

1951  
CONFERENCE ISSUE

Mr. Wilson

**BELL PUNCH**  
**news and views**

VOL. III PART II AUTUMN 1951

## FOREWORD

**T**his issue of "News and Views" will reach its readers during the holding in London of the 1951 Conference of the Overseas Distributors and it will be known therefore as the "Conference Issue."

It is fitting in this connection to turn our minds back to the foreword by the Chairman in the first issue of "News and Views" in 1948, wherein whilst recognising the advantages arising from magnitude in an organisation, he stressed the associated difficulty in the maintenance of contact of the units comprising the whole.

Since that first issue the business of Bell Punch Company Ltd. has, particularly in Overseas markets, advanced materially,—an advance for which all concerned at home and abroad are to be congratulated. But this advance, associated as it is with expansion of the overall organisation, makes all the more important the Chairman's words.

It is the hope of those responsible for its preparation that "News and Views," circulating as it does widely at Home and Abroad, helps towards the maintenance of contact and the strengthening of common interest.

The 1951 Conference will take us further towards the desired objectives.

Ultimately the most potent factor in life is knowledge, and after that knowledge properly applied, and these factors, not only for the organisation but also for the individual, will receive a beneficial impetus in the discussions, formal and informal, which will take place during the days when those at home and overseas are together.



## NEWS

---

This edition is somewhat different in form from its predecessors. Being an issue especially timed to appear at the beginning of the 1951 Conference, it has been prepared particularly with a view to giving useful information to Distributors. So we have included illustrations and descriptions of different applications for our Cash Control Systems in the hope that these will be helpful. In the field of "Sumlock" and "Plus" there are few, if any, applications which are not known to all Distributors. The only one we can think of is a new use for the "Sumlock" created by our friends in Denmark. This is pictorially displayed on the opposite page and needs no editorial comment.

---

That part of our organisation which is responsible for Totalisator Equipment business has been most active this year. There is an intricate mass of detail involved in the preparation of quotations, in the actual manufacture of equipment and finally in installation which require complete accuracy and clear thinking on the part of everyone concerned at all times. Added to this there have this year been extraordinary difficulties in shipping; all kinds of unusual routes have had to be worked out to ensure arrival of equipment in the right place at the right time. Led by the energetic administrative direction of Mr. W. A. Hanson this department is to be particularly congratulated on its work.

Listed below are the contracts obtained.

### AUSTRALIA.

Queensland Turf Club.  
Ipswich Amateur Turf Club.  
West Australian Trotting Association Circuit.

### NEW ZEALAND.

Avondale Jockey Club.  
Te-Aroha Jockey Club.  
Auckland Trotting Club.  
Wellington Trotting Club.  
Waikato Racing Club.  
Waikato Trotting Club.  
Wairarapa Racing Club.  
Damaru Trotting Club.  
Damaru Jockey Club.  
Nelson Trotting Club.  
Nelson Jockey Club.  
Blenheim Jockey Club.  
Blenheim Trotting Club.

### CANADA.

We operated Lansdowne Park, Vancouver, again this year and the first public operation of a new installation at Exhibition Park, Vancouver.

Our chief Tote Engineer, Mr. R. Milburn, was recently in Vancouver to supervise the opening of Exhibition Park and has now proceeded to Australia and New Zealand. Other tote engineers, amongst them Mr. W. H. Collins, Mr. F. Cummings and Mr. H. Burness are abroad in Canada, Australia or New Zealand working on the various installations.

On the part of Distributors congratulations are especially due to Mr. J. A. Mackay of Bell Punch (A/Sia) Ltd., for his untiring efforts in this field.





The new application for a  
"Sumlock" from Denmark



The newspaper Accra (Gold Coast) "Standard" reported the opening by Union Trading Co., Accra, of a free school for training "Sumlock" operators. It is at the Company's premises in High Street, Accra. The General Manager of Union Trading Co. told the reporter that "It is the intention of my Company to help the educated element of the Accra community in a little way, in order that they may earn a decent livelihood. I am happy, therefore, to say that almost all the students so far taught have found employment in Government or Mercantile offices. Robert Koomson is the resident instructor."

