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BELL PUNCH

news and views

VOL. I. PART IV. WINTER 1949

THIS IS BEING WRITTEN as the sun shines brightly through my window, and the memory of holidays is still fresh in mind. It is difficult to realize that it will form the foreword to our Christmas number.

A few minutes ago jet fighters have passed screaming overhead for it is September 15th and to-day we commemorate the Battle of Britain. The display was proudly led by a lone Hurricane, symbolic not only of the odds against which they fought, but of the progress for which we must ever strive if we are to maintain our place in the world.

As with a nation—so with a Company.

For nearly 20 years I have been privileged to watch and have enjoyed contributing my part towards the expansion which Bell Punch and its sister Companies have achieved.

Many would laugh at our first efforts to design an adding machine, and the original models have little resemblance to the streamlined Sumlock now available.

We can maintain this progress only whilst we have confidence in what we sell to-day and an assurance that what we offer next year can and will be better. On that alone depends the happiness and prosperity of each one of us.

The best of luck to Bell Punch "News and Views" and A Happy Christmas to you all; may the coming year bring you all Good Fortune.



H. Stempier
Secretary.

news

We have been pleased to welcome in London since the end of July the following visitors from overseas:—

Mr. I. Cumming, of Vernon & Co., Madras, working in close conjunction with our Ticket Issuing Machine Distributors in India, Eastern Scales, Ltd., was reported in our last issue as having arrived as we went to press. Having seen quite a lot of him in the interim period, we can now say this time as we go to press he is on his way back to India.

Mr. B. A. Forsyth, Production Manager and Chief Engineer of Eastern Scales, Ltd., was with us in July and August and apart from visits to the Factory and London Service Departments, saw one of our bigger Municipal installations of the "Ultimate" working practically.

The July visit of Mr. Carlos Schmied resulted in his appointment as our "Sumlock" and "Plus" Distributor in Brazil.

Mr. J. F. Notley, of Edgar Brothers, newly appointed Distributors of "Sumlock" and "Plus," after seeing us in July has gone out to Japan, where his firm has offices at this quite astonishing address:—

53, Kitakyutaro-Machi,
4-Chome,
Higashiku, Osaka.

Mr. Yousuf Khali Almoayyed, now Distributor of "Sumlock" and "Plus" in the Bahrain Islands and the Persian Gulf, was in England in mid-summer and spent some time studying sales and service methods.

Before his return to Ceylon, Mr. H. C. Savage, of Dodwell & Co., our "Sumlock" and "Plus" Distributors there, had to go to hospital. This was not before we had seen him and we understand he is quite well again now.

A further visit from Mulford Brothers, our Distributors in Palestine for Ticket Issuing Machines as well as "Sumlock" and "Plus," was paid upon us, this time by Mr. A. E. Mulford, who imparted the information that their branch in Cyprus is now opened under the aegis of Mr. S. J. Topham.

Mr. P. de Waal, Managing Director of Dansk Formulartryk, "Sumlock" and "Plus" Distributors in Denmark, looked in to see us on a Saturday morning in August on his way to U.S.A. and Canada. Mr. W. Harris of the same firm recently underwent an operation for duodenal ulcer and we are glad to say this was entirely successful.

We were most encouraged by the visit of Mr. S. M. Newton, Chief Accountant for the Electricity Supply Commission of S. Rhodesia. Mr. Newton was the first user of "Sumlock" in Rhodesia, supplied by Mr. A. Haddow of Salisbury; he was very lavish in his praise of the machine, being in no doubt as to its superiority.

Mr. D. R. Miller discussed with us in September the future of "Sumlock" and "Plus" in Eire where he is our Distributor, as well as dealing there with Model "P" Ticket Issuing Machines.

From his offices in Basle, Switzerland, Mr. W. Nusch paid a visit to London; his firm is Union Trading Co., Ticket Issuing Machines and "Sumlock" and "Plus" Distributors in the

Gold Coast and Nigeria. With him we were pleased to see Mr. H. D. Wentworth of Overseas Buyers, Ltd., his Agents in London and also Mr. W. Ryffel, Manager of his Motor Department in the Gold Coast, who was considerably interested in our Ticket and Cash Collection Systems.

The "News" would not be complete without mention of a visit from Mr. R. Weiss, Managing Director of Controls Automatiques, Ticket Issuing Machine Distributors in France; he was with us again in September; as we go to press we regret having to report that he is unwell.

In October we were glad to meet two representatives of Ticket Issuing Machine Distributors; first Mr. J. C. Allan of Far East Motors, Malaya, and secondly Mr. H. W. Monty, of Oppenheimers, Burma.

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Mr. T. J. Spyrides, "Sumlock" and "Plus" Distributor in Greece, has provided us in London with an amusing motion film record of the visit to the Factory last May by the Distributors' Conference.

