. x 4.1 cm., to fit mechanical stage of No. 6166 and occlude stage aperture
- No. 6110 Straight monocular tube
- No. 6111 Inclined monocular tube
- No. 6112 Inclined mono. tube with drawtube (Mag. factor xl.25)
- No. 6113 Inclined binocular body (Mag. factor xl.25)
- No. 6115 Tetravar intermediate unit
- No. 6170 Epimax incident light attachable illuminator with 6v. 15w. prefocus lamp and lampholder (also suitable for Diamax microscope)
- No. 2164 Transformer, 6v., with rheostat for No. 6170 illuminator
- No. 6161 Spare lamp, 6v. 15w. prefocus, for No. 6170 illuminator
- No. 6150 Polished hardwood case for Epimax microscope

### Epimax Microscope Outfits

From the many combinations which can be assembled from the foregoing schedule, we have selected three outfits which have proved particularly popular. Other selections can, of course, be made to suit requirements.

- No. 6176 Epimax microscope outfit comprising microscope stand with quad. nosepiece and plain stage, incident light attachable illuminator, inclined monocular viewing tube x 10, 17 and x 45, 65 objectives; x 10 ocular and transformer with rheostat
- No. 6177 Epimax microscope outfit comprising microscope stand with quad. nosepiece and plain stage, incident light attachable illuminator, inclined monocular viewing tube with drawtube x 10, 17, x 45, 65 and x 90, 100 oil immersion objectives, x 6 and x 10 oculars and transformer with rheostat
- No. 6178 Epimax microscope outfit comprising microscope stand with quad. nosepiece and integral mech. stage, incident light attachable illuminator, inclined binocular body x 5, 12, x 10, 17, x 45, 65 and x 100, 130 oil immersion objectives, paired x 6 and x 10 oculars and transformer with rheostat in case



## Metallurgical Microscope Accessories

For more details of the objectives, oculars and nosepieces listed here and for specifications of the further alternatives available, reference should be made to section E of the microscope catalogue.

### Achromatic metallurgical objectives

The objectives in this series are specially manufactured to give optimum performance at 160 mm. tubelength on a specimen without cover glass. They are anti-reflection coated to enhance image brightness and contrast. All objectives are parfocal.

No. 6228	x 3.5	/0.07 N.A.	...	...	...	...	...	...
No. 6229M	x 5	/0.12 N.A.	...	...	...	...	...	...
No. 6231	x 10	/0.25 N.A.	...	...	...	...	...	...
No. 6232M	x 10	/0.17 N.A.	...	...	...	...	...	...
No. 6235M	x 20	/0.54 N.A.	...	...	...	...	...	...
No. 6238	x 45	/0.65 N.A.	...	...	...	...	...	...
No. 6239	x 90	/1.00 N.A. (oil immersion)	...	...	...	...	...	...
	x 100	/1.30 N.A. (oil immersion)	...	...	...	...	...	...

### Huygenian oculars

No. 3688	x 5	...	...	...	...	...	...	...
No. 3260	x 6	...	...	...	...	...	...	...
No. 3689	x 8	...	...	...	...	...	...	...
No. 3261	x 10	...	...	...	...	...	...	...
No. 3262	x 15	...	...	...	...	...	...	...
No. 3097	x 20	...	...	...	...	...	...	...

(N.B. Two oculars of each selected power will be required for all outfits based on the No. 3228B Binocular metallurgical microscope).

### Microscope nosepieces

Revolving objective turrets are made to carry two, three or four objectives and dust caps are included to seal off any spare apertures. The nosepieces are accurately manufactured on special machines, in order that the parfocality and parcentricity of the objectives is maintained.

No. 3300	Double nosepiece	...	...	...	...	...	...
No. 3301	Triple nosepiece	...	...	...	...	...	...
No. 3302	Quadruple nosepiece	...	...	...	...	...	...

The centring objective changers (illustrated in situ on page B—3) enable a series of objectives to be perfectly centred and are strongly advised for use with any rotating stage and for those applications where precise parcentricity of a number of objectives is desirable.

