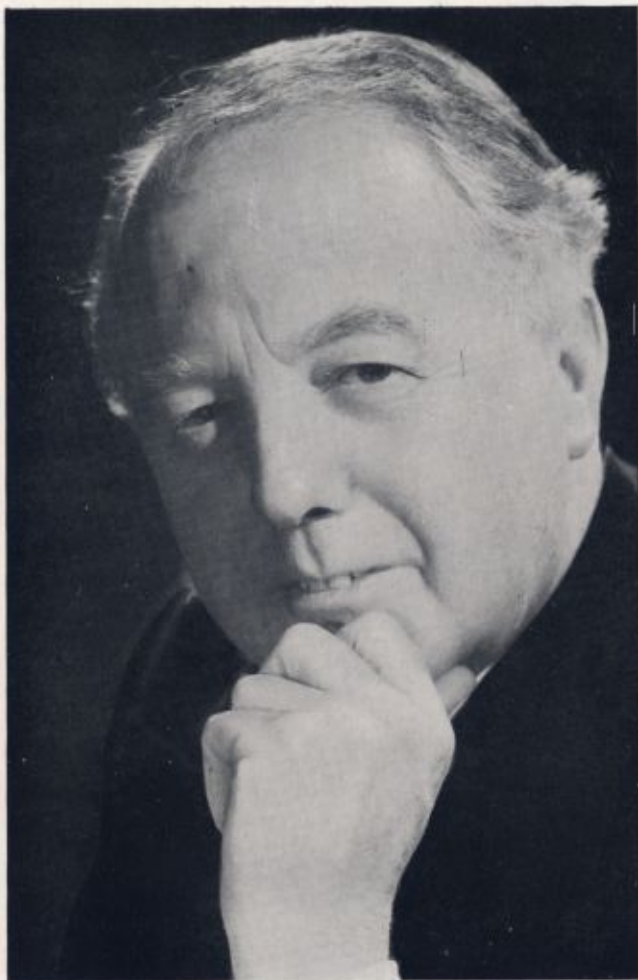


BELL PUNCH
news and views

VOL. IV PART II AUTUMN 1952



FOREWORD

It is our custom that the opening pages of "NEWS and VIEWS" should concern a personality from within our organisation, or come from the pen of one such person.

This time it is our pleasure to show a photograph of Lt.-Col. C. W. Gourlay, M.C., T.D., who is indeed an "old servant" of the Bell Punch Group although it was not until quite recently that he became directly concerned with the commercial side of our operations.

Colonel Gourlay's association with us existed for more than twenty years whilst he was Manager of the Branch of the Bank at which we have for so long held our accounts. During that time he became acquainted with many of the details of the workings of the Group. His personal interest in our affairs, coupled with our appreciation of his good judgment and sound advice, gave rise to the invitation upon his retirement from the Banking profession that he should become a member of the Board of Directors of Control Systems Limited. Colonel Gourlay joined the Board in April, 1948.

Since then, though perhaps not so widely known to members of the organisation as some of his colleagues, he has worked unceasingly in the good interests and for the benefit of us all. He was appointed to the Board of Bell Punch Company early in 1952.

NEWS

SPORTS DAY

Our Sports Day was held this year on Saturday, July 5th. Once again the weather was perfect, and all those present, competitors and spectators, thoroughly enjoyed themselves. It was a disappointment that our Chairman, Mr. Michael Moore, was abroad and consequently unable to attend. His generous gift to the Sports Club of tennis and badminton rackets and tennis balls was much appreciated.

Awards for over thirty years' service were presented by Mr. W. B. S. Sheldon to:—

- Miss G. Hutchings, Assembly Shop.
- Mr. B. Boylett, Assembly Shop Manager.
- Mr. W. Allen, Assembly Shop.
- Mr. F. Cash, Compositor.
- Mr. F. E. Crow, Compositor.

We congratulate them and hope they will be with us for many more years.

Mr. J. H. Condry gave the prizes after Mrs. Condry and Mrs. Sheldon had each been presented with a bouquet from the Social and Sports Club.

EXHIBITIONS

SUMLOCK and PLUS machines were exhibited at the 1952 Foire de Paris by Y. A. Chauvin. Facing this page is a photograph of the British Ambassador, Sir Oliver Hardy, who had just been inspecting the "FIGUREFLOW" Model.

In April, Calculators Ltd., of Los Angeles, California, U.S.A., one of the Distributors appointed

by our American subsidiary, Plus Computing Machines Inc., had a stand at the Exhibition in Los Angeles. The photograph appearing opposite shows the display with Mr. Burt, Proprietor of Calculators Ltd., standing on the left and Mrs. Burt who demonstrates the machines on the right of the picture.