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The most recent appointments of Distributors and Sub-Distributors overseas, to whom we offer our best wishes, include:—

Aden	Dinshaw Cowasjee & Co.	Plus
Algeria	Etts Tine Freres	Sumlock & Plus
Bahamas	H. H. Deal Agency	Sumlock & Plus

Bahrain Islands, Western Coast of Persian Gulf	A. A. Zayani & Sons	Automaticket Machines
Barbados	Bradshaw & Co.	Sumlock & Plus & Ticket Issuing Machines
British Guiana	Auto Supplies Co.	Sumlock & Plus & Ticket Issuing Machines
Columbia	Equipos Modernos Para Oficina Cia., Ltd.	Sumlock & Plus
Guatemala	M. A. Nicol	Sumlock & Plus
Iceland	H. Larusson	Sumlock & Plus
N. Rhodesia	J. L. Curtis, Ltd.	Sumlock
Peru	Compania Nacional de Representaciones S.A.	Sumlock & Plus
Portugal	Sociedade de Electricidade e Fomento Ltda.	Ticket Issuing Machines
Tanganyika	Lehmann's (Africa) Ltd.	Sumlock & Plus
Tripoli	D. A. Mefalopulos	Sumlock & Plus
Venezuela	General Systems Service Inc.	Automaticket Machines
Venezuela	"Las Novedades"	Sumlock & Plus

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In our last issue we introduced our sales organisation in the United States of America, Plus Computing Machines Inc. We have now completed the coverage of North America for

our Adding and Calculating Machines with the appointment in Eastern Canada of Plus Business Machines Limited. Western Canada continues to be under the auspices of Willson Business Machines, Ltd., who were formerly sub-Distributors, but are now our direct representatives. Mr. Mathieu of the Export Department was in Canada with both these Distributors during September.

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As we go to press, Mr. W. B. S. Sheldon is in the middle of an extensive tour of India, Pakistan and Ceylon with as his principal object the promotion of our Ticket Issuing Systems for traffic, in conjunction with Eastern Scales, Ltd. Whilst Mr. Sheldon has been out there, he has also arranged the important appointment of our new "Sumlock" and "Plus" Distributors in India and Pakistan, Blackwoods, India, Ltd.

Previously, Mr. Sheldon and Mr. J. H. Condy had paid a visit to New York to discuss the development of Ticket Issuing Machines with General Register Corporation, our associated Company in that field in New York.

Mr. Condy also spent a few days at the offices of Procento, N.V., our distributors of "Sumlock" and "Plus" in Holland who have more recently been visited by Mr. B. C. Bell.

* * *

To assist INTEX, our Distributors in Portugal, with their strenuous efforts to introduce "Sumlock" and "Plus" there, Mrs. F. L. Fitch, Principal of Sumlock Schools in the United Kingdom, spent six weeks of July and August with them. Key drive machines are a novelty in that country but Mrs. Fitch was able to carry out some impressive demonstrations

to prospective users as well as assist in the training of the necessary staff. INTEX are exhibiting at the Lisbon Fair which lasted from June until November.

* * *

Customers at cinemas in Venezuela will shortly, for the first time, be receiving our pre-printed tickets from Model "H" machines, thanks to Mr. A. Napack, our Ticket Issuing Machine Distributor there.

* * *

The "Ultimate" fare collection system has received high praise from the Southampton Corporation Transport Department upon completion of the first half-yearly audit since the introduction of the System. For the first time ever, the face value of ticket stock brought forward, plus stock purchased, less stock carried forward equalled cash in the Bank; this is a rare accomplishment in Passenger Transport Undertakings.

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Competing in the recent National Finals Competition of the Industrial Fire Protection Association of Great Britain, at London Fire Brigade Headquarters, our Factory Fire Brigade were unfortunate to incur a penalty which robbed them of further laurels.

In the four men Light Trailer Pump (Wet) Drill (Open Event), they were second in actual time for the drill, but failure fully to open a valve to the cooling system of the pump imposed a time penalty of ten seconds and brought them to fifth place.

Bell Punch Service in the United Kingdom

by F. E. Barton

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The vast increase in the general use of mechanical and electrical products has brought an awareness of the importance of after-sales service and makes it one of the first points raised by a prospective customer. His purchase is an investment and he wants to be sure that it will bring him a reasonable return. He knows that any mechanism requires attention from time to time and he wants to be certain that when the need arises the attention will be both prompt and efficient. The setting up of a specialized organization to ensure this forms a primary part of any worthwhile manufacturing and sales programme.

Some concerns—they are becoming fewer—sell and leave the repair and maintenance of their products to whoever the customer may approach for service. It is the policy of Bell Punch in the United Kingdom to service its own products and thus it undertakes the direct responsibility for quality and maintenance from the manufacturing stages throughout the life of the products.

The history of Bell Punch has been given in earlier reviews. Its Service Department has grown concurrently with the Company's activities. The wide diversity of products raised many problems, but also it permitted the establishment of Service Stations adequately housed, equipped and staffed in a manner that would not have been possible of achievement so economically by separate, and necessarily smaller, organizations hand-

ling individual products. Today the Service Department operates from fourteen points in the United Kingdom and is rendering one hundred thousand individual service attentions per annum.