---

Mr. P. D. Tree, the Manager of our Paper Mill at Wraybury, retired on April 30th, 1951. For nineteen years Mr. Tree rendered loyal, faithful and efficient service to the Company and we wish him many years of health and happiness in his retirement.

---

Visitors to our Head Office since our last publication include the following:—

Mr. O. Neustadtl of O. Neustadtl & Co., S.A. Peru, recently appointed as Ticket Issuing Machine Distributors.

Mr. M. Behare }  
Mr. S. Bianchi } of Muiz Behare, Turkey, which firm has been appointed the Turkish Agent for "Sumlock" and "Plus." Mr. Behare's visit was brief, but Mr. Bianchi is still in London,

and in the early months of this year he underwent a thorough course of training in the operation and sales technique of "Sumlock" and "Plus."

Mr. R. Weiss of Controles Automatiques, France.

Mr. W. T. H. Mulford of Mulford & Company.

Mr. White }

Mr. Moyle } of West Australian Government Railways.

Mr. E. Gabbay of Mulford & Company who was given a course of training in servicing Ticket Issuing Machines.

Mr. A. F. Henry of East African Railways and Harbours.

Mr. W. A. Mann }

Mr. E. A. James }

Mr. G. Boucht } of B.I.C.S., Finland, in January, 1951. Mr. James has now taken over Mr. Mann's position at the London Office of B.I.C.S., and acts as their liaison with us. Mr. Boucht is of course, Managing Director of B.I.C.S., Helsinki.

Mr. J. H. Somerville of Eastern Scales Ltd., India. He spent several weeks with us and met the whole of the Bell Punch organisation (official and unofficial) and did trips to the Continent in between. Everyone, including Mr. Somerville, was exhausted when this visit ended.

Mr. P. J. Hunt of Sunshine Supply Co., Bermuda, spent three weeks in a concentrated study of the new Bell Punch Taximeter, from every angle, at the factory; with Mr. A. N. Howarth

at Bell Punch Taximeters Ltd., and at Head Office. Mr. Hunt's efforts in the sale of taximeters in Bermuda have been notably successful and he thoroughly deserves all the good wishes we extend to him and his Company.

- Mr. Dimmock Senr. }  
Mr. Dimmock Jnr. } of H. I. Dimmock, New Zealand, sub-distributors of Office Appliances Co., New Zealand.
- Mr. E. Levi of Compania Nacional de Representaciones S.A. Peru.
- Mr. Greveling of Philips, Holland. Mr. Greveling is Chief of Philips Organisation & Methods Department. He was shown the factory and Sumlock Ltd. We much appreciated his visit and the time he gave to Bell Punch out of his very full programme.
- Mr. J. D. Hampshire of Norton Megaw Ltd. London.
- Mr. Larssen of Dodwell & Company, London, who are the Sumlock and Plus Distributors in Ceylon. Mr. Larssen came from Dodwell Company's Hong Kong branch.
- Mr. C. Schmied of Carlos Schmied & Cia, Brazil, Sumlock and Plus Distributors in Brazil.
- Mr. G. F. Wraith }  
Mr. Richards } of Melbourne & Metropolitan Tramways, Australia.
- Mr. Hansen of Dansk Formulartryk, Denmark. Mr. Hansen is Manager of Dansk Formulartryk's Egry Section, and his call was in the nature of a courtesy one.

Mr. J. Dubbelt }  
Mr. H. Meulenbelt } of Procento N.V., Holland.

Mr. Meulenbelt stayed a few days only and had his first insight into Ticket Issuing Machines, Procento having recently been appointed the new Agent for Holland for these products. Mr. Dubbelt stayed six weeks for a thorough course of training in Ticket Issuing Machines' applications and sales methods.

Mr. S. R. Swift of Standard Engineering Company, Rhodesia. As a result of Mr. Swift's visit his firm have been appointed Taximeter Distributors in North and South Rhodesia.

Mr. A. Chauvin }  
Mr. J. Chauvin } of Y.A. Chauvin, France, with other members of the Company. They visited our Stand at the Business Efficiency Exhibition.

