

BELL PUNCH

news and views



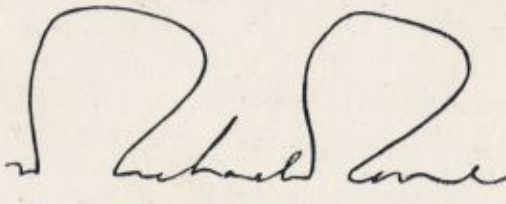
VOL. I CHRISTMAS 1948

FOREWORD

After seventy years of almost continual growth, the Bell Punch organisation has reached such a magnitude that it is difficult even for those within to realise how widespread it really is. Size in a business has many advantages, but inevitably has the disadvantage that it becomes more and more difficult for contact to be maintained between all those responsible, in their respective spheres of activity, for the continued prosperity of the business as a whole.

It is my privilege as Chairman to introduce to you "Bell Punch News and Views", our first comprehensive House Magazine. The intention underlying its production is to afford a medium through which those engaged in the different sections of the organisation can keep in touch with the activities of their colleagues in other sections: a medium also which will help our Agents and Distributors in many lands to realise the extent of the organisation whose products they are handling and to feel that they are an integral and important part of the 'Family'.

Our thanks are due to all those who have co-operated in producing the new Magazine and I hope that readers will help the Editor, by contributing their own 'News and Views', so as to ensure the success of future issues.



Richard Stone

Chairman

NEWS

Our Managing Director, Mr. H. Drummond Black, left England for Australia by flying boat on the 22nd September. The purpose of his visit is to discuss current problems in Australia and to be present during the stage of final erection and subsequent opening of our new Totalisator Equipment recently installed by our own Engineers at Wentworth Park Racecourse, Sydney, New South Wales. It is expected that Mr. Black will be back early in the new year.

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Mr. J. H. Condy recently made two short visits abroad, first to Spain and then to Sweden. Both journeys were in connection with the export of our Ticket Issuing Machines.

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Other journeys overseas include a tour of South Africa in October and November 1947 by Mr. W. B. S. Sheldon, who also travelled to the Argentine, Brazil, Mexico and New York in February and March this year, and to New York and Toronto in July. Mr. B. C. Bell, our Export Manager, has visited Portugal and Switzerland.

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Mr. J. I. Coleman, until recently London Branch Manager of London Computator Limited, spent six months in South Africa assisting the Sales Organization of our

Sumlock and Plus Distributor—Paxton's Import Export (Pty.) Ltd. He returned in August and has since gone back to Durban, where he has taken up a sales appointment with our Distributor. His family have gone with him, and we wish him every success.

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Mr. L. M. Nation-Tellery, Commercial Manager of London Computator Limited, visited the New York Business Machines Exhibition in October.

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Mr. Mathieu, who has been specially trained in the organization and administration of Sumlock Training Schools, has been sent to Portugal to assist our newly-appointed Agent in that country. He will firstly train the Teachers themselves and then assist in the establishment of the actual Schools.

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During the first 9 months of this year we have installed our new Totalisator Equipment on three Dog Racing Tracks in England—Middlesborough, Nottingham and Derby. The results achieved with all three installations have completely justified the claims of speed, accuracy, ease of operation and maintenance made as a result of

exhaustive experiment and test with a prototype equipment installed in the grounds of our own factory.

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This year the Company celebrated the 70th anniversary of its incorporation, and the completion of 50 years continuous service by its Managing Director, Mr. H. Drummond Black, at a dinner given on July 7th, 1948, at the Connaught Rooms. The function was attended by all Directors, Executives, Departmental and Branch Managers and many Factory employees of 27 years service and over, together with Business and Professional Associates with whom the Company is in daily contact. We were particularly pleased to welcome Mr. Brandsteder and Mr. Van de Heide, of Messrs. Procento, Holland, and Mr. R. Weiss from Paris, who made a special journey for the occasion.

★ ★ ★

We have been pleased to welcome the following visitors from our Overseas Associates during 1948 :-

J. A. Mackay	- - -	Australia
H. A. Hansen	- - -	Austria
(Accompanied by Mr. Wedlake Lewis)		
J. M. Macgregor	- - -	Belgium
Col J. C. Muriel	- - -	Brazil
Paul de Waal	- - -	Denmark
Hans Bording	- - -	Denmark