A number of factors go towards making an efficient service organization. Careful planning, adequate supplies of spares and the selection and training of personnel; above all, personnel of the right type and outlook. It is the service mechanic who comes most frequently into contact with the Customer and the Customer's staff, his attitude as well as his ability make him welcome or unwelcome. We endeavour to train and equip our mechanics not only to render prompt and efficient service, but also to observe, analyse and report intelligently. We teach them to be guided by one principle and that is to try to eliminate the need for their services. This they will never achieve, machines being machines, but the attempt means first-class service.

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The highest standard of maintenance and repair of machines does not complete the responsibility of a service organization; this is not wholly discharged unless there exists a proper analysis and interpretation of all its work for the benefit of the manufacturing unit, the factory. The closest liaison between these two departments is one of the surest ways of achieving the perfect product for the sales department to market.

London Transport to the Overseas Visitor

by G. F. Sinclair, C.B.E.,
of London Transport Executive



Some 10 million inhabitants reside within the Metropolitan Traffic Area, which covers over 2,000 square miles with its boundary roughly defined by a 30-mile radius from Charing Cross. The passenger transport is provided by suburban and underground railways, buses, trolleybuses, coaches, and the fast-disappearing trams. It is on the services of London's transport, which operates within this Metropolitan Traffic Area, that I propose briefly to comment.

In the London and country area buses and tubes are complementary, each being an extreme in its own sphere. The buses act as short-distance carriers in the central area, serve the rural areas where there are no railways, and act as feeder units to the railways which themselves work almost as conveyor belts for mass transportation. The average passenger journey by bus is 2.29 miles, by train 5.90 miles. In the year 1948 London Transport buses and trains moved over 4,606 million passengers—which is equivalent to every person in Greater

London travelling 550 miles during the year, and is the highest figure in the history of London Transport. The traffic operations involved issuing 4,289 million tickets during the year, using a total weight of 1,370 tons of paper and 10½ tons of ink.

With the advent of electric traction and the opening of the City and South London Railway in 1890 the first tube electric railway in the world commenced operations, using electric locomotives. It was the advantages of electric traction in those early days that made it possible to construct long tunnels without smoke shafts. To drive such tunnels through the easily-worked London clay was less costly than the alternative method of railway construction of "cut and cover," which affected valuable and concentrated London properties at the surface. Even so, the cost of tunnelling was very high, and for this reason the diameter of the tubes was standardized at 11 feet 8 inches and 12 feet, sufficient to accommodate special rolling stock, which at times carries over 100 passengers in a



50-foot length. It is very doubtful what would have been the development on our underground railways without the favourable sub-soil, as otherwise to have constructed the 213 miles of London Transport railways, including the tube section, the capital expenditure and engineering requirements would have been enormous.

The double-deck buses and trolleybuses operated today are of a design which has been developed for the purpose of providing vehicles with as large a seating capacity as possible within a minimum space. These double-deck vehicles are more extensively used in England than in any other country in the world, and provide a higher standard of comfort in travel than can be obtained by the overcrowding of single-deck vehicles with standing passengers. With one-man operated single-deck buses the driver performs the dual function of driving and conducting, and with a flat fare system this is possible. However, the multi-fare system which we use and which is based on charging proportionately for the distance travelled—1½d. for the first mile, 2½d. for the second, and so on—is more equitable, but necessitates a more complicated ticket-issuing system than with the flat fare. This has a profound effect on the method of fare collection, and if high schedule speeds are to be maintained a driver and conductor are required.

The design of the double-deck vehicle does not incorporate a "pay-as-you-enter" method of fare collection because of the

time taken for this operation, which results in slowing down the services. With the multi-fare system faster schedules can be operated with the conductor collecting fares and issuing tickets while the vehicle is in motion. At present the Bell Punch system still holds its own on road passenger services in the London area, but mechanized systems of ticket issuing have been and are continuing to be given extensive trials—the "Ultimate" is among these.

The whole pattern of London Transport has been brought to its high state of efficiency over a period of 16 years since 1933, when the London Passenger Transport Act integrated all forms of transport under one authority. The devastating effects of the war years retarded the progress which would otherwise have been made in the development of vehicles and services, but now new underground trains built in aluminium alloy are being manufactured, and new buses are replacing the older types at the rate of 1,000 a year. All kinds of improvements and research are undertaken with the object of raising the efficiency and improving the travelling facilities for the public.

Apart from the main line suburban services there are in operation daily 3,326 cars which are marshalled into underground trains, each train comprising up to eight cars. On the road side 4,978 central area buses, 1,615 trolleybuses, 741 tramcars, 257 coaches, and 863 country area buses are operated daily.

**Bell Punch
world centres**



London



Two thousand years ago a collection of huts inhabited by a tribe of Ancient Britons nestled on the north bank of the Thames.

The Roman legions came. They burnt down the huts, massacred the inhabitants, and erected a Roman market. The market developed into a small township.

They called it Londinium.

Inspired and led by Queen Boadicea the Ancient Britons marched on Londinium, razed it to the ground, and annihilated the ten thousand Romans they found there.

