

Welcome to the President

Earl: the UK welcomes you and sincerely hopes you have had an interesting and happy day. We know your schedule has been very tight but for this no apologies are made, as we are certain you wanted to meet as many people as possible — *The Editors*.

About Earl...

joined the company in 1955 as Instrument Test Technician in the Test and Measurement Department, transferred to Guernsey in 1958 and became Manufacturing Manager of Tek Guernsey Ltd. Earl then moved to Heerenveen as Operations Manager of Tek Holland NV.

In 1963 Earl moved back to Beaverton and due to his personality, expertise and experience in Europe, was promoted, just one year later to International Manufacturing Manager; responsible for

manufacturing in England, Guernsey, Holland and Japan.

Earl remained in this position for about six years when he was then elected Executive Vice-President and made a Director of Tektronix. Just two years later he was elected President and in 1974 became Chief Executive Officer succeeding Howard Vollum who remains Chairman of the Board — a true success story.

"I sometimes believe we're the most complex company in the world, because we recognize complexities as complexities. We don't oversimplify them just to come up with answers. You don't do anyone any favours in the long run by pretending things are simpler than they are..."

Earl Wantland
President

Annual Report May 27th 1978



Left to right: John Landis; Frank Doyle; Ed Morrison; Earl Wantland (President); Lew Kasch; John Shafe.



Left to right: Lionel Kreps; Frank Doyle; Earl Wantland (President); John Landis.

Working and Living in Russia

Purely a personal view

About six years ago, while working for another company, a colleague and myself were sent to Russia to install and commission some electronic process control equipment. Eight weeks behind the Iron Curtain made some lasting impressions and in a few paragraphs I would like to tell you about some of my experiences. To tell someone you have been to Russia is to be very general since it is the largest country in the world with an area some hundred times that of the U.K.; so let me be more specific and say Moscow. In fact, I spent four weeks in a small working town about 200 miles south, called Tula, and the remainder in the capital.

We arrived, via BEA, on a bitterly cold afternoon in early February and were greeted by a female representative from the USSR state trade organisation. She spoke perfect English and introduced us to some "workers" from the steel plant where we were to spend our first four weeks. Before leaving for Tula they took us to a department store where we were asked to purchase a fur hat. This was not a forced export sale but a frost-bite precaution. Moscow had a light covering of snow and the ground temperature was about -5°C . We were very grateful for our hats as later, in early March, the temperature dropped to -30°C : and believe me, that is very cold! (enough to freeze the contents of a lemonade bottle in five minutes.)

From Moscow airport we travelled to Tula on a worker-bus, similar to an old VW van, a journey taking about 7 hours. I was tired and very uncomfortable but remember clearly, between the occasional forty winks, regular police road checks. At each of these we were requested to hand over our passports and working papers and also have our luggage searched. The police are not so strict during daylight hours but after 6 p.m. anyone driving a motor vehicle must have a permit to do so. This was my first taste of the restricted movement that Russians seem to take for granted. We arrived in Tula just after midnight at, what I thought would be, a "reasonable" hotel but instead turned out to be a hostel for citizens in transit. The rates were extremely low and the accommodation and facilities very poor. We handed over our passports (without these we could not possibly move more than a few tens of miles)

and were shown to our ROOM!, yes, I emphasise the singular: I had expected separate rooms but it seemed that two per room was quite normal and we were not going to be exceptions to the rule. The small room (8ft \times 12ft) was poorly lit with few home comforts except two bunk beds, one wardrobe, a table and two chairs, one small wash basin and mirror. A speaker hung from the ceiling and emitted music and speech when switched on. I remember saying out loud "Oh Charlie Forté, where are you?". The wash basin had lost its plug and chain and had no hot water. I began to wish I had refused the trip.

After six days we managed to persuade some important managers, at the steel plant, to ask the hostel to move us to separate rooms and restore the hot water. A broken door lock would have to wait. Meanwhile our work at the steel plant was progressing slowly, mainly due to a spares problem and a general way the Russians have about working slowly. We were fortunate to have the services of a female interpreter for both working and leisure hours. She was a young student from a language college and she proved to be our life line, especially during the evenings. Hardly anyone in Tula had ever seen an Englishman before, let alone, talked to one. We visited the local circus, which in Russia has much the same attraction as our cinema. Tula had one cinema which we visited just once. The seating was wooden benches, there were no refreshments and the old fashioned, romantic, films were shown with the expertise of the home movie maker. Halfway through the performance a five minute newsreel was shown. However, instead of news it showed interviews with the local workforce and gave star status to anyone capable of holding a shovel. Whatever type of entertainment we sought, admission tickets had to be purchased one day before at a central ticket agency.

Our hostel had a cafe attached to it and was open to anyone (providing they removed their hat). Our initial impression of the food was diabolical but later reasonable and eventually quite good. The average Russian eats very slowly and will supplement a main course with large amounts of very dark bread: this is often used as a replacement for the fork. Apart from places of work, alcohol was freely available,

no pubs but during the day it could be purchased from hot-dog type vans and during the evening, any cafe. It was mainly locally brewed, unlabelled Vodka. This was very inexpensive at 50p per bottle and had a kick like a rhinoceros. We were quick to discover that for this small sum of money we could compensate for the gross lack of western facilities in just a few minutes. Without realising it, we take many western habits for granted: i.e. sanitation: toilet facilities in Tula were well below a tolerable level. Our hostel had communal showers and toilets and the latter had the standard of the average roadside public convenience. We spent most of our time in the hostel cafe since it was warm, predictable, and safe. A four-piece band play most evenings; their repertoire was very limited and after a few vodkas each number sounded like Zorba's Dance. However we did have our humorous times and were often entertained by a drunk offering to break a nose, or a local prostitute break our pockets. Soliciting or associating with prostitutes is a very serious crime in Russia and could land you in jail for several weeks.