P. F. Baganis	- - -	Egypt
D. R. Miller	- - -	Eire
Mr. & Mrs. O'Leary	- - -	"
G. Boucht	- - -	Finland
(Accompanied by Mr. Wedlake Lewis)		
R. Weiss	- - -	France
R. Ringwald	- - -	Greece
(Short course of Training on Sumlock)		
H. Meulenbelt	- - -	Holland
Frans Brandsteder	- - -	"
J. Van de Heide	- - -	"
Jonker Roelants	- - -	"
J.W. Houfer (Renoviate Nippers)	- - -	"
A. Raimondi	- - -	Italy
D. W. Davids	- - -	Netherlands East Indies
R. E. Kessler	- - -	"
(coming from Holland)		
A. Hoepli	- - -	Nigeria
W. T. H. Mulford	- - -	Palestine, etc.
A. E. Mulford	- - -	"
H. W. Vaughan	- - -	"
J. P. Leacock	- - -	Portugal
B. S. Potter	- - -	South Africa
G. F. Paxton	- - -	"
F. Dicks	- - -	"
G. Jarvis	- - -	"
J. A. McLeod	- - -	Southern Rhodesia
N. Karlsson	- - -	Sweden
Dr. Hodler	- - -	Switzerland

TOTALISATOR EQUIPMENT

by W. A. Hanson

To the average Punter, Totalisator equipment is little more than some undefined and mysterious apparatus in which his only real interest is the Ticket Issuing Machine, the Public Indicator and, most important, the Dividend finally paid.

Let us, therefore, describe very simply what happens when a Ticket Seller commences a cycle of operation by the depression of a key on the Ticket Issuing Machine of a Bell Punch Totalisator Equipment.

The initial depression of this key sends a message (known as an impulse) to a Robot apparatus which accepts the message and conveys a signal back to the Ticket Issuing Machine that it is in order to issue the ticket recording the bet, and not until that signal is received can a ticket be issued.

After acceptance, the signal passes on to a Master Control which, at great speed, sorts out the type of bet and conveys it to the appropriate Pool and Runner totals, and finally causes the information to be displayed on the Public Indicator.

Now let us turn to the Supervising Engineer sitting in front of a Panel in the Control Room—the human element controlling these electro-mechanical operators.

Depression of a lever on the Control Panel unlocks all

Ticket Issuing Machines for the issue of tickets, and this information is passed to all Ticket Selling Booths by both bell alarm and lamp signal.

On a Panel in front of the Supervisor are masses of control switches and signal lamps. Every time a ticket is issued, from no matter what number of machines in use, a signal lamp momentarily flashes, but should any fault or hold-up occur anywhere in the electrical circuit, then a lamp becomes permanently illuminated, an alarm bell rings, and the Supervisor at once resorts to means at his disposal on the Control Panel for clearing the hold-up. If these means fail, then he throws over a switch which isolates and puts out of action any machine or other part of the equipment giving trouble, and the Engineers immediately get busy clearing the fault.

When the race is about to commence the Supervisor throws over a switch which automatically locks all Ticket Issuing Machines against further sales. The race is run, the winners declared, the Dividend calculated and displayed on the Public Indicator, and winnings are paid out.

The Public Indicator Board is cleared by switch at the Control Panel and the race number in all Ticket Issuing Machines is likewise automatically advanced; the Supervisor then again operates his "Open Sales" key and the circuit is free for betting operations on the next race.

WRAYSBURY MILL

by *B. L. Blampied*

"Land of Robert Gernon in Stoke Hundred Manor . . . 2 mills of 40 shillings per annum." We could be reading an advertisement in a country magazine relating to the sale of part of a large estate. But why only £2 per year for the mills? When was this written? Ah! 1086—and the book is the Domesday Book, which, although nearly 900 years old, may still be seen at the Public Records Office. Let us read on—"Robert Gernon holds Wraysbury. For 20 hides it was assessed. The land 25 plough lands. In demense 5 hides and there are 2 ploughs and 32 villeins with 18 cottages and 15 ploughs and still 8 ploughs could be."

The centres of activity for these 3,000 acres of farm land were doubtless the 2 mills, owned by the lord of the manor, and to which all corn must be brought for grinding. You have only to look at the beautiful early 17th century maps prepared by famous cartographers of the day to realize the importance of the part which the water mill played in everyday life. Trace your finger back along the course of a river, and little buildings may be seen one above the other, each representing the earliest form of power known to man.

It was not until early in the 12th century that the first post windmill appeared, and this only in districts where

running water was not available. It is probable that the actual site of the mill head and race at Wraysbury has not been altered since the days when Robert Bernon was lord of the manor. The water no longer turns the old mill wheel, but rushes through the humming turbines making part of the necessary power for what is now a busy paper-mill. Here Isaac Warwick & Company Limited, one of the several companies in the Group, makes the paper for the many millions of tickets printed daily by the Bell Punch Company Limited, and year by year produces more than 80% of the paper required by its associated company.