Soon afterwards the valiant Boadicea was herself defeated by an avenging Roman army, and died by her own hand.

Together the Britons and the Romans built a new Londinium. The mighty Roman Empire crumbled and the Romans returned to their native land. And London, as it was now called, continued to grow in size and influence.

A thousand years passed and still it grew. It became the Englishman's mecca. To its roistering taverns came the gentle Shakespeare, weaving his mighty dreams and setting them down in immortal verse for all the world to wonder at.


It became the mecca of the civilized world. Voltaire, with his scourging wit, frail body, heart of a lion, and fighting like a beast at bay for the freedom of man, made the pilgrimage. Chopin, with fingers that dazzled, came and played his strange, beautiful un-English music—and was applauded.

The Kaiser came with pomp and circumstance. He returned to Berlin and sent his Zeppelins and aeroplanes to wipe London off the face of the earth. London shrugged its massive shoulders.

Later, Hitler threatened it with fire and fury. He kept his word. For five long years he tried to tear the heart out of London with high explosives. And when it was all over he had only grazed the surface.

Hitler discovered in the end what Londoners have known for a thousand years—that London is immortal, indestructible.

For, more than any other great city in the world London, the real London, is its people.

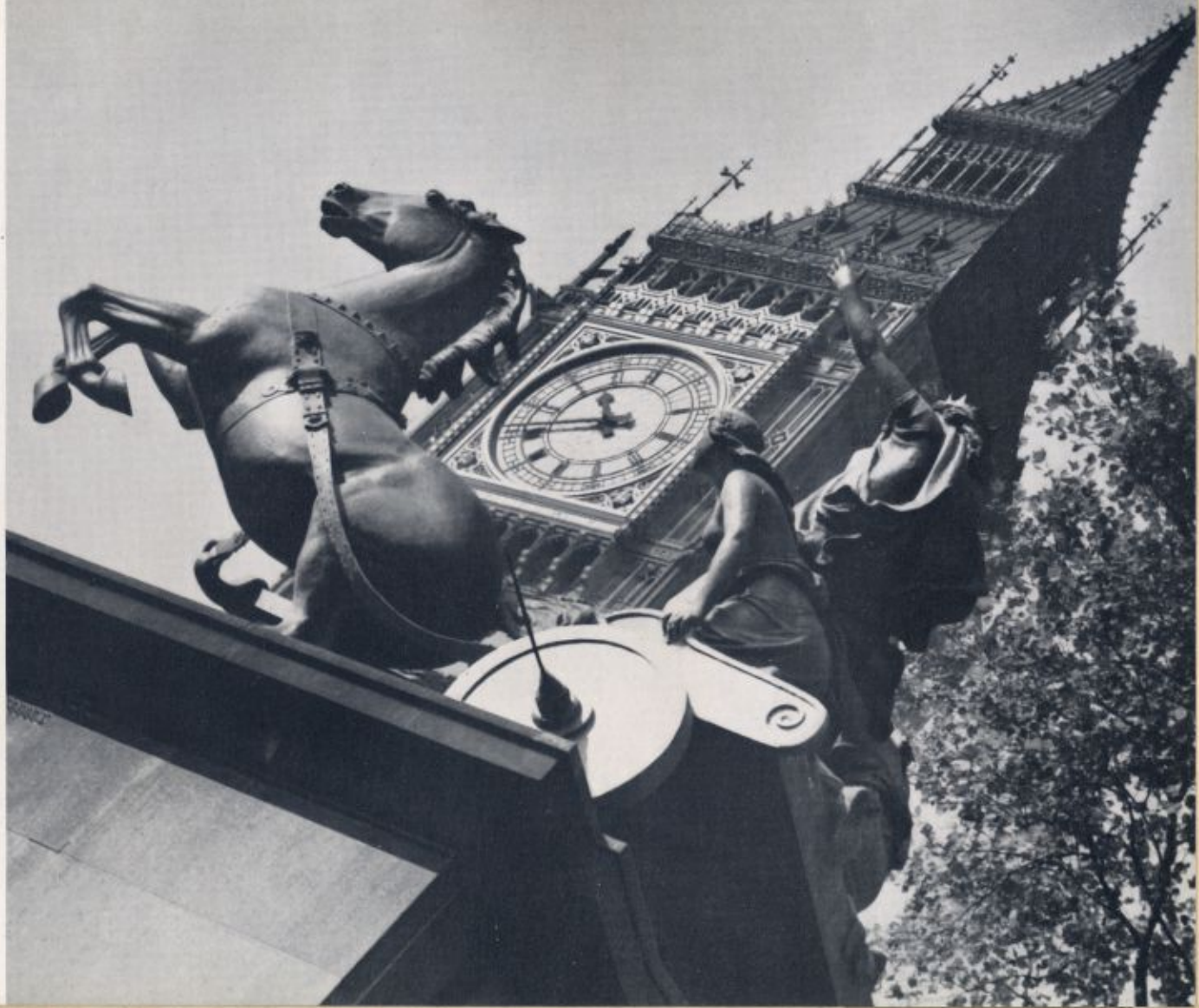


views
of
London

Buckingham Palace, the London home of the British Sovereign since 1761. It was built by a Dutchman in 1703 for the Duke of Buckingham, but George III fell in love with it and bought it for 20,000 guineas—a lot of money in those days. It was reconstructed in the Classic style in 1836 by the famous John Nash.