Eventually we completed our installation and left for our other work in Moscow. We travelled back to Moscow the same way we had come, in our faithful work bus. Travelling back during daylight hours allowed us to see some of the striking scenery; there were hardly any towns on our route but we still met the road blocks. Approaching Moscow we caught sight of the vast capital from a distance. The skyline contained tall tower blocks with many more under construction: quite a breath taking sight. It seemed they could carry on building for years and still not run out of room.

Our second phase of work was to be carried out at the Institute of Black Metallurgy in the city centre. This time our living accommodation was not a hostel but a third rate hotel; say, one star. It was sited about three miles from the centre of Moscow so each morning we travelled to the Institute by tram or underground. Trams are cheap and plentiful but still very crowded. The underground system, serving all of Moscow, is the most efficient system I have ever travelled on. They maintain one train every minute in the rush hour and charge the lowest coin of the realm, 1 copeck, about

one half penny. In comparison Moscow was true civilisation; plenty of eating houses and a few attractions. We managed to see the Moscow State Circus: surely the finest in the world. We were unable to obtain tickets for the Bolshoi Theatre but did visit Red Square and the National Economic Exhibition, where amongst many things we saw the first Russian space ship.

The almost total absence, of private vehicles sticks in my mind more than most things. This lack of private transport stems mainly from the incredible cost of motor cars (about five times the UK price) and the strict government control on the issue of licences: the waiting list is two years. Other experiences are prominent in my mind such as the complete lack of manners as we know them, alcoholics, poor sanitation, and street urination. Other, less offensive, memories include; shopping arcades with each shop appearing the same from the outside and little imagination inside, irrespective of the merchandise. Remember, advertising, as we know it, does not exist in Moscow.

Roadside hoardings, which in the UK may display Castrol or Pepsi Cola adverts, are replaced with giant paintings of Lenin, these can also be found on the end of large housing or office blocks. Similar hoardings contain various inscriptions, such as "Work for Russia and make Russia great"! I found an abundance of people with below average intelligence and a fierce prominence of military personnel often employed in the most menial of tasks. Throughout my stay I never felt far from the influence of authority. I was not married at the time of my visit but used to write home both to my girlfriend and parents. When I returned home they told me that each one of my letters had been opened and resealed; they also said they had written to me but I had not received one letter.

Russia is truly an enormous country and my eight week visit to Moscow and Tula was a mere taste of the life and country. When I returned to the UK I had lost nearly two stone in weight and almost forgotten some of the basic comforts we take for granted. I now value dearly our freedom of speech, colourful shops and, above all, good manners.

By Ray Ganderton,
Harpenden



TEK TIMES Xmas Issue

Your next copy of Tek Times will be a special bumper Christmas issue. Let's make it the liveliest Tek Times of the year so don't forget to give contributions - fact or fiction, funny or serious - to your correspondent. You'll be in the best issue yet!



Pat plays in Livingston plays

I have heard it said that you don't have to be crazy to work for Tek, but it helps. When I tell you that one of my hobbies is amateur dramatics, you will see that my qualifications (in that respect at least) are impeccable.

Our company "The Livingston Players" put on three shows per year - one musical and two three act plays. My own roles range from Mrs Wagstaff, the genteel harassed wife of a retired colonel who opens a boarding house in the farce "Dry Rot" to the slightly drunk (but getting drunker) char in J. B. Priestley's "When we are Married", Immediately after New Year every year we start rehearsals for our musical. This is tremendous fun from the chorus rehearsals right through to the show itself which runs for 10 days at the end of May. Usually we do shows like "Oklahoma", "South Pacific", "Pajama Game" etc., but last year

we did our most successful ever. This was "The Card" which is not very well known. The music is by Tony Hatch from the story by Arnold Bennett and I don't think the cast or the audience have ever enjoyed a show so much. Luckily there is no problem about leaving hubby at home because he was a member before me and is every bit as enthusiastic. Our daughter Susan is a dancer and her two big brothers have been involved in several productions either on or back stage. We have had occasions when we were all in the same production and were dubbed by one wit as "The Barrymores of Livingston".

We are very fortunate in Livingston in having a beautiful little theatre. It is in Howden Park which was a private estate given to the town and the theatre was converted from the old stables. The original entrance has been retained and leads to a modern complex

containing a large conference hall, a restaurant and an art gallery as well as the theatre. The theatre itself is quite small (about 300 seats) and has a thrust stage. This can pose a few problems in itself - you forget the old maxim about not turning your back to the audience for a start, but it has advantages too, not the least of which is the impression the audience gets of being involved.

I'm not in the next production, but that doesn't matter. There's still things to do, such as helping front of house, selling programmes etc., and looking forward to January when we start rehearsals for "Viva Mexico" Olé.

Another of my hobbies is being convenor of the Social Committee of our local Rugby Club, but that's another story...