Mr. E. Johnsrud of T. F. Corneliusson A/S, Norway. A brief courtesy call to renew old acquaintance with Mr. T. Hopwood and meet our Export Manager for the first time. Mr. Johnsrud is General Manager of T. F. Corneliusson A/S, Ticket Issuing Machine Distributor in Norway.

Mr. R. Ng. S. Sosrohadikoesoemo }  
Mr. W. J. Van Tienen } of Intraport, Djakarta. Mr. Sosrohadikoesoemo is Managing Director of Intraport, who work in conjunction with Procento in Djakarta and finance the import of Sumlock and Plus there. Mr. Van Tienen is their Manager in Amsterdam.



Mr. J. M. Macgregor of S.I.D.M.A.C., Belgium.  
Mr. J. Napack of General Systems Service, Venezuela.  
Mr. P. W. Dryden of Standard Engineering Company Rhodesia. A courtesy call by the Chairman of the newly appointed Taximeter Distributor in Rhodesia.  
Mr. G. C. Rao of Madras State Transport, India.  
Miss G. Reader of Miller & Son, Eire. Miss Reader is Miller's newly appointed London representative, and called to make a courtesy visit.  
Mr. Karri-Davies of Beekman Industries, New York, U.S.A.  
Mr. B. A. Schumacher, Public Service Commissioner, South Australia. He controls fifty-two departments in the Government of South Australia and is on a world tour, studying office equipment and methods.  
Mr. W. J. Macdonald of Sunshine Supply Company, Bermuda. Mr. Macdonald is Mr. Hunt's partner, and the object of his short visit was to make everybody's acquaintance.  
Mr. S. V. Coates of S.V. Coates, Argentine.  
Mr. R. W. Spiers of Edholt Ltd., Cape Town, sub-distributors for Sumlock and Plus.

---

Visits abroad by Bell Punch representatives include the following:—

Mr. W. B. S. Sheldon to France; Australia; U.S.A.; Canada.

Mr. R. Walter to U.S.A.  
Mr. H. R. Mathieu to Belgium; France.  
Mr. B. C. Bell to Italy.  
Mr. H. Dent to Australia; Ceylon.  
Mr. W. A. Hanson to Cyprus; Greece; Italy.  
Mr. H. A. Castle to France.  
Mr. J. H. Condy to Dublin, Eire.  
Mr. E. H. Walton spent some time in Bombay to supervise the first installation of a group of "S.P." machines at the Victoria Terminus, Bombay, of the Great Indian Peninsula Railway. On another page of this issue are two photographs of this and for a description of the ceremony we quote from Mr. Walton's report.

"Having declared everything ready to start, the boy selected to assist me proceeded to smear the first machine with yellow and red ochre. I was requested by Mr. Somerville not to attempt to stop him, as he was performing 'Pooja.' A garland of flowers was draped round the machine and a coconut broken over it, and five sprigs of 'Agarvathi' were lit and smouldered by the side of the machine. This performance had to take place on each of the machines before even the operators would work them.

Apparently it is an old Indian custom to drive away evil spirits, to show respect for the machine, and to make sure it will never go wrong. Without this little ceremony I understand everything would be doomed to failure."

Apparently these mystic rites proved effective, because Mr. Walton concludes his report:—

“The machines have turned out very well indeed. All the operators have expressed their pleasure with the performance. It is to be hoped that the satisfactory working will continue.”

---

The British Efficiency Exhibition was held between the 6th and 16th June, 1951, at Olympia, London. It was the largest Office Machine and Equipment Exhibition ever held under one roof in Europe, and Sumlock Limited had a splendid Stand.

---

As some of our overseas friends have already discovered for themselves, the Export Department is no longer housed on the third floor of St. James's Street, but has gone to higher spheres, to be precise to the sixth floor. Likewise the General Manager's Department, the Traffic Department, Order Department and Filing Department have also moved to this floor. Although the lifts, for various reasons, often go out of action, this does not deter a succession of visitors from abroad reaching their distant and desired objective on the sixth floor.