The old and the new. Big Ben—barely 100 years old—towers above the statue of Queen Boadicea and her two daughters. Yesterday Boadicea's voice rang throughout Britain calling the people to arms. Her chariots slew 70,000 Romans. Today Big Ben's deep, friendly voice is known throughout the world, sending greetings from London.



The Horse Guards' Arch in Whitehall stands on the site of the old tiltyard where tourneys were held in the middle ages. The young Lifeguard surveys the London scene. The clash of armour and the thunder of hoofs belong to the past. Today a bus backfires, a bicycle bell tinkles . . .



The world lost a great man, and London gained a statue. The Roosevelt statue in Grosvenor Square is a posthumous tribute to a stalwart friend in peace and war by the British people. It was erected by public subscription. The sculptor is Sir William Reid-Dick.



The sea reaches up into the Thames and the Thames reaches down to the sea. London's tugs work with the tides. Towing a string of barges, heavily laden with coal slack as this one, they go with the tide, return with the tide.



A Yeoman Extraordinary of the Guard (to give him his correct title) at the Tower of London, or "Beefeater" as he is popularly known. The name "Beefeater" dates back 400 years—as does the quaint costume. All Beefeaters are old soldiers with exemplary records.



Lloyds

by a Member

"You can insure against anything at Lloyd's." Although not strictly correct, this is something less of an overstatement when applied to Lloyd's than to any other insurance market in the world, and it does give the lie to the erroneous but popular conception that Lloyd's insurance is purely marine. Nevertheless after the constitution of Lloyd's as it exists today, it was not until 1911 that statutory power was given for insurance of every description to be effected.

This market had its inception over 250 years ago in the days when individual underwriters carried on their own businesses within the informal premises of the Lloyd's Coffee House: each accepted the risk liability as his personal obligation.

As insurance business progressed both as regards the number of transactions and the amount of money involved in each, it was a natural step for individual underwriters to pool their resources into convenient groups, and so developed the existing system of syndicates, of which today there are more than 350. Inasmuch as each syndicate is a potential market in itself, the large number that there are ensures adaptability and flexibility to Lloyd's as a business whole.

The development of Lloyd's in this way made its methods unique because the corporation as such does not subscribe policies; it is the Lloyd's underwriter who accepts the risk to be insured against and he who receives all premiums and who will be liable for all proper claims. The broker is the negotiator between insurer and underwriter; he advises generally, obtains terms most advantageous to his client, and collects for payment the amount due in the event of a claim.

The nerve centre of the Lloyd's building in Leadenhall Street, whence it moved from the Royal Exchange in 1928, is the large hall where the underwriters of each syndicate are to be found. Here in the centre, within an ornate rostrum, is the famous Lutine Bell, the tolling of which was originally the forerunner to an announcement of a vessel overdue from sea. With modern communications, this custom has practically fallen into disuse and the bell now is only rung on rare occasions, which, as likely as not, are unconnected with disaster affecting an insurance liability.

The business and reputation of Lloyd's is worldwide and it would not be easy to find any corner of the globe where agents or individuals do not place all classes of insurance, marine and otherwise, through a London broker. These agents also play their part in providing maritime information of which for the past two centuries Lloyd's has been the acknowledged world centre for collection and diffusion. The "Lloyd's List" of shipping which was first produced in 1734 and has appeared continuously ever since is, with the exception of the "London Gazette," the oldest London newspaper.

what is invention ?

by C. F. Webb, M.B.E.

Inventors are many but successful inventions are few, so one may wonder what constitutes good invention. Of the innumerable applications which are submitted annually with visions of fortune, scarcely 1 in 100 achieves any degree of commercial success, and the Patent Office, which is approached as the entrance gate to the temple of fame, is little more than a vast sepulchre of human effort.

Invention can apply in any field of discovery, but is popularly associated with mechanical motion of some kind, which during this industrial age has increased to such an extent that more and more subdivision of subject matter has become necessary, and few devices can now claim originality beyond a particular purpose or application. Some which are submitted have only scientific value, and a large proportion are either impracticable or lack sufficient novelty to secure acceptance. Of the remainder, many prove too costly to produce, and many more have too small a market to survive.

Invention usually has two phases—the conception or inspiration, and the physical interpretation. Many aspirants to fame fail to recognize the impossible in the first phase, and still more fail to achieve the possible in the second.