Many of our big towns and cities have grown around original mill sites, though the mills may long have been forgotten, but Wraysbury remains an old world English village, and the river Colne still flows placidly within the banks along which came King William's men as they compiled the famous register.

But values have changed, and the village has grown, for the assessors concluded their report as follows—"There are 7 servants. Meadow 5 ploughlands and hay for beast of Court. Wood for 500 pigs and 4 fisheries in Thames of 27 shillings less 4 pence. In total value it is worth, and was worth £20 less 4 pence."

PRODUCTION FOR EXPORT.

THE FACTORY VIEWPOINT

by J. H. Condy

It has often been said, but more often forgotten, that there is romance in industry.

In our day-to-day dealings with facts and figures, with problems ever beset with difficulties, with the frustrations and disappointments present always in affairs, it is all too easy to lose sight of the colour ever inherent in our work. But it would be indeed an unimaginative person who could walk round the factory at Uxbridge and not feel an excitement in thinking of the destinations over the four quarters of the globe of the products he would see there in course of manufacture.

To go into the Despatch Department and see packing cases labelled for places far away: Finland, South Africa, Australia, Denmark, Holland, Hong Kong—the names are legion; to ponder on the fact that the contents of these cases will be used from the Arctic Circle to the Tropics, by people of old civilizations and new, by races varying in language, colour and outlook, is a thrill and a stimulation. Over the years, a wealth of knowledge and experience of requirements and conditions abroad has been built up, and in the design and manufacture of our products, each one concerned at all times uses this knowledge and experience as a guide.

To build up still further this experience, we welcome from

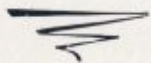
our representatives abroad comments and suggestions tending to improve the performance and quality of our products. Such comments are of real value to us, are always considered thoroughly by our experts, and have often, in the past, given rise to modifications and improvements.

We have had great pleasure, on many occasions, in meeting and conducting over our factory our foreign representatives. The discussions that have taken place during such visits have been most useful to us, and language has never presented a bar to the exchange of ideas.

Behind the daily flow of the products from Uxbridge lies a close-knit but complex factory organization, wherein by the use of the most up-to-date plant and the most modern methods, by healthy and frank co-operation between workmen and management, every effort is made to produce the highest quality article at competitive prices.

That much has been achieved is evidenced by the development since the war of our export business, by the number of friends we have made abroad and by their faith in our products. But conditions can never be static. We seek ever to improve the existing and develop the new, and with the help and co-operation of our friends abroad, this we are satisfied we shall continue to achieve.