The actual move itself took place on January 6th this year, the offices on the second floor being moved up to the third floor and most of the third floor Departments being transferred to the sixth floor, and at the same time the Advertising and Wages offices were moved to the fourth floor. The

whole of this operation was smoothly executed between ending work on Friday evening and beginning again on the Monday morning, and nothing occurred to prevent the continuance of the Head Office's normal activities. This was in no small measure due to the careful plans laid well in advance by Mr. Walter, the Assistant General Manager, whilst the actual move itself throughout the weekend was supervised and assisted by Mr. Sheldon, General Manager, Mr. Mathieu, Assistant Export Manager, Mr. Smith, Advertising Dept. and Mr. Clish, Export Dept. It is related that the working party was spurred on in its efforts—and induced to complete its task with record speed and efficiency—by the unwonted sight of the General Manager wielding a broom and duster, Mr. Mathieu bellowing Rugby football cries up and down the staircases, Mr. Smith enjoying the new role of “passing the fourth floor buck” and morale uplift from Mr. Clish taking the usual form of personifying Sir Laurence Olivier rendering appropriate speeches from “Henry V.”

---

In August, the Shipping Section of the Export Department was moved to the Factory at Uxbridge, which enables its work to be carried on with greater efficiency and has also allowed some overdue expansion in that section.

---

Several hundreds of Model “H” units are in use at the Festival of Britain exhibition and pleasure gardens. A “Sumlock” and “Plus” are amongst the exhibits.





An Industrial Exhibition was held in Uxbridge during July. The Bell Punch Company exhibit consisted of standard 5-unit "Ultimate" machines in the course of assembly. A photograph of this is reproduced above.



*Bell Punch  
World  
Centres*

**ROME**





A view of the Tiber with Saint Angel Bridge and Saint Angel Castle. Saint Angel Castle is a large mausoleum erected by the Emperor Hadrian which was later transformed into a fortress. In the distance can be seen the dome of the Saint Peter's Basilica.





Part of the interior of Saint Peters. In the middle of the Transept is the monumental and precious Altar of the Confessions. Underneath this Altar is the Sepulchre of Saint Peter the Apostle.





The famous Sistine Chapel which is in the Vatican Palace. It was built during the Papal reign of Sisto IV. The frescoes are the work of Michelangelo. In the Chapel the votings of the Conclave are held for the election of the Pope.





The Palace of Capitol is the residence of the Governor of Rome. The front of this building and the steps leading to the Square were designed by Michelangelo. In the middle of the Square can be seen the statue of Marco Aurelio. On the right of the picture is the palace "Palazzo dei Conservatori" and on the left the museum.





The Colosseum, a monument of Ancient Rome which is considered the symbol of the Eternal City through the centuries. It was begun by Vespasian during the year 70 A.D. and finished by Titus and Domitian. It was soaked with the blood of many thousands of Christian martyrs. It was built to hold 50,000 spectators.





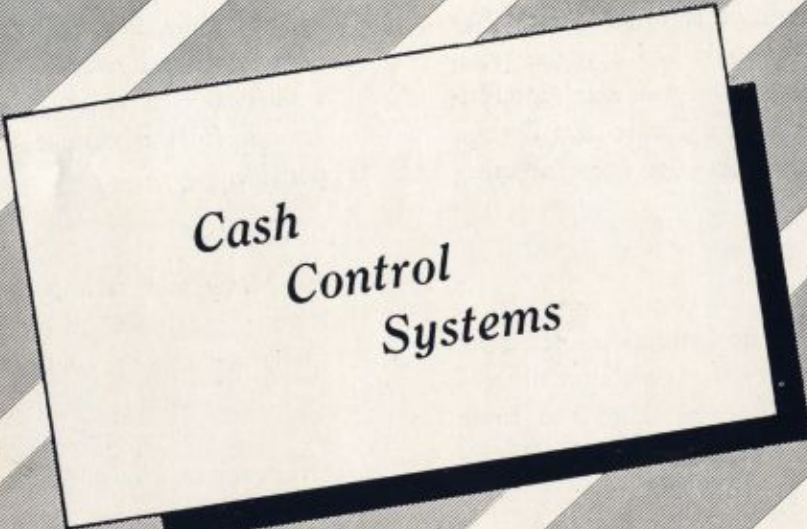
Constantine's Arch is the best preserved of all the arches in Rome. It was dedicated by the Senate and Roman people to the victor Maxentius and is partly composed with reliefs removed from various earlier monuments exalting the deeds of many emperors.