The conception stage is often attributed to genius, whatever that may mean. Carlisle's much-quoted definition—"an infinite capacity for taking pains"—is romantic but untrue, for effort alone is useless without a creative nucleus around which to work, but it may well be that the analysis of one of my colleagues is not far wrong—Inspiration 1 per cent., Perspiration 99 per cent. It is, however, in the translation to practice that most failures occur. There are relatively few basic elements in mechanics, Lever, Wheel, Screw, Wedge, etc., but like the notes of the musical scale, they are capable of infinite variety and combination. The genius of the composer does not always carry with it the highest ability in execution, and similarly it is only here and there that the inventor with a good idea is also gifted with outstanding knowledge and experience for its interpretation. Therefore the qualities, not which will assure success, but which may minimize failure, are—

1. An attack of inventive disease, to provide the foundation.
2. Intimate knowledge of basic principles, coupled with ingenuity in their selection and application.
3. Experience of manufacturing equipment and processes, to which the design must be related for commercial success.

Maybe the future is to the chemist and the physicist, but mechanism will continue to be a great and perhaps increasing factor in our lives. The tiny rocking lever which today orders the going of your watch with such precision is essentially the same as that larger one of which 2,200 years ago, Archimedes wrote, "Give me a fulcrum, and a lever long enough, and I will lift the earth off its axis."

Plus Computing Machines, Inc., was incorporated last spring as a subsidiary of Bell Punch Company, Ltd., and became the exclusive distributors of PLUS machines in the United States, its territories and possessions. It was highly essential that our organization should have the backing of the manufacturer, since most prospective user companies will not give serious consideration to a machine when such support is lacking.

Previous experience of marketing in the United States through the medium of dealers, without full support from training, advertising, sales and service organizations, has shown that stocks were difficult to move.

Following the incorporation of Plus Computing Machines, Inc., it was first necessary for us to plan and inaugurate an aggressive National advertising campaign in trade publications, and later in consumer media. Our second step was to select and train men and build our own sales organization for the sale of PLUS machines directly to users in the New York Metropolitan area, and to develop potential Field Managers who may be qualified, ultimately, to work with and assist our sub-distributors in their respective territories.

The third step was to organize and develop an efficient Service Department under a National Service Manager.

Concurrently with the foregoing steps has been the time-consuming one of carefully selecting and setting up sub-distributors in the important cities and trading areas through-

out the country. We do not grant franchises to these sub-distributors unless they are enthusiastic of the PLUS line, are financially responsible, agree to employ and train high-calibre salesmen as well as thoroughly train their existing sales force to sell PLUS, and who can or will provide adequate service facilities. In order to satisfy ourselves on all of these points, it was necessary for personal visits to be made to those companies which have requested our line or which appear qualified to act as PLUS sub-distributors.

We have now established such sub-distributors, whom we believe are fully qualified to do an aggressive selling job in most of the key areas from New England to Colorado. By the early part of 1950 we expect to have sub-distributors established also in the important areas throughout the South, Southwest and Pacific Coast.

“a new sales organisation”

by John C. Schou

(President of Plus Computing Machines Inc., New York, U.S.A.)

With this sub-distributor establishment organized and functioning; with the growth of our own sales organization in New York in both numbers and experience; and with the cumulative effect of our advertising as it is already being reflected in the steadily increasing number of inquiries received from potential users, we feel that 1950 should be a good year for us here in the United States, and we trust for the Bell Punch Family all over the world. We and our sub-distributors are proud to have the privilege of selling PLUS machines, and to be members of this family.

Sherry is a produce of Spain and its increased consumption is a sure indication that it is rapidly regaining its one-time enormous popularity. Possessing considerable tonic properties due to a high content of iron, it is the only wine mentioned in the Pharmacopoeia for the preparation of medicinal Wines.

It is most economical in use as the contents of a bottle remain in condition for many days after the cork is drawn. Sherry is, perhaps, the only Wine the flavour of which can be appreciated whilst smoking. Many styles are shipped, of which I mention a few, covering the driest to the very sweet.

Manzanilla is a very dry wine which removes that "nasty taste" and should appeal strongly to "Dry Martini" cocktail converts. As a drink before dinner or an accompaniment to the soup Amon-tillado is generally preferred; whilst on the dry side, it is not as dry as Manzanilla, but is fuller on the palate than Fino, a clear, light refreshing wine particularly popular in Spain itself. Vino de Pasto is equally pleasant before, during and after a meal, and Oloroso, dark in colour and medium rich with a dry finish, is usually associated with "a glass of Sherry and a Biscuit." Finally, there is Brown, dark in colour and full rich on the palate; in England our forefathers had a glass or two as a mouth wash after their Port and before joining the ladies, with whom this is especially popular today.

Port Wine emanates from Portugal and has long since been recognized for its great food value; an eminent analyst assessed a one-pint bottle of wine as capable of yielding a total of 1,445 calories, the equivalent food value of 1½ lbs. of prime beef steak.

Certain years are recognized as vintage years for Port, and the produce of various growths are generally blended together and shipped to this country by each shipper as his Vintage wine; they are bottled here usually within two or four years.

Cruited Ports are blends of various vintages which are retained in cask and then further matured in bottle, the fuller coloured wines having less age in cask than those of a lighter colour.