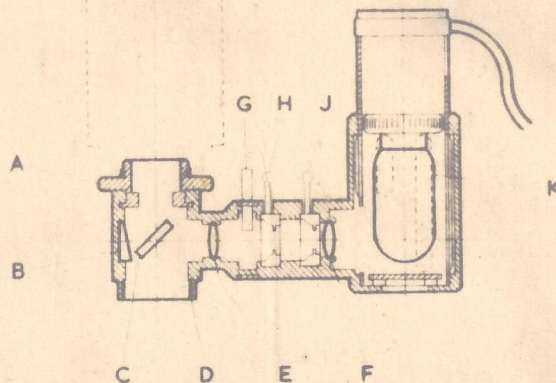
A hardened steel ring is permanently attached to the microscope nosepiece. Each objective is carried on a separate centring unit, which fits the nosepiece ring and is centred to the microscope axis by means of hardened steel screws actuated by removable hexagon keys. A spring loaded plunger ensures the location of the fitting.

No. 1820	Objective changer and keys	...	...	...	...	...
No. 1821	Centring fitting (one required for each objective)	each				
No. 1822	Case to contain four objectives on fittings, together with keys	...	...	...	...	...



## Incident Light-Field Illuminator

The No. 1194 Incident light-field illuminator is illustrated attached to microscopes on pages B—1 and B—3. The principle of this illuminator, see adjacent diagram, provides for the precise control of the illumination of opaque objects. The unit is equipped with standard objective threads (A and D) which enable it to be fitted to the microscope and to accept either objectives or objective nosepieces.



Light from the source (K) passes via the controlling optics (E and F) onto the partial reflector (C). A proportion of this light is reflected vertically through the objective onto the surface of the object, while the remaining portion traverses the partial reflector and is completely absorbed by the neutral glass wedge (B).

Light from the object passes through the partial reflector on its return and forms an image at the top of the microscope tube. The special glass of the reflector is surface treated for maximum efficiency, thus obviating double images arising from the two adjacent reflector surfaces.

Two iris diaphragms are mounted in the side tube, the diaphragm (J) nearer to the lamp condenser is imaged on the back of the microscope objective, while the diaphragm (H) is imaged on the object. The objective aperture and the illuminated field of view can, therefore, be precisely controlled to give optimum conditions for illumination.

The side tube also incorporates a filter slot (G) which will accommodate either colour or polarising filters if required.

No. 1194	Incident light-field illuminator	...	...	...	...
No. 1197	Polarising filter for above	...	...	...	...
No. 2164	Transformer 6 v. 15 watt with rheostat	...	...	...	...
No. 6162	Spare lamps 6 v. 15 watt	...	...	...	each



# WATS ON

Ref: J25/764

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## DELIVERY SCHEDULES

The following is a new Delivery Schedule based on current production programmes:-

Bactil-60	- 8 weeks
Bactil	- 3 weeks
Service 68	- 3 - 4 weeks
Service 3	- 5 - 6 weeks
Service 3 (binocular)	- 7 weeks
Stereo: 850 range	- 3 - 4 weeks
1050 range	- 3 - 4 weeks
Box foot	- 4 - 5 weeks
Research	- 5 - 6 weeks
L.A.S.	- 5 - 6 weeks
Zoom models	- 8 - 10 weeks
Metallurgical	- 3 weeks
Microprojector	- 6 - 7 months
Eyepiece Camera	- 2 weeks
Konimeter	- 3 - 4 weeks
Land Camera	- 8 - 10 weeks
W.I.S.E.	- 7 - 8 weeks
35mm. Camera Attachment	- 7 days
Fluorescent Illuminator	- 7 days
16mm. Interference Objective	- 4 weeks
8mm. Interference Objective	- 6 weeks

# WATS ON

Ref: J26/764

R.

## SLOW MOVING STOCKS

We are still faced with a number of items for which orders are received at a very slow rate. The following is a list of these items together with the quantities available and every effort should be made to obtain orders for them.

<u>PRODUCT</u>	<u>CODE</u>	<u>PRICE</u>	<u>QUANTITY AVAILABLE</u>
Universal Condenser No. 2	176	£17. 10. 0.	14
Unisect Dissecting Microscope	-	see price list	20
Dark glass cap for viewing eyepiece	774	" " "	39
Stereo photo bracket	879	" " "	13
Deep orange filter 1 $\frac{3}{8}$ " dia. OY1	-	10s. 0.	34
Yellow filter 2" x 2" OY3	53(5)	see price list	126
Colour conversion filter OB8	53(9)	" " "	151
Concentric rotating stage for Bactil-60	5	£52. 10. 0.	3
Research stereo arm rests	109	see price list	115
Research stereo dark ground condenser assembly	175	" " "	45
Bench lamp	2161	" " "	74
Bench lamp	2166	" " "	45
Research rackwork long arm stand	484	" " "	19
x 12 pointer eyepiece	-	£ 3. 10. 0.	39
x 15 pointer eyepiece	-	£ 4. 0. 0.	8
x 8 Micrometer eyepiece	327	see price list	138
x 4 Compensating eyepiece	320	£ 4. 0. 0.	11
Vertical Binac	884	see price list	10



# WATS ON

Ref: J27/764

R.