A view of Saint Peters. The first Basilica was heightened during the year 319 A.D. Of particular note is the wonderful Colonnade which is the work of Bernini around 1663. On the right can be seen part of the Vatican Palaces.





**Cash  
Control  
Systems**



## *Ticket Control Systems and Ticket Issuing Machines*

---

The words of the heading convey to most people little either of significance or of interest. A "Cash Control System" sounds like a vague reference to book-keeping or to Governmental interference with your money, whilst a Ticket or a Receipt does not seem any the less commonplace for being issued by a mechanical device.

Cash Control Systems represent, however, a new departure in the mechanisation of office procedures and their increasing development and use in recent years are derived from the same impulses which have put at the disposal of commerce and industry the present wide range of office machines.

Their function is threefold: to serve the customer speedily and efficiently; to ease the task of the employee dealing with the customer; to enable management to ascertain and check revenue quickly and accurately. Road and Rail Transport, Sports Stadiums, Cinemas, Amusements Centres, Cafeterias, Departmental Stores and other organi-

sations having to collect cash from large numbers of the Public, face no easy problem nowadays when a growing and relentless pressure on their services coincides with shortage of staff and the need to ensure full receipt of the maximum revenue possible.

Many and various are the Ticket and Receipt issuing machines which have been evolved for specialised usage: on trams and buses; in railway booking offices; in petrol filling stations; in cinemas and sports grounds; in car parks and civic centres. Such machines have been used as a matter of course for many years in the British Isles and the U.S.A. They have not in the past been so generally accepted in other countries, but attention is becoming increasingly focussed on them in Europe, the Far East and South America. The ticket torn off a roll or laboriously written entries on triplicate pads are no longer sufficient for the pace of modern life. The customer wants quick efficient service, and management requires reliable and speedily analysed returns.



Companies in Great Britain, U.S.A., France, Germany and Sweden have placed ticket issuing machines of many different kinds on the market, in most cases primarily designed for use on passenger road transport. Bell Punch Co. Ltd., London, founded in 1878, was the first in this field, and claims to be the only firm marketing a wide range of cash control systems suited to almost all requirements. It has devoted much of its time to the design and manufacture of many types of ticket issuing machines and to the development of varied fare and cash control systems.

London Transport has been using its original product for more than fifty years, whilst over twenty thousand of its latest Fare Collection machines have been installed in large bus companies throughout the U.K. It would be hard to find a cinema—or an industrial canteen—without the famous “Automaticket” machine, whilst the “Bellgraphic” system is widely used by laundries, garages, cafeterias and others.

The versatility and adaptability of Bell Punch Systems and Ticket Issuing Machines may be

gauged by a random selection from their diverse employment abroad; railway booking offices in INDIA and the ARGENTINE; railway and travelling ticket inspectors in COLOMBIA; long distance passenger transport and cinemas in FRANCE; MADRID underground railway; public baths and coffee shops in ITALY; street fare collection and racecourses in AUSTRALIA; native Beer Halls in SOUTH AFRICA; buses in CEYLON, EAST AFRICA and NORWAY; cinemas in CANADA and NEW ZEALAND; road transport, tea plantations and mines in various COLONIES.

The Ticket or Receipt Issuing Machine (in its various manifestations) has become one of the essential tools for improving business efficiency, and as such it demands the study of all those responsible for the collection and recording of a continuous flow of cash revenue.

Let us look at some of those Bell Punch Ticket Issuing Machines and their applications and where they are used.



THE MILAN FAIR,  
1951

The single unit "Ultimate" for registering the sales of coffee from Mobile Coffee Bars. A simple yet speedy system which makes analysis easy and provides effective control of the cash.