Matured in wood in the Oporto Lodges, Tawny Ports lose colour and sweetness with age. Their dryness renders them particularly suited to those suffering from diabetes

and kindred ailments.

To those desirous of a lighter type, White Port undoubtedly will appeal. The produce of luscious white grapes, they are matured in a similar manner to the tawny wines, great care being exercised that the maturing casks are made only of the very finest Memel oak. They specially meet the needs of those who are not able to drink red wines, owing to gout, rheumatism or undue blood pressure.

a few words about Sherry and Port

by George Wernham

(Managing Director of Reid Brothers & Kerr Ltd.,)

“ a lifetime of printing ”

by S. Gronow

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This is an age of mass production, which, in itself is excellent, but one is hopeful that it is not the beginnings of the end of age-old craftsmanship.

My own craft is printing; as a boy, seven years' apprenticeship was the start of a life-long profession, and you will not find that real “ printers ” develop so easily as is the case of many trades or businesses.

My apprenticeship over, I was handed my Indentures, together with one month's work as a Journeyman, at the end of which I widened my experience over a period of years in Tonbridge, Reading, Watford, Enfield, Liverpool, the Garden City of Letchworth and West Bromwich, finally returning to London, where the next nineteen years were spent as a Letterpress Overseer with one firm.

Until then, I had not even contemplated the production of tickets as being within the orbit of printing proper, and when I was told that Bell Punch Company required a Manager for their Printing Works, never having heard of them I enquired what it was they printed. In due course, I was appointed as the Print Factory Manager, a position I have held for twenty-five happy years of pleasant association with loyal workers.

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Upon my introduction, the equipment I would have to use—the rotary printing presses, all of the Company's own design and manufacture—was as great a revelation to me as it would be to every uninitiated Printer; it produces a seemingly impossible variety of tickets. Now, for example, a machine can be set to print a series of tickets, each ticket being numbered consecutively from 1 to 100,000 and prefixed by two letters of the alphabet, one of which is automatically changed at the end of each 100,000 run. In this way, a machine can produce over 60,000,000 tickets of the same overprint and colour without any repetition of both serial letters and number.

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The Print Factory is made up of twelve departments, each relying on the others, so that the progress of production is entirely dependent upon the harmonious team work existing, with the Composing Room as its foundation. The whole is comprehensive from Compositor, to the Foundry where stereotype plates are made for the presses, to actual printing, to cutting or folding, to stapling, and, finally, to checking and packing.

That some 30,000,000 tickets are produced each day through these processes reflects the achievement of the Factory's team work—and a big team too, of men and women a large number of whom have had many years loyal service with the Company.

a tale of Old Uxbridge

by H. T. Trotman

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Strange and unusual ties sometimes link the most unlikely places and the thread of circumstance joining Kansas City, U.S.A., with Uxbridge, England, may surely be termed unusual at least. The connection is both material and historic for it is the panelling which once graced the interior of an Elizabethan house still standing in the town and hereby hangs a tale commencing hundreds of years ago.

This old mansion belonged to the Bennet family; Leonora, Lady Bennet, the last of her line, died there in 1638, when passing into other hands it became known as "Mr. Carr's House."

During the period of the Civil Wars between King and Parliament the year 1645 saw a Treaty arranged and "Mr. Carr's house" was chosen for the meeting place of the negotiating parties. Considerably larger than today it stood in spacious grounds reaching to the waters of the Colne river, which bordered what must then have been a very pleasant country residence; a public journal of the day described it as "a very fair house, at the farthest end of the town in which house were appointed them a very spacious room, well hanged and fitted with seats for the commissioners." This then was the room with the curiously carved old panelling and door within which

the "commissioners" of the two parties attempted to settle their differences.

Since this historic meeting the old house has seen many changes of ownership though for the last hundred and fifty years its character has remained unchanged as an Inn, called "The Crown."

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Coming to more recent times a Mr. Lewis, an antiquary from New York, obtained an option to purchase the panelling from the present owners of the house. He did not, however, survive to exercise it and so his executors carried through the option. The panels were stripped from the walls, carefully numbered, shipped across the Atlantic and set up in a New York antique dealer's establishment, where eventually a wealthy purchaser acquired them, had a room specially built to contain them and, so far as is known, a piece of Old Uxbridge has found a permanent home in Kansas City, U.S.A. This is not quite the end of the story, for when in recent years some canvas covering was stripped off the wall of the old chamber, there was brought to light the original woodwork which formed a continuation of the removed panels. Will these two parts ever be re-joined in their old setting? One would like to think they will even though it would almost be a miracle, but then as G. K. Chesterton once said: "The strange thing about miracles is that they sometimes happen."

Thomas Gainsborough, R.A.

by C. Wade
(Director of Frost & Reed, Ltd.)

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A good looking young man, keen eyed and lively, walked briskly down the country road with its low hedges. The June sun embraced the Suffolk landscape and in a small coppice glimmered through the branches of the ancient oaks to a quiet pool beneath, enriching the velvet shadows, and lightening the reflections of the peaceful scene. A few cows had gathered there to slake their thirst and a youth slumbered on an old tree trunk near the edge of the water.