## ZOOM STEREOMICROSCOPE

Mr. Thompson reports that the new Zeiss stereomicroscope III (Zoom model) is in this country for one week for demonstration purposes. Perhaps the most important point that has arisen is that Mr. Thompson recently demonstrated our Zoom stereo to a customer who had just seen this Zeiss model and the customer considered the optical performance of the Zeiss at high magnifications to be pretty poor. This comment seems to fall in with the type of optical design we believe the instrument possesses and is subject to some of the criticisms made by Dr. Hopkins at the recent Sales Conference. We are not telling you to use this information but we shall be very disappointed if you don't. This particular customer also thought that our Zoom was certainly superior to both the Bausch and Lomb and the Zeiss models.

Please find attached a new comparison of Zoom stereomicroscopes which now includes the Zeiss model and a mention of one of the Japanese instruments. A separate comparison shows B. & L. and Zeiss outfits built up to the specifications offered in our catalogued outfits. One final word, the prices quoted are now firm and not in any case estimated.



# ZOOM STEREO EQUIVALENT OUTFITS

WATSON

BAUSCH AND LOMB

ZEISS

	LIST PRICE		DUTY PAID	DUTY FREE		DUTY PAID	DUTY FREE
Code 521 Mags. 10-50, 15-75, 22.5-112.5	199.10.0.	2 + 3 + 9 7-30	166.16.0.	119.19.6.	2 + 3 + 9 10-40	239. 6. 0.	158.14. 0
Code 522 Mags. 10-50, 15-75, 22.5-112.5	240.10.0.	2 + 3 + 9 + 10 + 13 + 14 7-30, 10.5-45, 21-90	212.14.6.	154.13.0.	2 + 3 + 9 + 11 + 13 + 14 10-40, 15-60, 20-80	324. 0. 5.	215.16. 1.
Code 523 Mags. 7-35, 10-50, 14-70, 20-100, 30-150	249. 0.0.	2 + 3 + 9 + 11 + 12 + 13 + 14 3.5-15, 7-30, 14-60, 28-120	225. 2.0.	164. 6.6.	2 + 3 + 9 + 11 + 12 + 13 + 14 5-20, 10-40, 12.5-50, 20-80, 25-100, 50-200	343.13. 5.	228.16. 1.
Code 525 Mags. 10-50, 15-75, 22.5-112.5	224. 0.0.	2 + 3 + 9 + 6 7-30	200. 1.0.	189. 8.6.	2 + 3 + 9 + 6 10-40	333.13.11.	222.11.11.
Code 526 Mags. 10-50, 15-75, 22.5-112.5	247.10.0.	2 + 3 + 9 + 10 + 13 + 6 7-30, 10.5-45, 21-90	228.17.0.	211. 4.6.	2 + 3 + 9 + 11 + 13 + 6 10-40, 15-60, 20-80	374. 2.11.	249. 9.11.
Code 527 Mags. 7-35, 10-50, 14-70, 20-100, 30-150	262.10.0.	2 + 3 + 9 + 11 + 12 + 13 + 6 3.5-15, 7-30, 14-60, 28-120	241. 4.6.	220.18.0.	2 + 3 + 9 + 11 + 12 + 13 + 6 5-20, 10-40, 12.5-50, 20-80, 25-100, 50-200	405.10.11.	266. 7.11.
Code 529 Mags. 10-50	240. 0.0.	2 + 3 + 9 + 6 + 14 7-30	217. 3.6.	202. 6.0.	2 + 3 + 9 + 6 + 14 10-40	377.19. 4.	252.16. 0.
Code 530 Mags. 10-50, 15-75, 22.5-112.5	270. 0.0.	2 + 3 + 9 + 6 + 10 + 13 + 14 7-30, 10.5-45, 21-90	245.19.6.	224. 2.0.	2 + 3 + 9 + 6 + 11 + 13 + 14 + 18 10-40, 15-60, 20-80	430. 3. 4.	282.12. 0.
Code 531 Mags. 7-35, 10-50, 14-70, 20-100, 30-150	278.10.0.	2 + 3 + 9 + 6 + 11 + 12 + 13 + 14 3.5-15, 7-30, 14-60, 28-120	258. 7.0.	233.15.6.	2 + 3 + 9 + 6 + 11 + 12 + 13 + 14 + 18 5-20, 10-40, 12.5-50, 20-80, 25-100, 50-200	449.16. 4.	296.12. 0