**THE MILAN FAIR,  
1951**

The single unit "Ultimate" used for fare collection on the small conveyances used within the Fair grounds.



THE MILAN FAIR,  
1951

The 6-way model "H"  
machine in use to sell  
tickets for purchases  
at Snack Bar Counters.







## INDIA - 1951

The first installation of "S.P." machines at Victoria Terminus, Bombay. The two pictures were taken when "Pooja" was being performed prior to the first ticket issue. The story of this incident is given in the "News" Column.





VICTORIA  
STATION,  
LONDON

The new ticket office,  
Eastern Section, with  
its modern amenities.  
It is provided with a  
mechanical ventilation  
plant and accommodates  
six booking clerks, each  
with a desk unit  
and four "Bellmatic"  
ticket issuing machines.





## *Views on the Bell Punch in the News*

---

The "ULTIMATE" machine has received much notice in the local Press, wherever it has made its first appearance, and it has evoked a chorus of interest and praise. The Company's oldest production—the Z.N. Punch—has also recently been the subject of some unexpected and unsolicited publicity. Here are extracts from two widely differing organs, on which some comment would not be misplaced.

First, from a local newspaper published in Port-of-Spain, Trinidad:—

### "BELLS RING FOR 'IRATE' CONDUCTORS

Strange bells are ringing aboard the City's vehicles. They herald the Corporation's bid to put the service on a more economic footing.

'Bus conductors are now provided with an automatic gadget called a bell punch. It is being used in place of the customary ticket punch. And the conductors are mad . . .

Conductors complain that the machine is messing their uniform; it is too heavy; it can only punch one ticket at a time and lastly it is curtailing on their off time . . ."

Second, from the "DAILY MIRROR," Monday, April 2nd, 1951:—

### "BUS TICKETS . . .

The first issue was 1855 and was not successful, because the conductors appropriated all the money. A new issue was tried in 1875, but once more the conductors were at it, selling the used tickets over and over again. That issue was inscribed on the back 'Honesty is the best Policy.' A forlorn hope, I'm afraid.

In 1891 we find that the London General Omnibus Company have raised the conductors' wages, introduced a bell punch and issued a ticket inscribed 'Listen for the Bell punch for every ticket issued.'

The result was a strike lasting eight days, but the bell punch won in the end."

These two articles indicate that human nature, irrespective of race, colour and climate, reacts in very much the same way when suddenly forced to employ in its daily work an efficiency device which is suspect because of its novelty and seems at first a nuisance rather than an aid. Of course, the objections will be still more vehement (even if suitably



cloaked!) should the device also terminate abruptly a source of illicit revenue at the expense of the Employer or Public. Fare Collections Systems, however, have more justification than the prevention of dishonesty. They must truly help the conductor to do his or her work smoothly and accurately and they must provide management with an efficient control and assessment procedure.

No Ticket Issuing Machine and Fare Control System will ever be able to achieve such objects without the understanding and co-operation (albeit unwilling at first) of the staff. Those people who are convinced that, although Bell Punch Fare Systems work well enough in the United Kingdom, they could never be adapted to *their* particular country, should pause to reflect that fifty years ago and more, the Company was pioneering its products in a hostile land. Eventually the lesson was learnt in the hard school of experience that a machine had to be "sold" to the staff as well as to the management, and, naturally, the latter's co-operation was sought. This is the secret of why "the bell punch won in the end." No ticket issuing machine can be left at the mercy of a puzzled or unfriendly staff with all the troubles and queries for the management to solve single-handed. It will seldom win through on merit alone—it needs a 'father, mentor and guide' constantly behind it, until the installation has taken its roots.

When dealing with staff, the first aim should be to win their confidence and to recognise them as

intelligent persons. Then comes training in the purpose, operation and advantages of the machine. The period of training and testing in practice is seldom easy, but the ways of sugaring medicine are infinite, and the man on the spot knows what custom demands! Many an "ULTIMATE" has been found to lose all its difficulties after a friendly smoke, and many of the perplexities of the Model "P" have seemed less formidable over a glass of beer. The method employed for many years by the Manager of the Traffic Department has proved most effective, but, alas, is beyond the scope of most of us: at crucial moments the winning horse in an impending race is tipped by him. It always *does* win, and there are no further difficulties with the contented and awestruck bus conductors!