The boy stopped, entranced with the scene, and taking a small drawing book from under his arm he quickly sketched an impression of it as he had done so often before amid the woods and fields of his native Sudbury. It was the youthful Gainsborough developing an inborn desire for self expression in the form of art. His parents had the wisdom to indulge these propensities and apprenticed him to a silversmith in London when he was fourteen. A year later he became the pupil and assistant of Hubert Gravelot and upon the return of the latter to France some three years later, Gainsborough set up as an independent painter in the neighbourhood of Hatton Garden, painting a few landscapes and portraits. He probably spent more time in the form of social life with the young bloods of his period, including the somewhat free living Artist fraternity,

such as Hayman. At any rate the initial venture was anything but a success and in 1746 he returned home, with little material gain beyond the probable contact with Watteau's work through Gravelot, if we except an enlarged experience of life in its more dubious aspect.

At Sudbury he suddenly married one Margaret Burr, a girl of sixteen, traditionally accepted as the natural child of the Duke of Bedford, who possessed a legacy of £200 a year, which with the relative value of money made the couple almost independent. They moved to Ipswich in 1747, where he improved his skill at portraits but did not forget the landscape side which was always to attract him.

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In this Ipswich period (1747-1759) his portraits were interesting and often delightful, but most of them were in marked sympathy with the conversation type of picture, possibly the result of his probable contact with Hogarth and Devis during the first adventure in London. Gainsborough's efforts in this field establish him as a fine painter of such subjects despite, at times, a certain stilted quality of composition and treatment.

At the same time his landscapes were influenced by the Dutch masters, particularly Wynants, but in neither field had he yet

fully developed his peculiar sensitivity nor was he able to be entirely articulate as himself. However, the pianissimo notes he had struck around the fields and woods of Suffolk were slowly developing to a crescendo. The fullness, variety and charm of a genius was budding during this time into the graceful, if at times, erratic flower, which was to challenge the art of Reynolds.

The years passed and by 1760 he had moved to Bath at the instigation of his great patron of the Ipswich period, Philip Thicknesse, who gave him introductions to friends in the West Country. Events bore out his confidence in the Artist, as Gainsborough became a great success, producing much that was fine and receiving large sums for his pictures. He sent some of them to London for exhibition, with the result that he was invited by the first President of the Royal Academy, Sir Joshua Reynolds, to become a foundation member, in 1768.

During this Bath Period (from 1760-1774), there was far greater scope than before. Independent, beset with commissions, having access to the large homes, where he saw some of the masterpieces of Europe, Gainsborough progressed rapidly and reached the summit of his powers. The strength and weakness of his character became fully apparent. A temperament full of charm, an intelligence as clear as crystal, blended with the courage of a pioneer. At the same time an impatience with some of his sitters and their pretentiousness, which ill pleased his nervous, highly strung nature and led to the weaknesses in some of his portraits. Yet it is said that the Artist, even when not awakened fully by his sitters was rarely an entire failure in the finished work, because in such cases, as the picture developed his artistic side usually asserted itself, and controlling his dislike he became absorbed by his



"A Seaside Landscape" by Thomas Gainsborough, R.A.

medium and its possibilities. There was in any case the consolation of being able to wander in the lanes with a musical instrument to which he was attached, and there he could either dream of fresh landscapes or paint sketches for them.

For that is roughly the principle by which these delightful renderings of the countryside were produced. First he made the drawing and then later the recreation of the scene, using a model, as we are told by a contemporary, constructed of cork, with sand, mosses, and broccoli for distant woods, all placed on a favourite table in his home. He had now broken away from the Dutch manner, inspired further perhaps by the influence of Rubens whose work he saw at Bath, and his outlook became peculiarly and significantly his own.

We now arrive at the London Period, (1774-1788). In 1774 the Artist came to the Metropolis residing in Schombery House, Pall Mall, where he exhibited mostly in his own studio. He had frequent clashes with the President of the Royal Academy and the final quarrel in 1784, regarding the hanging of his pictures led to his complete withdrawal from this institution.

Gainsborough did not gain immediate popularity in London, but in due course it was achieved and in this full maturity he produced some outstanding works. Always intrigued by a chance effect seen during a walk or the changing expression of a face, he now delights us even more with his variety of mind, his sensitive line, and the charm of his orchestration. His background of trees echo the lines of his figures and the

greys, greens and blacks, from a splendid note of emphasis of the delightful character and beauty of many of his woman sitters, investing them with an almost poetical refinement and grace.

Thus on the high tide we eventually reach the end of the journey for on the first of February 1788, he died from a malignant tumour on the neck, having first made his peace with Reynolds. It is said his last words were "We are all going to Heaven and Van Dyck is of the company"; and if so, it would be typical of the man who had enjoyed painting and life in full measure.

With his passing, many of his favourite landscapes remained unsold, but the wanderer from Sudbury had established his place among the immortals.



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