*VIEWS FROM UXBRIDGE
AND ELSEWHERE*





FACTORY OFFICES



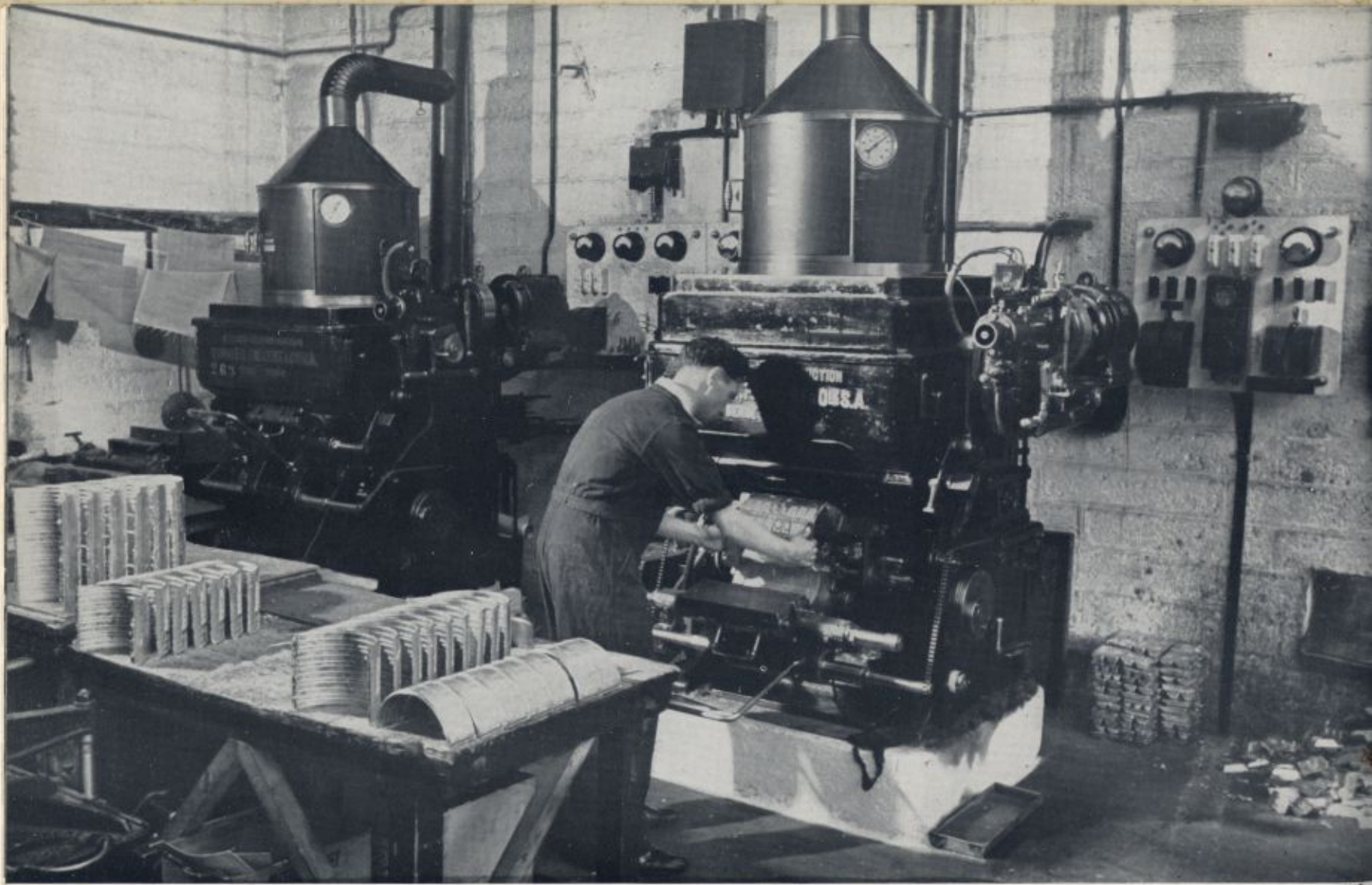
FACTORY DRAWING OFFICES



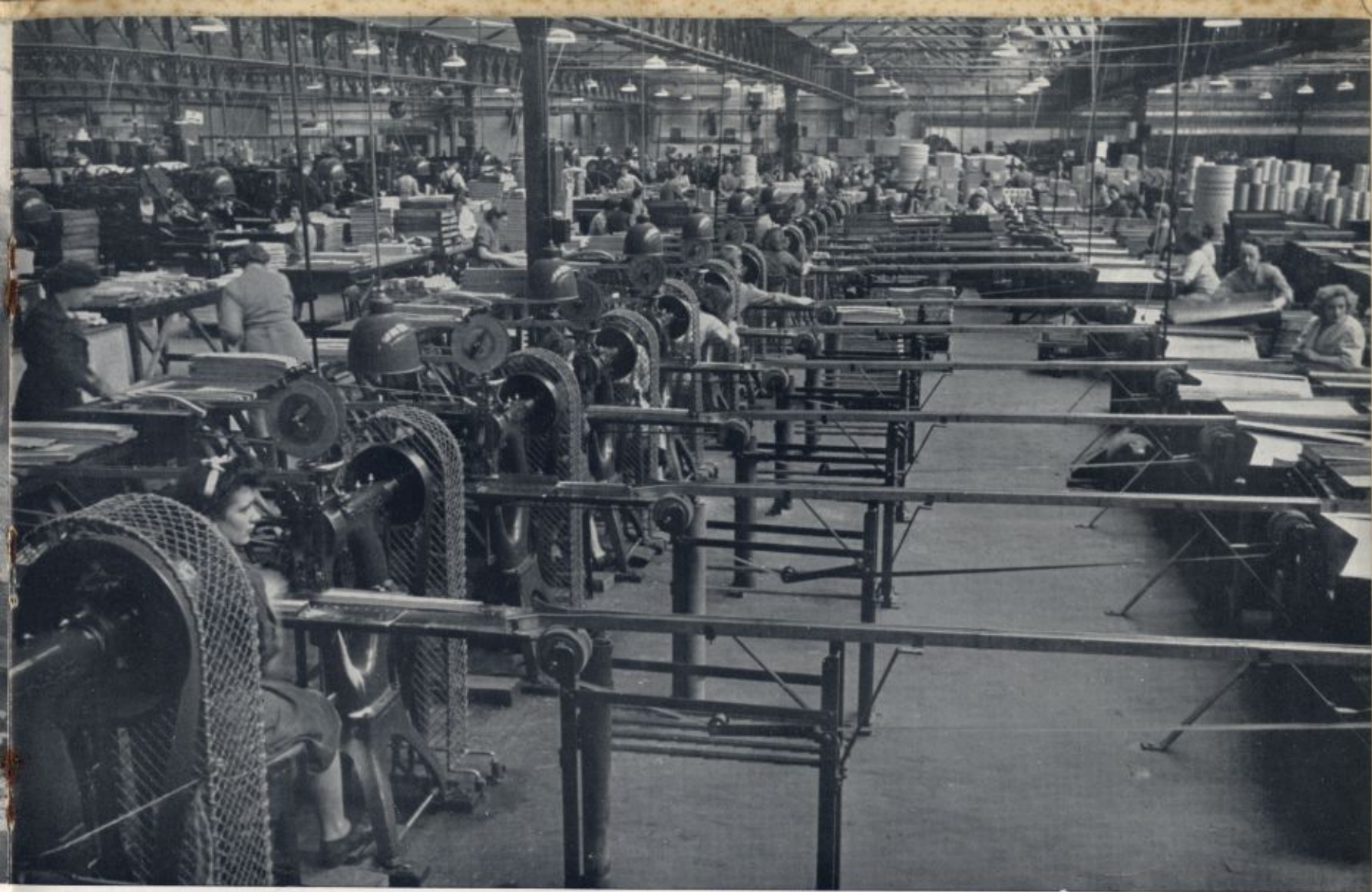