No doubt many of our Overseas Distributors could provide ingenious variations on the same theme—at least those of them who have had to contend with, and have mastered, the same problem. The two quoted newspaper extracts offer no conclusive proof on either the imperfection or perfection of the Z.N. Punch. They do reveal, however, that an important element in selling the machine was absent. In most countries neither the management nor the staff of a transport concern *want* a ticket issuing machine or a new fare control system; more often than not, their minds are rigidly set against such an innovation. Nevertheless, they nearly all *need* and can profitably use a Bell Punch Fare System. This fact is a challenge to specialised salesmanship.



## *Australia*

---

Not long ago the annual losses in uncollected tram and bus fares in Sydney, N.S.W., were officially estimated at over £A400,000. To help in the drive to reduce this, it was decided to make provision for passengers to purchase tickets prior to boarding the tram or bus. For this purpose the "Ultimate" machine was selected and conductresses in distinctive uniforms are now stationed at central loading points and queues where they sell tickets, issuing them from the machines. The girls are also trained as information girls so that they can

tell the harassed stranger what tram or bus to take and help the housewives, the lame and infirm.

Subsequently the City of Melbourne followed suit and pictures were published in the newspapers of Melbourne's first kerbside tram conductors who were described as being armed with a "squeeze box" (i.e., the "Ultimate"). We understand that Sydney visitors—and Melbourne men, for that matter—sighed for the glamour girls doing the same job in New South Wales.

## *France*

---

Our Ticket Issuing Machine Distributor in France, Controles Automatiques, are busy developing the use of Model "H" and Model "P" machines with the long distance Coach Services.

As is usual in countries where Railways are State Controlled, the public much prefer to travel by Coach for cheapness, comfort and speed. Tickets are obtainable in the same manner as would be

from the Railway Termini and stopping places—tickets being issued from the Model "H." Passengers boarding the Coach, however, at the minor stops, are issued with tickets from the Model "P" which is carried by the conductor.

This system of Fare Collection has been accepted by some of the French Coach Services with whom it is proving a successful venture. And it is hoped that other Coach Services will quickly follow suit.



## *England—Good Egg!*

---

300,000 eggs per week!—30 eggs per tray!—  
10,000 trays!—2 tickets (double length) per tray!—  
20,000 tickets per week!

In the heart of Somerset is one of many of the Ministry of Food's licensed Egg Packing Stations. Eggs are collected from the poultry keepers within the area, tested for quality, graded by size, and packed for distribution to various parts of the country.

In a long single storey building are mounted four large machines each operated by two female workers. At one end of each machine is mounted a very powerful light, and every egg that comes in from the producer is x-rayed to ensure it is fresh and that the shell is sound. After test the eggs roll down into the weighing section of the machine and are automatically sorted into one of three sections, A, B or C, (large, medium, small) and are stamped accordingly.

The eggs are then placed into "papier maché" trays each containing 30 eggs, and immediately the tray is full a special double length ticket denoting the grade is punched from the 3-unit Model "H," and placed under one of the eggs. The double length ticket permits it prominently to protrude from underneath the egg, thus enabling the packer to tell at a glance (by colour) as the tray approaches along the conveyor belt, the correct grade. Speed and accuracy in packing are thus ensured.

Any complaints from the retailer must be accompanied by the ticket, and the management are able to tell from the daily record kept, the date on which the eggs were packed (by ticket number), who tested the eggs, etc. In addition, of course, the management can tell from a glance at their records, the exact number of eggs that pass through their hands daily.  
4 x 3-way "H"!—20,000 tickets per week!—numerous stations all over the country!—another potential market!



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

CABLES: BELLPUNCH, LONDON

Made and Printed in England

Copyright

Printed by the Chaseton Press of H. Williams & Son Ltd., London W.C.1. Designed and Produced by Alfred Pemberton Ltd., Incorporated Practitioners in Advertising.