Pat Coulson
Livingston

How to get a Mighty Memory

Some stage mind reading acts feature a memory routine David Berglass and Maurice Fogel (the 'Great Fogel') use it in their acts, and in America Kreskin Randi and Dunninger, even Harry Houdini performed the giant memory when entertaining at dinner parties.

You too can amaze your friends at parties and in the pub with your super memory with roughly twenty minutes practice (you may even amaze yourself).

The effect is:- Someone writes down a vertical row of figures 1 to 10 and then writes the name of an article beside each number.

Example:

- 1 Steam Roller
- 2 Bag of Peanuts
- 3 Pencil
- 4 Bowl of Custard
- 5 Etc

and so on

(I have even had - a swimming pool full of shark infested custard, I just couldn't forget that one). These are then called out once and once only, and you the performer can recall any or all in any order required. With further practice it can be extended to 20 or even 50 quite easily once the system is fully understood.

The basic idea of the system is to have certain "trigger" words for each number and then associate the trigger word with the article.

The usual trigger words I use are.

- 1 = Gun (rhymes with one)
- 2 = Shoe (rhymes with two)
- 3 = Tree (rhymes with three)
- 4 = Door (rhymes with four)
- 5 = Jive (rhymes with five)
- 6 = Sticks (rhymes with six)
- 7 = Heaven (rhymes with seven)
- 8 = Gate (rhymes with eight)
- 9 = Wine (rhymes with nine)
- 10 = Pen (rhymes with ten)

Having memorised the trigger words, a few examples will illustrate how the system works.

1 = Steam Roller: Make a mental visual picture of you shooting at a steam roller with a gun.

The whole hinge pin of the system is to make a *mental visual picture* the sillier the picture the better.

2 = Peanuts: Picture someone filling your shoe with peanuts.

3 = Pencil: Sketching a tree with a pencil.

4 = Bowl of Custard: Throwing a bowl of custard at a door.

5 = Pickled Onions: Someone dancing (jiving) eating pickled onions.

And so on the rest is left to your imagination. By extending the trigger words (ie. any word that rhymes) it is easy to go to 20 to 25 articles with only a little more practice.

This system can also be useful for remembering shopping and similar lists, and is the most easy to learn of



all the mnemonic systems, but it is not very versatile it only lends itself to a list of articles, other systems are more versatile which will enable one to remember dates numbers names etc but demands a lot of practice.

One final word make a mental

picture not words, as pictures remain in the memory much longer, and don't forget make the pictures silly.

Peter Green
Senior Training Test Foreman

Post: Across the Pond

In 1936 I was given a sixpenny packet of stamps and a sixpenny album, and the stamp collecting bug had bitten. I guess I'm a magpie. In 1956 I realised that a collection of world issues would never reach completion so I had to do the modern thing and specialise. As I had more USA stamps than any others they became my speciality. Then a year ago I concluded that the stamps needed to fill the gaps were just too expensive so what better than to combine a philatelic interest with a love of transatlantic liners fostered during my youth spent at Southampton, watching the great ships come and go. I used to paddle around the docks in a homemade canoe.

Thus I now collect postal items that have crossed the North Atlantic and couple them with pictures of the vessels that carried them across the Ocean.

If the name of the ship is marked on the letter then it is relatively easy to obtain a postcard depicting the vessel, or to obtain a picture from the National Maritime Museum at Greenwich, or the Peabody Museum in Salem, Mass. With 19th century items the name is no guarantee that it actually travelled on that ship and if there is no name this is where the research starts. One has to analyse the various post and accountancy marks and compare them with Lloyds records of passages at Greenwich. This only works if the ship was registered with Lloyds. Alternatively one can dig through old newspapers at the British Museum, or consult a fellow collector.

I think the letter sent by Thomas Robson, in 1880, says a lot for the

attitudes of the times. Note his comment 'the packets must have surely been unfortunate' - In the early days a transatlantic voyage was a calculated risk, which is why all the family gathered at the quayside to exchange what could have been the last expressions of love and respect.

The advent of steam power decreased the hazard and reduced the passage time to about 15 days. Picture 1 shows a letter carried by the first Cunarder, the 'Britannia'. Samuel Cunard was a Canadian and his success was due to the fact that he secured a British mail contract. His name has gone down in history and the Cunard flag is still carried by the 'Queen Elizabeth 2'.

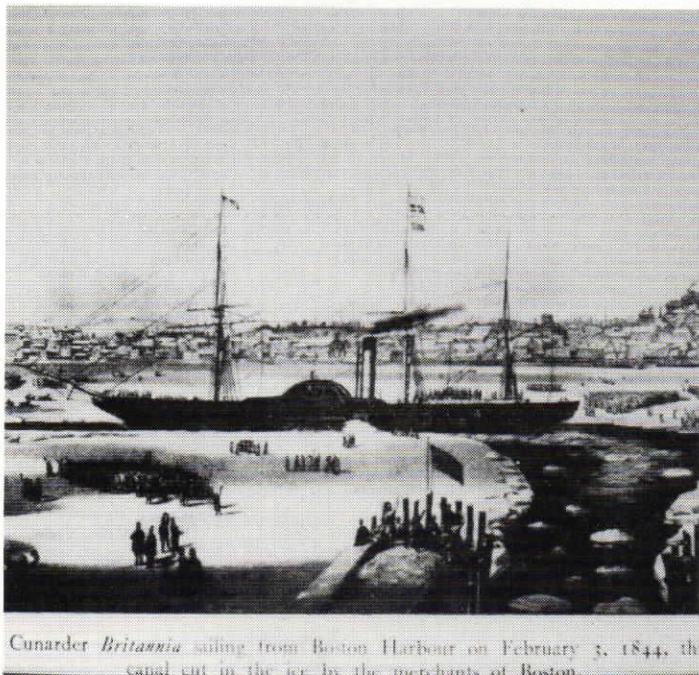
Many methods of transport were used and a particularly interesting idea was used on the German ship 'Bremen' in 1929. An aircraft was launched by catapult to speed the mail while the steamer spent the last day of the voyage at a more leisurely pace. See picture 2.