POWER CONTROL SWITCHBOARD



PART OF THE RAW MATERIALS STORE



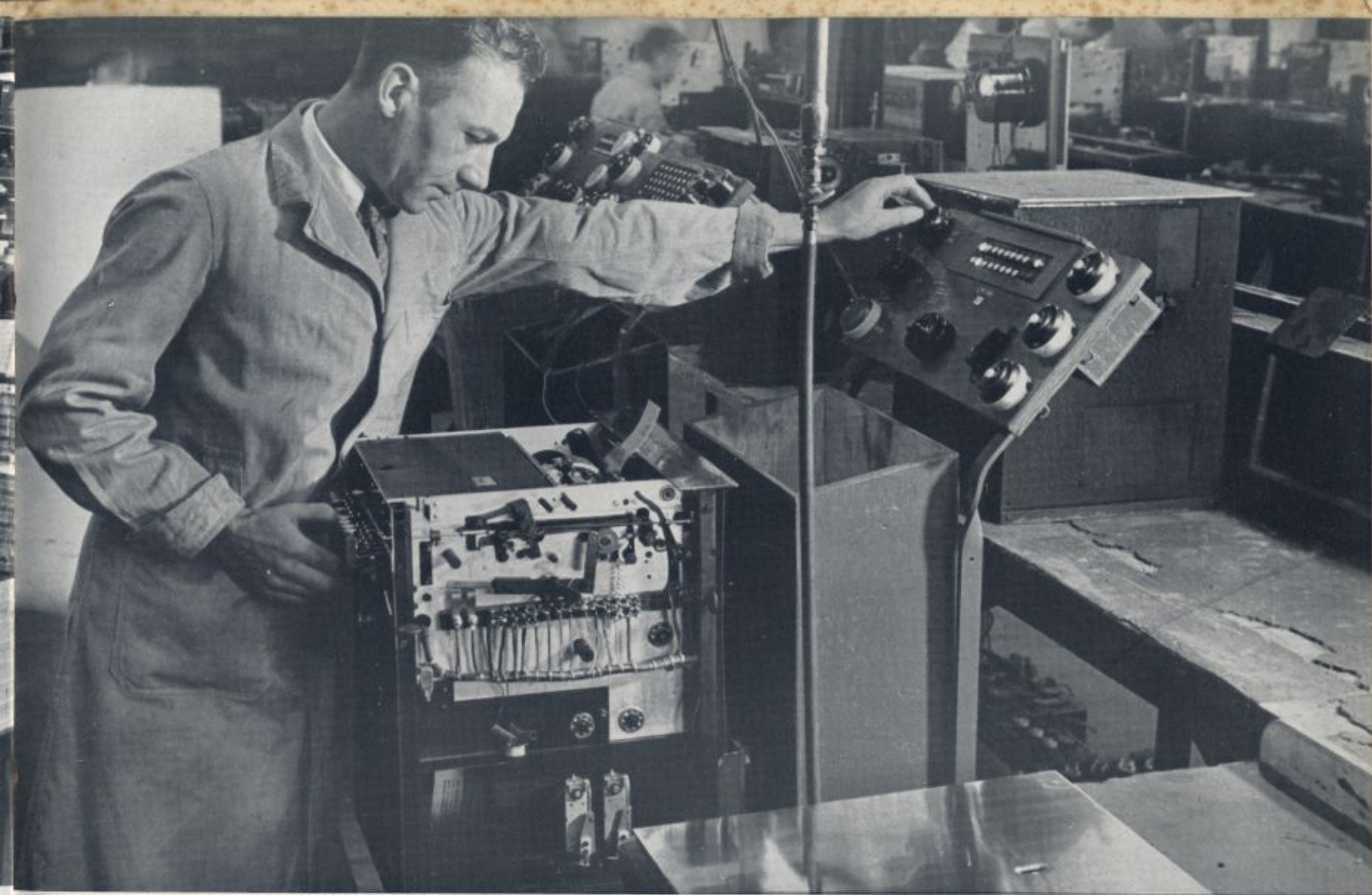
A CORNER OF THE PRINT FACTORY. CASTING STEREOS