WATSON

BAUSCH AND LOMB

ZETES

			DUTY PAID	DUTY FREE	DUTY PAID	DUTY FREE
1) No Equivalent	-	2:1 Power Pod 31.26.93	90. 0.0.	66. 5.0.	No Equivalent	-
2) 5:1 Zoom Box 501	150. 0.0.	4:1 Power Pod 31.26.94	114. 5.0.	81.10.0.	4:1 Zoom head 47. 50.20	112. 0.0
3) Stand with fitted cabinet 502	34.10.0.	Stand with fitted cabinet 31.26.88+31.40.11.12	36. 2.6.	26. 7.0.	Stand F with cabinet 47.52+47.52.20+47.54.70	34.16.0
4) Rackwork long arm stand 484	42. 0.0.	Long arm stand (no rackwork) 31.26.96.85+31.26.89	51. 5.0.	38. 5.0.	Long arm stand (no rackwork) 47.52.10+47.52.05	45. 4.0
5) Special rackwork long arm stand 512	-	Long arm stand with vertical and horizontal rackwork. 31.26.97+31.26.89	141. 0.0.	103.18.0.	Long arm stand (vertical and horizontal rackwork) 47.52.10+47.52.02	165. 3.0
6) Transmitted light base with built- in illuminator and control unit 503	24.10.0.	Transmitted light base with Nicolas Illuminator (plugged- in) and separate control unit 31.26.84.86+31.33.53	33. 5.0.	25. 2.0.	Transmitted light base with twin lamps and control unit 49.50.55	63.17.11
7) No Equivalent	-	Transmitted light base with mirror only	16. 2.6.	12. 4.6.	Transmitted light stage and mirror base unit 47.52.30+47.52.20+47.52.60	19. 4.0
8) No Equivalent	-	No Equivalent	-	-	Pair x 4 eyepieces and cups 46.36.01+46.49.00(2)	11. 0.0
9) Pair x10 eyepieces and eyeguards 504	15. 0.0.	Pair x10 eyepieces and eyeguards 31.05.61.02+31.50.68	16. 8.6.	12. 2.6.	Pair x10 eyepieces and cups 46.40.01+46.49.19.00	11.18.0
10) Pair x15 eyepieces and eyeguards 511	15. 0.0.	Pair x 15 eyepieces and eyeguards 31.05.62.02+31.50.64	16. 8.6.	12. 2.6.	No Equivalent	-
11) Pair x20 eyepieces and eyeguards 505	15. 0.0.	Pair x 20 eyepieces and eyeguards 31.05.63.02+31.50.64	16. 8.6.	12. 2.6.	Pair x25 eyepieces and cups 46.44.01+46.49.00(2)	13.18.0

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WATSONBAUSCH AND LOMBZEISS

		DUTY PAID	DUTY FREE	DUTY PAID	DUTY FREE
12) Auxiliary front lens x 0.7 506	8.10.0.	Auxiliary front lens x 0.5 31.26.18	9.13.6.	Attachment lens x 2.5 47.50.67	13.0.0.
13) Auxiliary front lens x 1.5 507	8.10.0.	Auxiliary front lens x 2 31.26.19	9.13.6.	Attachment lens x 2.0 47.50.67	13.0.0.
14) Streamlite and control unit 276	17.10.0.	Nicolas Illuminator and control unit 49.50.54	12.17.6.	Illuminator and control unit 49.50.54	30.4.1
15) Fluorescent Illuminator 499	14.0.0.	Fluorescent Illuminator 31.33.53	11.0.0.	No Equivalent	-
16) Movable stage 513	19.0.0.	No Equivalent	-	Gliding stage 47.52.22	16.10.0.
17) No Equivalent	-	Graduated mechanical stage 31.59.53	41.2.6.	Mechanical stage 47.33.22	27.18.0.
18) Arm Rests 509	6.10.0.	No Equivalent	-	Arm Rests 47.52.68	3.18.0.

OLYMPUS 4 : 1 Zoom Stereomicroscope

Complete instrument with x 10 eyepieces (x 7.5 - x 30 magnification range) - £145. 0. 0d.

Complete instrument with x 20 eyepieces (x 15 - x 60 magnification range) - £145. 0. 0d.

x 2 Auxiliary lens available

Marketed by Callenamps.



# WATS ON

Ref: J28/764

C.  
                    