Airship covers are particularly prized and those carried by the 'Graf Zeppelin' and 'Hindenburg' are of special interest. One is shown in picture 3.

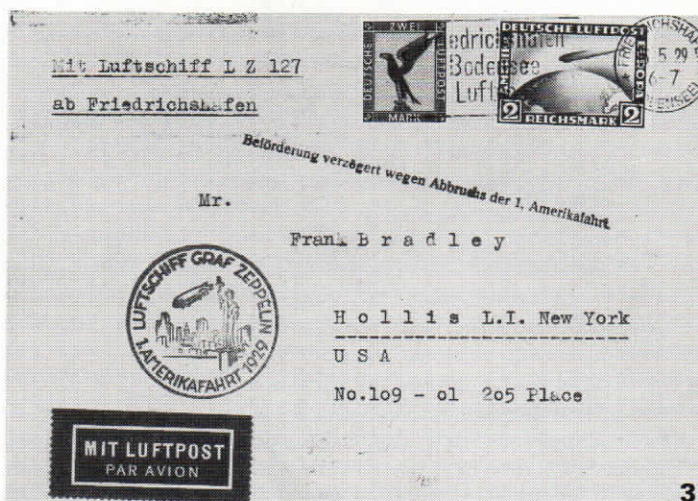
Finally we get to the 'Concorde' and my last picture (4) shows a cover carried on the first flight from Washington, D.C. to London.

Many engineers and postal staff have contributed to speeding the mails but let us hope that a computer terminal will not be used to print out letters that have been radioed across the Atlantic by satellite. Nothing can replace the personal touch and stamp delivered by the postman.

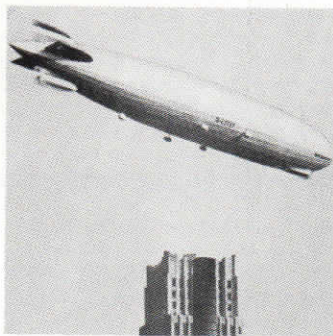
John Seaman,
Harpden



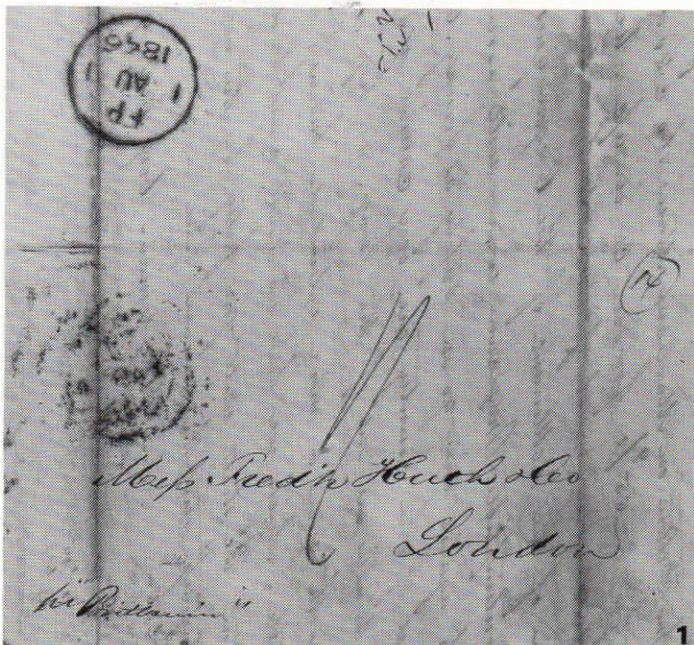
Cunarder *Britannia* sailing from Boston Harbour on February 3, 1844, the canal cut in the ice by the merchants of Boston.