ROW OF STAPLING MACHINES IN THE PRINT FACTORY
FOR STAPLING BUS TICKETS IN PADS OF HUNDREDS



A DAY'S OUTPUT READY FOR DESPATCH



TOTALISATOR TICKET ISSUING MACHINE ON TEST

"British Exhibition Copenhagen 1948"



EXHIBITION STANDS



Top left "British Exhibition
 Copenhagen 1948".
 *
 Top right "Bell Punch Stand
 —British Industries Fair,
 London 1948".
 *
 Bottom left "Milan Fair
 1948".
 *
 Bottom right "Commercial
 Motor Transport Exhibition,
 London 1948".

OVERSEAS EXHIBITIONS 1948

Bell Punch products were displayed at the following overseas Exhibitions this year :—

Witwatersrand Agricultural Exhibition,
Union of South Africa, *March, 1948.*

Bell Punch Stand was organized by Systematic Sales Ltd. for Ticket Issuing Machines, but Plus and Sumlock were also on show.

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Paris Trade Fair, *May, 1948.*

Plus and Sumlock machines were shown at this Exhibition for the third year running.

★ ★ ★

Utrecht Fair, *April and September, 1948.*

Plus and Sumlock and also Ticket Issuing Machines were displayed at this bi-annual Fair for the third year running. "Procento," our distributors in Holland, report that this year the Fair revealed a hardening of the market, and that few orders were secured at the Stand. The amount of interest shown in Plus and Sumlock, however, was well sustained and an encouraging number of prospects was established.

Milan Fair, Italy, *July, 1948.*

Our Distributor, Italcacolo S.A., put on a very fine show for the Plus and Sumlock, and as far as can be judged from the photographs, this was one of the best stands Plus and Sumlock have ever had in any Exhibition so far.

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British Samples Fair, Tetuan, Spanish Morocco,
May, 1948.

Our Distributor, Moises A. Hassan, displayed the Plus and Sumlock on his Stand.

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Vienna Fair, *August, 1948.*

Our Distributor in Austria has not been operating very long, and is unable to obtain any import licences, but it was possible to arrange for machines to be sent specially to be displayed at this Fair.

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St. Erik's Fair, Stockholm, Sweden, *August, 1948.*

The first time the Plus and Sumlock machines have been shown in an Exhibition in Sweden. Results were very encouraging, and our Distributor reckons that they obtained 210 first-line prospects.

British Exhibition, Copenhagen,
September-October, 1948.

Both Plus and Sumlock and Ticket Issuing Machines were on show at this important and successful Exhibition. Special folders in Danish had been printed over here for the Exhibition. Extracts of letters received from our respective Distributors appear below.

From : Hans Bording, of F. E. Bording, our Ticket Issuing Machine Agents.

Unfortunately, Copenhagen is not in possession of premises large enough to contain all of the Exhibition. It was therefore necessary to divide it in five sections placed at five different places of the town, which, of course, was no advantage. Still, the Exhibition became an overwhelming success and had more than 1,000,000 visitors. The Tivoli Gardens—the section in which the Ticket Issuing Machines were placed—was alone visited by 366,000 guests

The stand with Ticket Issuing Machines had many visitors, but of all these people there was, of course, only a little percentage that was really interested in these machines, but then these people (bus owners and cinema owners, etc.) to whom the machines were demonstrated showed a lively interest. Reports have been made on about 50 positive prospects, about half of which belong to the group "transport" and half to the group "non-transport."

Through this Exhibition the Bell Punch Ticket Issuing Machines have been introduced to the Danish market, and it has been more than proved to us that we were right

in believing that these machines would find a great market in this country. We are only looking forward to the day when the import conditions will permit import of printing machines and sufficient number of Ticket Issuing Machines.

From : Paul de Waal, of Dansk Formulartryk, our Sumlock and Plus Agents.