## INTERESTING CORRESPONDENCE

Copy of letter to Mr. Fryer received from  
Department of Veterinary Anatomy, University of Bristol.

dated 5th June

Dear Mr. Fryer,

I am sorry that I was unable to be here when you brought the Watson Zoom Stereomicroscope. My colleague, Dr. Marable, has however passed on to me his observations on it.

I think we would greatly appreciate a chance to have another look at it, and if possible an opportunity to play about with it for a few hours at least, to get an idea of its potentialities.

Perhaps you could let me know when you could bring one here to show us again and perhaps leave it with us for a day or two?

Yours sincerely,

(signed)

R.R. Ashdown (Dr.)

Memorandum to Mr. Jackson from Mr. Fryer.

dated 15th July

Dear Mr. Jackson,

Would you kindly show the enclosed covering letter and order just received this morning, to Mr. Macdonald. It will serve to illustrate my point made to him at the conference, of the necessity for leaving either depot stock equipment, or arranging for 'Approval' by Head Office to certain customers.

Certainly it would appear essential that more 'floating stock' should be made available for the selling of new equipment.

Recent examples: Ministry of Aviation, Royal Radar Establishment,  
Gt. Malvern, Worcs.

I demonstrated code 487 Stereomicroscope R.L.A.S. and was requested to leave my instrument for Mr. Emery to show his superiors and other departments.

Result: They send us a Tender, our Quote J3915 - 13th July refers.

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# WATS ON

At the time of demonstration they also requested a W.I.S.E. on approval - our ref. 664/6543 - 30.6.64. Will this take 8/10 weeks for delivery? As previously mentioned in my reports, I have one instrument on trial at the Advanced College of Technology, Cardiff, our Quote J.3903 for 4-off refers. This was on the understanding that there was no set time limit on the trial instrument. (This instrument was "taken" from Gillett anyway, as instructions received re Cardiff indicated a good chance to "get into" this dept.)

I have a further W.I.S.E. on trial with Semiconductors Limited, Swindon, awaiting further tests with polaroid filter incorporated.

None of the aforementioned customers would appreciate being "chased". This precision instrument generally calls for more than just a demonstration!

Example: Zoom Stereomicroscope

Dr. Ashdown of Veterinary Anatomy, Bristol, has written to me requesting a loan of my Zoom Stereo, to which I have replied, that I will arrange sometime (Unfortunately he was away, whilst I was at the Conference) - letter enclosed.

However, say for instance I get a request (as per Royal Infirmary, Cardiff) for an immediate demonstration, which after all is what we want to receive, following recent publicity, particularly industry - this could mean me "hurrying" down to Bristol or Barnet in the hope of getting an instrument, to demonstrate to the possible "layman" on an "outpost" of my territory, who may well wish to retain it anyway.

My old "friend" Gillett continually asks for a Zoom Stereo for trials, with the added comment that he will be forced to display competitors equipment if we cannot supply.

I do realise that taken all round what I am suggesting is a costly business, my plea is confined to my area, which I intend to "build up".

With regard to Mr. Ottewill's letter I have contacted him and told him that we will be starting from scratch with his order, which he requires by Sept. 64. Incidentally this is our first "bite" into the new block.



# WATS ON

In view of the delay in receiving these documents and the general "Post Office" set up, I am sending them to you Express Post.

I am pleased to inform you that Mr. Lowe-Willetts of U.S.K., has put forward our estimates to his superiors and he is expecting notification of the order anytime in the near future.

Yours sincerely,

(signed)

R.E. Fryer.

Letter to Mr. Fryer from Mr. Macdonald

dated 22nd July.

Dear Fryer,

Mr. Jackson has shown me your notes in amplification of your point that more equipment should be made available to the depot stock of our representatives. You are quite right to emphasise the usefulness of leaving equipment on approval and the examples you quote clearly demonstrate how business can be influenced in this way.

Nevertheless we have to watch points very carefully and to consider the effect that an over generous policy could have on our capital tie-up in stocks. This point has not escaped the notice of our auditors. Mr. Jackson and I are considering what is the best compromise and I think we shall come up with a plan which allows fairly free use of equipment in this way during the first year of introduction of any new product coupled with a much more realistic approach of production lines that have little or no novelty.

What we shall try and do is increase the numbers of new instruments on approval without adding to the total stock commitments in that context.

One result of this policy may be that you will need to chase much more energetically loans or approval instruments of standard lines, e.g., stereo (excluding zoom) eyepiece cameras and so on, when they have been with your customers for a month or so.

Yours sincerely,

(signed)

K.A. Macdonald.