First Flight Cover
Friedrichshafen to New York
May 1929

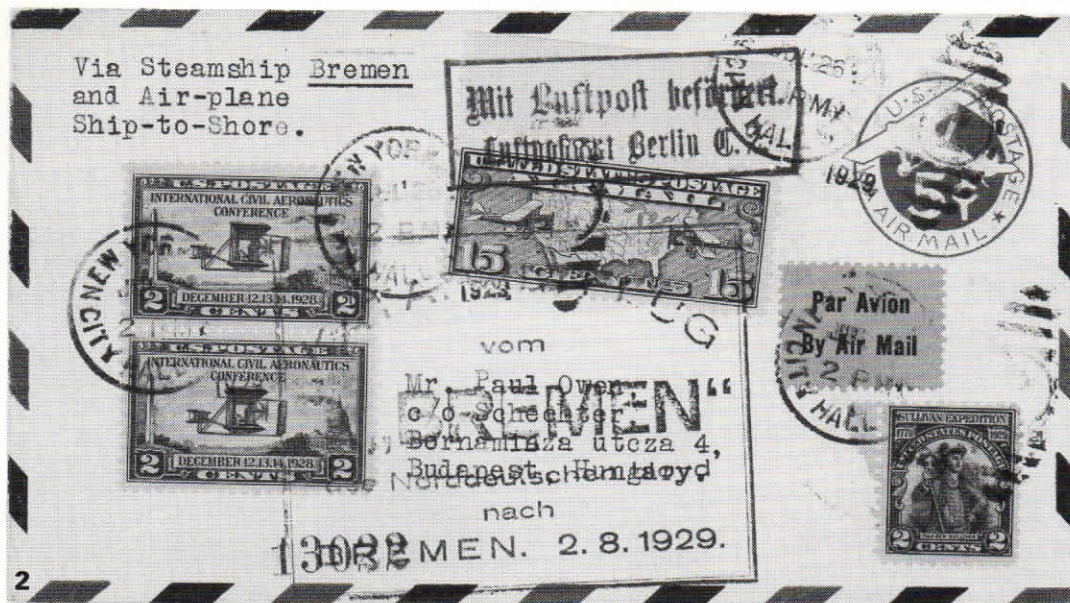


Over Akron, Ohio on its way to Chicago in October 1933 during the 'Century of Progress' flight, for which the above stamp was issued.

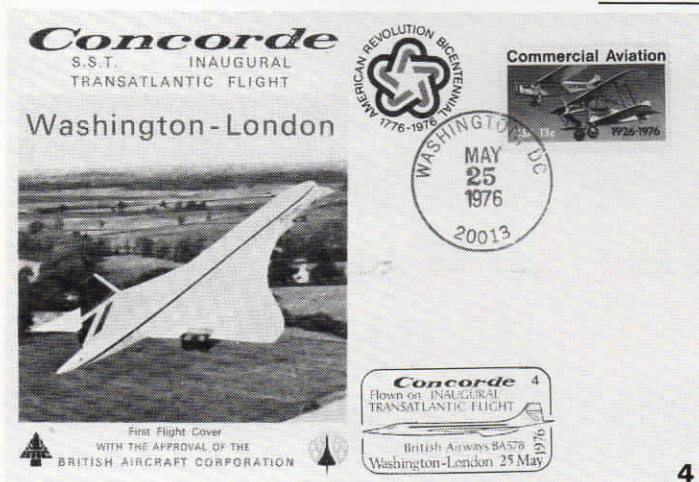
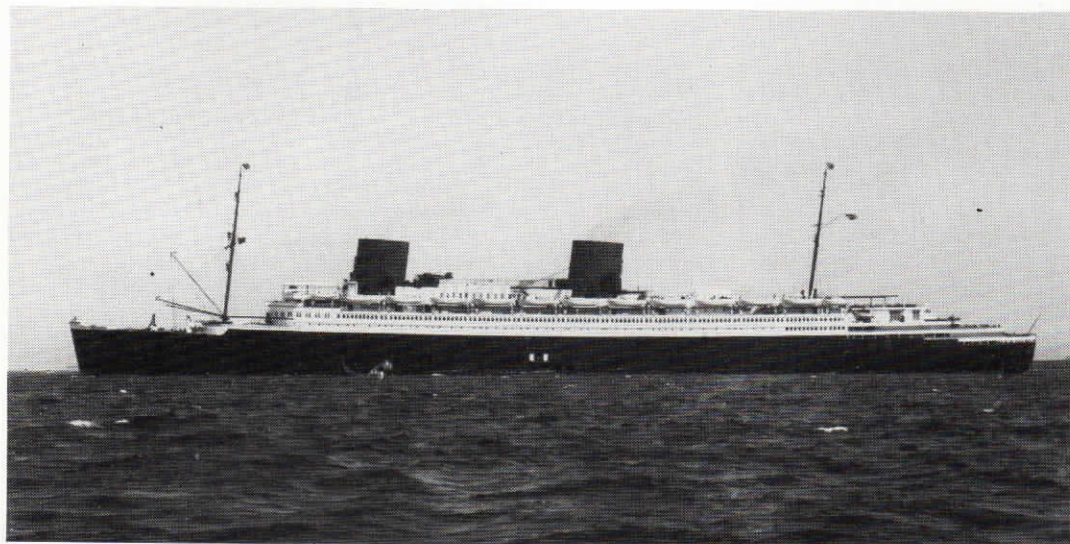


P.S. 'Britannia'. This paddle steamer was the first vessel built for the British and North American Royal Mail Steam Packet Co. Ltd. which later became known as the Cunard Steamship Co. Ltd. She was constructed of wood by Robert Duncan & Co. at Greenock and launched on 5th February 1840. Her three sister ships, the 'Acadia', 'Caledonia' and 'Columbia' were

also built on the Clyde at about the same time. These four vessels were to establish a monthly transatlantic mail steamship service from Liverpool to Halifax and Boston, subsidised by the British Post Office. The 'Britannia' was the first steamer built to carry mails between Great Britain and America. The above letter arrived in England on 1st August 1846.



'Catapult' Mail from SS 'BREMEN' 2nd Aug. 1929.



