



Fred Schmid

After 53 years of service with the C. P. Goerz American Optical Co., New York, President and General Manager Fred Schmid has resigned from active work and is now living in retirement at his home in Larchmont, N.Y.

It was on September 13, 1898, when Fred Schmid's destiny was tied up with the Goerz interests. On that day, Fred Schmid, a young instrument-maker, applied for a position with the Goerz Optical Works in Berlin-Friedenau, Ger-

many. After a few hours' interview with C. P. Goerz, the founder of the Goerz enterprises, the latter offered to send him to America to open a branch factory there, in order to meet the ever increasing demand for Goerz photographic lenses in the U.S.A. In a spirit of adventure young Schmid accepted the offer readily and, after six months of intensive study of the manufacturing methods of the parent house, he arrived in New York in May 1899 to set up shop. Since then the making of Goerz American photo-lenses was carried on here under his personal supervision.

The American firm was incorporated in 1906 as the C. P. Goerz American Optical Company and its assets and manufacturing rights were acquired through purchase by a small group of American citizens in 1920. The German Goerz Company was merged in 1926 with the well-known Zeiss Ikon Corp. in Germany. Today the American Goerz firm is the only company which supplies a full line of the Goerz Photo-lenses.

Fred Schmid, at first in charge of production, was made General Manager in 1910, Vice-President of the American company in 1920 and finally President in 1937. He made the last of his frequent business trips back to Germany during the summer of 1949. The company has announced that Mr. Schmid will continue to serve on its Board of Directors and in a consulting capacity.

Fred Schmid was born at Lehe, near Bremerhaven, on August 5, 1870, and next month will celebrate his 81st birthday with his three daughters at their summer cottage in South Salem, N.Y. He has been a member of this Society since 1929.

BOOK REVIEWS

Encyclopedia on Cathode-Ray Oscilloscopes and Their Uses

By John F. Rider and Seymour D. Uslan. Published (1950) by John F. Rider Publisher, Inc., 480 Canal St., New York 13. 992 pp. + 8 pp. index + 3000 diagrams and illustrations. $8\frac{1}{2} \times 11$ in. Price \$9.00.

This valuable new book is a rather complete collection of practical information relating to modern oscillographs and their

uses. There is the absolute minimum of mathematics included, and the authors have not resorted to too intense theoretical treatment. Only the essentials have been covered. Since the book is on a practical level it will undoubtedly find widespread acceptance.

The reader will find a description of practically every type of commercial oscillographic equipment included, together with information which the engineer can put to practical use every day.