Eight buses from London took care of the traffic from one Exhibition building to another. These buses were manned by London drivers and conductors, who issued tickets, specially printed at Uxbridge, from Bell Punches. Streets decorated with flags, the Union Jack flying side by side with the Dannebrog, proved the good relation between the countries. English manufactured goods were displayed in all show-windows in the main street—certainly people could not buy the goods, but it reminded people about the articles of high quality they might get, the more the commercial intercourse with England was extended

The Duke and Duchess of Gloucester, being King Frederik and Queen Ingrid's guests, were the most prominent guests of the Exhibition. Furthermore, Denmark was visited by Mr. Harold Wilson, the Minister of the Board of Trade, who, as you know, visited the Sumlock stand on the Exhibition

Also with sports the initiative was taken to make it as English as possible. International matches between England and Denmark were arranged in football, tennis, boxing, as well as swimming

And last but not least, English Jet-Fighters entertained by formation and military flying the last days of the Exhibition.

BELL PUNCH SYSTEMS OF FARE CONTROL

by T. M. Hopwood

There is little doubt that for many years past the check imposed upon the receipt of fares from passengers on public vehicles has received more attention from operating authorities in Great Britain than in any other country. This began in the 'seventies, when the Bell Punch system was first introduced.

Since then, the Bell Punch system of pre-printed tickets and registering Punches has formed the foundation of the Revenue and Statistical Departments of most Transport Undertakings. Our own introduction of graded fare stages undoubtedly served to prove that a uniform fare was unsound. One of the best illustrations of this was when the Glasgow Corporation Tramways introduced a halfpenny fare for short stages, and there was, in consequence, an increase of about 30 million passengers per year.

Throughout the years it has been proved that the installation of the Bell Punch system has been the means of increasing revenue by very considerable percentages, and although as time went on many provincial services extended the length of their routes, with a consequent large increase in the number of different types of tickets to be issued, the work of the operator and conductor was kept down to a minimum by the introduction of other types of pre-printed

tickets, notably the "combined single and return" type. Later, to cater for certain types of provincial services requiring a large range of fare values, and, at the same time, a speedy issue of tickets, the Model "P" Bellgraphic System was introduced. As distinct from the cut tickets issued in conjunction with the Bell Punch, those used with this system are zig-zag folded and stored in the machine. A numbered duplicate of each ticket issued is retained inside the machine after the conductor has filled in in writing the fare, stage number or destination.

The latest development is the introduction of the "Ultimate" Fare Collection System, which has been designed primarily for fast municipal services with a limited range of fare values. The "Ultimate" machine itself is designed to issue a range of nine fares from rolls of pre-printed tickets held in the machine, and the system, which retains the universally popular colour scheme, has necessitated the building of new printing machinery at Uxbridge, where the output of some 35 millions of tickets per day covers not only tickets printed for the three Bell Punch systems of fare control, but also for the many electrically- and hand-operated ticket issuing machines used in industrial canteens and places of entertainment throughout the country.

A SIDELIGHT ON EXPORT

by B. C. Bell

No one knows better than our overseas distributors just how hard has been the struggle for trade in a world where restrictions and uncertainty are the only universal rules—particularly affecting such specialized products as Calculating Machines and Cash Control Systems, often newcomers to the market. Thanks to the co-operation and perseverance of our friends abroad, the results attained so far are a most encouraging augury for the future.

From our factory at Uxbridge, machines go out to the ends of the earth ; to Mexico and Malta, to Jamaica and Java. Should you buy a bus ticket in Hong Kong or Singapore, in Kenya or Hyderabad, or decide to take the coach from Nice to Cannes, you will find the fare control system used originated at Uxbridge. If, perhaps, you have in mind a pilgrimage to Mecca, look out for the Plus and Sumlock when you arrive, or you may prefer to wait till the new Holiday Camps are opened in the Bahamas and Bermuda, where our Calculating Machines take their place in the office organization.

The European engineer or Persian supervisor, exhausted by a day's work in the enervating climate of the Persian Gulf at Abadan little realizes, when he enters the largest civilian open air cinema in the world, that the ticket and

the issuing machine came from Uxbridge, Middlesex. Likewise, the engineers and costing accountants working on the Habbaniya Irrigation Scheme, in the middle of the Iraq desert, hundreds of miles from any town, do not give a thought to the men who made their Sumlocks, in the pleasant coolness by the river Colne. We are equally sure that as our factory worker has his glass of beer in the evening, he does not visualize the native worker in South Africa buying a ticket from a Model " H " machine in order to slake his thirst with the same good ale. Our Sumlock demonstrators would be puzzled to understand the delight of our distributor in Batavia when a Plus Adder succeeded in out-pacing a Chinese clerk on an abacus.

These results have not been achieved without constant effort. Some countries, for instance, have prohibited the entry of our products, and here we are conscious of the great debt we owe to our distributors. Despite continual frustration, they have never let up in their efforts, and have spent much time and trouble in laying the foundations for future business.