Stamp issued to commemorate 50 years of Commercial Aviation 1926 - 1976

Flight details and Log
Date: 25th May 1976
Flight No: BA 578
Aircraft Regn: G- BOAC
Captain: Norman Todd
Co-Pilot: Brian Calvert
Engineer: Lou Bolton

Dep: Dulles International Airport
Take-off: 12.58 Local time
Arr: London (Heathrow)
Touchdown: 21.38 BST
Distance: 3658 miles
Flight Time: 3hrs. 40mins.
Time at Mach2: 2hrs. 15mins.

The Norddeutscher Lloyd 'Bremen' was launched by Pre. von Hindenberg on August 16th 1928. On her maiden voyage starting on July 16th 1929 she immediately captured the Blue Riband from the Cunard 'Mauretania' by crossing the Atlantic in 4 days, 17 hours and 42 minutes.

Per Ship 'Victory'
Capt. Hatten,
Norfolk,
Virginia.
5th Aug. 1800

My own dear Little Woman,
I yesterday wrote the House a few lines by another conveyance saying that we had upward of an Hundred others on board and that the chief part in our Leaving is now engaged, but on account of the great distances that Tobaccos are brought for Shipment there was no likelihood of our getting away before the termination of the month.

Anticipate not therefore but patiently wait and fail not to encourage every reasonable hope respecting me and the Charge I am entrusted with.

Some of the occurrences of the previous part of the voyage have been somewhat singular and ought methinks to be improved for tokens of good. May goodness and mercy follow me to the end thereof and may we meet in Good time with hearts reasonably attuned to render Him the praise.

I hope that all is well with yourself and ours. I will await but little to give you line upon line how much I think of and feel for you. Knowing you are fully convinced of my esteem and affection.

I feel it truly irksome and unpleasant that of not having a letter reach me. Packets must surely have been unfortunate. I frequently look at yours to Torbay and far more frequently think how matters are with the little Scribbler that gave it the finishing Dashes. I hope he has recovered and has not forgotten me.

I trust my dear Girl is found to be affectionate and submissive and that you have many comforts interspaced with your trials and difficulties. Your hour of anguish and anxiety draws very near. May strength, courage and support be administered as exigencies require.

Pay my full deferences to our Father and offer my best respects to all our friends. Accept my continued and cordial affection and believe me sincerely and truly your own,

Thomas Robson

Post Script

To the Editors of 'Tek Times',

With the increasingly widespread use of typewriters, word-processing, dictation, and the ball-point pen, one might fear for the future of good handwriting.

So much interest is being shown, however, that Evening-class courses in the subject of Calligraphy are being offered by many local authorities.

Cheap pens of good quality are readily available with interchangeable 'Italic' nibs of varying widths.

—F— Ron Tradgett

DIARY NEWS

Past & Present — Hoddesdon

We thought you may like to see how the grounds around our location have been transformed over the past nine years. As you can see in the original photographs taken in 1969 the site looks very bleak and desolate.

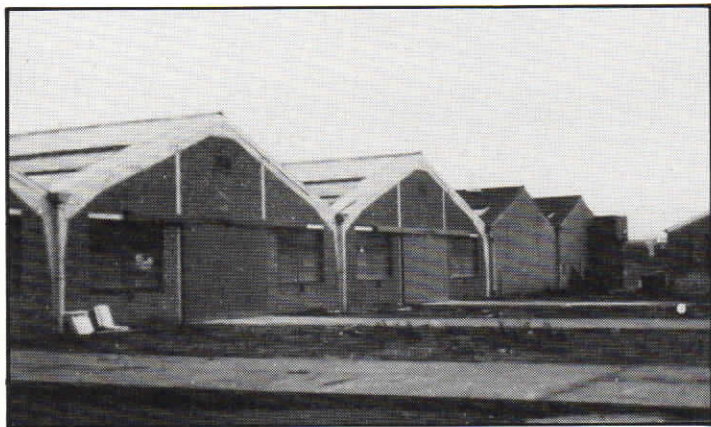
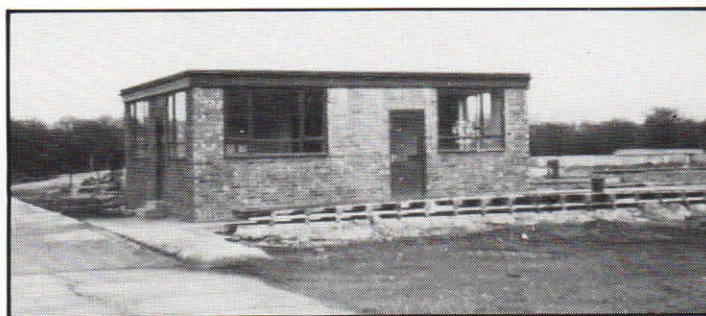
But thanks to the continuing efforts of John Harvey – gardener and cleaning supervisor and his staff we have the most attractive frontage and grounds on the industrial estate.

Here in our 1978 photograph we feature John tending the flower beds and helping to protect the Company's image that "Tek" leads in all fields.

*1969 photographs by Frank Rands
Materials Manager (Retired)*

*1978 Photographs by
Simon Thenberg (Test Dept.)*

*Reported by Dave Higgins
Hoddesdon*



SPORT

Spinning Wheels

It is really quite surprising how many interesting people we meet in our quest for news items in Tek UK locations.

Here at Hoddesdon we have discovered quite a gold mine of talent, it extends right through the range of hobbies and community work and into the world of sport.

This issue we feature Ken Livermore our Production Foreman, who has a fine reputation and is held in great esteem by the many thousands of followers of road cycle racing, in this country.

With a little gentle persuasion and arm twisting Ken has told me that in 1965 he dropped his amateur status and rode professionally in Belgium for the Vliegen, Weil Evergem Club, he was living in Ghent throughout

the 1965 and 1969 season. Although Ken enjoyed this highly competitive world he was saddened by the widespread misuse of drugs by many competitors, and decided to revert back to amateur racing – thanks to his dedication and self-imposed training schedules Ken continues to keep those wheels spinning, in 1977 he lifted the title of North London division champion taking on all comers from five counties.

The race started at St. Albans, Hertfordshire over a 92 mile gruelling course – our man shattered the field in the amazing time of 3 hours 26 mins!

*Congratulations Ken
"You Done Good"*

*Dave Higgins
Tek correspondent, Hoddesdon*



Test Department vs. Computer Allstars

Picketts Lock Sports Centre was the scene of the first match in a series of inter-departmental matches arranged by John Fosket, chairman of the social committee. The teams taking part were:

Test Department
v
Computer Allstars

In the first half Test took a 2-0 lead with goals by Ken Dalley and Neil Gannon before Robert Farmer pulled one back for the Allstars, the game stayed at 2-1 till half time, when there was a delay before the floodlights were put on.

In the second half Test went further ahead with a goal by Hammond Hartnell and were unlucky when hitting a post. Then the Allstars put on a bout of pressure and were rewarded with a goal by Robert Farmer to make it

3-2, late in the game Farmer scored again to level the score and the match finished 3-3. Errol McCloud and Paul Williams played well for Test while John Brennan was the mainstay of the Allstars defence.

Teams:

Test

Ray Eaton, Errol McCloud, Neil Gannon (capt), Paul Williams, Andy Geoffries, Hammond Hartnell, Ken Dalley.

Allstars

Dennis Hotson, John Brennan, John Mustapha (Capt), Graham Docwra, Keith Patterson, Stephen Emslie, Robert Farmer.

Goalscorers:

Test: Ken Dalley, Neil Gannon, Hammond Hartnell.

Allstars: Robert Farmer (3)

Referee: Paul Modoo

Any departments wishing to form teams should contact John Fosket.

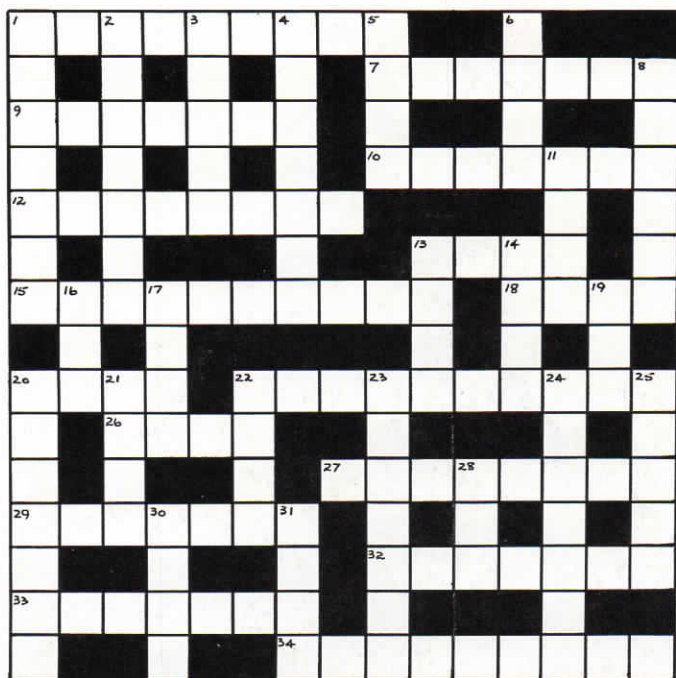


Health's lunchtime diet

Tek people keep fit – with a Volley Ball session at Hoddesdon location during lunch break.

*Photograph by Simon Thenberg,
Test, Hoddesdon*

POT POURRI



DOWN: 1 The price of support? (7); 2 Profit on capital (7); 3 Revolves (5); 4 Disease (7); 5 Therefore, a unit of work for TV's sleuth Harry (4); 6 Collection of facts (4); 8 Netted the ball (6); 11 Quantity of paper (4); 13 French father (4); 14 Baby talk (4); 16 Termite (3); 17 Book (4); 19 Found in flos (3); 20 Flower (7); 21 Burden (4); 22 Devour ravenously (4); 23 That was Frost - that was! (3-4); 24 Example for comparison (7); 25 Unyielding (5); 28 State of equality at St. Andrews (3); 30 To capture (4); 31 Used by the pugilist (4).

ACROSS: 1 The initial speed is excellent (5-4); 7 Makes good (7); 9 Musical character (7); 10 On a riot in Canada (7); 12 Apprehended (8); 13 Catlike carnivore (4); 15 Spring festival (6-4); 18 In the middle of (4); 20 Small particle (4); 22 Blank Government document? (4-4); 26 Fiddler (4); 27 Amphibian plays a childish game (4-4); 29 Powerful watch dog (7); 32 Furious (7); 33 Small towels (7); 34 Committed to excellence (9).

Devised By - Bob Orrock
Product Control - Hoddesdon

Letters to the Editor's desk

Dear Eddie,
Many thanks for the first three issues of "Tek Times", just received, and congratulations to yourself and Alan for an excellent production. I hope you receive the support from contributors to maintain the high standard so far achieved.