The story is typical of international trade to-day. It serves to illustrate the patience and determination which possess men of all creeds and races to carry on the essential common-sense of buying and selling, come what may.

ADVERTISING

by G. O. Nickalls

Advertising—a simple-sounding word, but what a welter of activity, what a wealth of ingenuity it embraces in our present-day civilization. It seems astonishing that its full potentialities in the selling of goods or services have only recently been fully appreciated.

Forty years ago advertising, as we know it to-day, was in its infancy. Advertising agencies were, for the most part, not the creative entities they are today, but brokers who bought space in the newspapers and on the hoardings, and re-sold it for what it would fetch. Looking back, it is amazing how quickly the whole conception of the functions of an advertising agent has developed during the last few decades. Not only has his technique as regards what to say and how to say it, developed to an astonishing degree, but he has helped to evolve and develop a whole battery of auxiliary aids in the service of his client.

In the days when currants, sugar and other necessities were shovelled anonymously from the tub, no one knew who to blame for any shortcomings there might be. The village grocer might come under suspicion, but, as most probably his competitors were strictly limited, he usually got away with it. It was only when people started putting their goods in different packages or wrappings, that the advertising agent chimed in with a "Here, not so fast, if you please. This packaging and wrapping is part of advertising, and that is where I come in. I can help you, not only in

making your product attractive, but by enticing people into the shop to see for themselves how attractive your products are." And so counter displays, showcards, window bills, and the like became part of the advertising agent's service to the client. From there it was but a short step to the realization that if his immaculately conceived window bills did not do the job, then it was the fault, not so much of the display, as of the general layout of the shop itself. "You can't call a shop your own these days," is the touching complaint of many a sturdy retailer, urged forward on the crest of the indomitable spate of the advertising agent's enthusiasm.

Nowadays, the agent goes further. From window displays he has graduated to the designing of eye-catching, attention-holding, exhibition stands. Script writers and film technicians are employed to produce publicity films with the right appeal. Trained editorial writers are at his command. In his all-out drive to influence people, the advertiser must not only make up his mind what weapon, or combination of weapons, he will use, but must ensure that all forms of publicity are telling the same story in combination with a visual presentation that retains throughout a family likeness. Perseverance, and courage to continue to put over the same story in the same sort of way, will be found more richly rewarding than any temporizing which tries first this, and then that, in an endeavour to increase sales.

SPECIALITY SELLING IN BRITAIN

by L. M. Nation-Tellery

Most buyers in Britain are proverbially conservative—an excellent thing for every speciality-selling organization here, since it improves sales technique and skill.

To sell to the average buyer in Britain, the salesman must know not only *what* his speciality will do, but quite a bit about *how* it will do it. It is not sufficient to interest his potential buyer—he must convince him, too. The buyer being what he is, this task is often difficult.

There are many reasons for such an attitude. Britain is the original home of manufacturing industry, and many establishments are associated with the earliest days of factory production. Then again, British manufacturing industry is largely one of small-to-medium units. On this basis has grown up a large body of “dealing trades,” and thanks both to our industrial expansion and our geographical situation, Britain is also the home of a huge entrepot trade. It is often heard in criticism of British trading methods that these were *right* in times when Britain held a monopoly of world trade, but that they are no longer suitable. Time alone will tell how far this criticism may be justified, but meanwhile speciality organizations selling in this country must reckon with such an attitude.

The facile buyer is often a changeable buyer—the cautious, fact-weighting buyer is a staunch business friend once he has

bought and is satisfied. Speciality salesmen in such a market must acquire many qualities useful in private as well as in public life. They must learn to convince as well as just to talk, to reason as well as to speak clearly, and to remain cool before apparently unreasoning prejudice. As a result, there is normally a considerable “turn-over” amongst speciality salesmen, because the high qualities called for are by no means common. The successful salesman in Britain is for the same reason likely to be a salesman of the highest calibre anywhere in the world.

There is no aspect of his speciality which he must not understand and none that he cannot explain reasonably and clearly. Withal he does not forget that his main task is to sell and such a combination of qualities renders the British speciality man a real force in the selling world.

Whilst it often happened prior to 1939 that new speciality organizations coming into the British market decided their home methods would prove best, few found that they could remain here successfully unless they superimposed upon their native methods the essential elements of British selling. On the other hand, it is a frequent thing for a British-trained salesman to go into any world market and adapt himself rapidly and successfully to local conditions.

THE BELL PUNCH COMPANY LTD., 39 ST. JAMES'S STREET, LONDON, W.1

CABLES: BELPUNCH, PICCY, LONDON

Made and Printed in England