I was particularly interested in the photograph of the T.Q. production lines, but would mention that 1955 pre-dates this picture by at least 5 years.

These are several clues. I joined T.Q. in October 1959 and I remember this photograph being taken. In evidence are many D31 scopes, but these were not in production when I joined, only the rack version D31R. Therefore 1960 or maybe early 1961 would date this picture more accurately.

I suppose your readers do realise that this assembly area is now the Southgate cafeteria?

Frank Rands, Epping

Dear Editors,
In answer to T.Q. production line 1955 photograph.

I feel certain this was in the year of 1960. When T.Q. operators were earning £7.10 shillings and Inspectors were receiving £6.10

shillings a week a donut and tea was 9d. The canteen was a tea-lady supplying rolls, cakes and tea from a tea trolley. Occasionally there were organized dances and coach trips to the London Palladium.

Thank you for the photograph which I know a few people still remembered.

Rosemary Meades, Southgate

Dear Mr Hutley,
As you know I was persuaded, with not too much difficulty, by my colleagues who are specialists in advertising for the electronics industry to visit 'Internecon '78 at Brighton and I write to thank you for the informative tour you gave me of the exhibition.

The atmosphere, from the moment I was swept into the exhibition hall on a tide of enthusiasm, fifteen minutes before the official opening was dare I say 'electric'.

If 'Internecon' was an indication of the state of the electronics industry in the UK, everyone connected with it should have every reason to be happy about the future.

Thanks for a super day
Peter Creasey Managing Director,
Art in Advertising Ltd.

Speak up for Britain

GET UP AND GO...

Surface Transport

The great age of steam belonged to Britain. Thanks to the work of Scottish engineer James Watt steam power spread the length and breadth of the nation... bringing with it industry and wealth. Railways opened up the nation as never before... and the great steam pioneers travelled the world building railways modelled on the British system.

That pioneer spirit still exists.

Take the Hovercraft - one of the most remarkable transport developments ever. It was invented by electronics engineer Sir Charles Cockrell who patented the idea in 1955. He started his experiments with an empty tin can and vacuum cleaner - and in 1962 Britain launched the world's first hover service. (Between Wallasey, Cheshire, and Rhyl, Flint).

In cars too, Britain has always had an unequalled reputation. Take the Mini - which gave the world a new word as well as a new concept in motoring. Take the rough, tough Land Rover which has become one of the work horses of the world.

And we are still tops at trains. The revolutionary High Speed Train

leads the world. Experts predict the train, which started service this year, will have a big export potential - particularly in the US.

FACT: The world's first railway locomotive was built by Richard Trevithick, a Cornish engineer, in 1804.

FACT: It's a myth we can't sell what we invent - the Hovercraft proves it. Already they are operating in 16 countries.

FACT: The Mini was launched in 1959. Well over 3 million have been sold - over half overseas.

FACT: Over 1 million Land Rovers have been sold - over three-quarters of them overseas.

FACT: British sports cars are sought the world over. Since its introduction in April, 1975, British Leyland's sleek-looking TR 7 has won sales totalling £24 million.

STRIKING FACTS...

ABOUT INDUSTRY

Britain is one of the world's leading industrial nations and a major exporter of manufactured goods, such as motor vehicles, electrical and other machinery, chemicals, textiles and advanced technology products of the aerospace and electronics industries.

FACT: Of the 20 largest industrial groups in Europe, five, including the largest, are British.

FACT: About 42 per cent of all employees in Britain work in manufacturing industry, mining and construction.

FACT: Output per head in all production industries has increased by 9 per cent since 1970 - and in manufacturing industry, 12 per cent.

And it's not only in heavy industry that we excel - our vast food processing industry is the world's second largest. In 1975, it increased its exports by about 16 per cent over the previous year. Yes, we certainly take the biscuit - for such is the popularity of our biscuit products that we sold nearly six times as many in 1975 than 1974.

FACT: In 1975 we exported over £90 million worth of chocolate and sugar confectionery, £31 million of tea and 21 per cent more barrels of beer.

No, it's NOT true what we say about ourselves. In fact, for most of us, it's a rarity to go on strike.

What most people don't realise is that stoppages in Britain are low compared to other countries.

FACT: The number of stoppages in the first six months of 1976 (955) was less than in any other similar period since 1953.

FACT: Statistics show that over

the three years 1971-1973 an average of 98 per cent of manufacturing plants were FREE of stoppages.

And as early as 1875, the principle of collective bargaining between employers and employed was sanctioned and peaceful picketing made legal.

As for 1976, it was the most strike-free year in Britain for nearly a quarter of a century. Latest figures show that there were fewer stoppages in the first six months of the year than at any time since 1953.

To be exact, the number of strikes between January and June dropped to 955 compared with 1,391 in the first half of 1975.

TRADE AND EXPORTS

Britain is the world's fifth largest trading nation. Exports of goods represent more than one fifth of our gross national product.

Our firms are busy providing the world with everything imaginable - from hats to Japan to trees for the desert.

In addition, the City of London and its immense amount of "invisible" trade still figures large in the world's business affairs.

After the USA, we have the largest share of invisible trade - insurance, banking, shipping, tourism, etc., total invisible earnings in 1975: A staggering £10,000 million.