The Hanover Technical Fair opened in the latter part of April. One of the best stands in the Exhibition was that provided by B.I.V.G., our Distributors in Western Germany for SUMLOCK and PLUS.

At the Milan Fair in April, Bell Punch Products were well to the fore, with our Distributors exhibiting, Automat S.A. for Ticket Issuing Machines and Italcacolo S.A. for SUMLOCK and PLUS.

S.I.D.M.A.C. of Belgium have also been active in participating in the Brussels Exhibition and later at Liege, and having on exhibit our Adding and Calculating Machines.

HONOURS & APPOINTMENTS

Mr. W. Lundt-Smith, one of our mechanics at the Clerkenwell Road Depot, was presented on 23rd April with a Certificate from the Binney Memorial Trust, recording their profound admiration for his gallantry and devotion to civic duty. The presentation was made by The Lord Lieutenant—Field Marshal the Viscount Alanbrooke, K.G.

Mr. Lundt-Smith at considerable personal risk went to the assistance of a policeman who was being attacked by five men. The policeman was so seriously injured that he is crippled for life. Some



ABOVE : Milan, April 1952. Stand of Italcalkolo S/A.
 TOP RIGHT : Los Angeles, April 1952. Stand of Plus Computing
 Machines Inc.
 BOTTOM RIGHT : Paris 1952. Stand of Y. A. Chauvin.



evenings later Mr. Lundt-Smith was himself attacked and this led to further arrests.

Mr. James Voller, A.M.I.P.E., Methods Engineer, was honoured by being invited to present the prizes at the Working Technical College in July, at the celebration of the School's fortieth anniversary. Mr. Voller is Chairman of the Old Boys and for many years has taken an active interest in the welfare of the College.

Mr. I. S. Parlby joined the Export Department in March. Previously whilst with Sumlock Limited Mr. Parlby soon mastered the SUMLOCK and obtained his Certificate of Merit; he also passed out first of the Sumlock Ltd. Sales Course, which he attended as part of his training.

VISITORS

We have been pleased to welcome the following visitors to London since our last publication:—

Mr. Alvin Napack, of General Systems Service, New York, our Ticket Issuing Machines Distributor for Venezuela.

Mr. Werner Haerslev arrived in February for four weeks' training on the sales technique of Fare and Cash Control Systems, prior to taking up his appointment as Sales Manager of a new subsidiary Company formed by our Distributors in Denmark as the Sales Organisation for Bell Punch Cash Control Systems.

Mr. R. W. W. Stanbury, Director of G. B. Ollivant Ltd., paid a personal visit, as a result of which provisional arrangements for marketing "SUMLOCK" and "PLUS" in Sierra Leone have been completed.

Mr. Hans Bording. We were pleased to see Mr. Hans Bording, who called on us at the end of February and again in May.

Mr. J. E. Piat, of Harel Mallac & Cie., Port Louis, Mauritius, paid a visit, as a result of which his Company has now taken over the distribution of the "SUMLOCK" and "PLUS" in Mauritius.

Mr. E. G. Glanville, of J. A. Miller & Son, Dublin, came over for a few days in early March to gather additional information on our Ticket Issuing Machines and their applications. Already Mr. Glanville's quiet determination with these products is showing results in Eire.

Mr. L. G. Lewis, also of J. A. Miller & Son, spent a few days with us at the end of April, meeting the leading Sales Executives of Sumlock Limited in order to acquaint himself fully with sales methods in this country. He also paid a visit to the factory.

Mr. D. K. Greveling, together with Mr. E. N. Evans, saw us in March, and again we enjoyed a flying visit from Mr. Greveling on 2nd July. Mr. Greveling is Head of Philips Methods and Organisation Department in Holland, and Mr. Evans is in a like position in Philips in England. Mr. Greveling took the opportunity during these visits of seeing the "Figureflow" for the first time, and also enquired about other developments that might take place in our Calculating machines. It was encouraging to us to find an important representative of such a large industrial concern taking such an interest in our products and their developments.

Mr. J. M. MacGregor, Managing Director of S.I.D.M.A.C., Brussels, paid us a visit during March and again in July, as a result of which a plan has been concerted between us for strengthening and developing the sale of "SUMLOCK" and "PLUS" machines in Belgium and Luxemburg.

Mr. A. E. Mulford, of Mulford Brothers, Israel, visited us in March and May. Mr. Mulford is undoubtedly our most regular visitor and we are always pleased to see him.

Mr. K. Jensen, Technical Engineer from our Distributor in Denmark, spent a week from the end of March to the beginning of April at Uxbridge studying the Ticket Printing Equipment which had been specially manufactured for them.

Mr. W. Nusch, Union Trading Company, Basle, Switzerland, together with . . .

Mr. J. T. Ogden, Assistant Manager of Oversea Buyers Ltd., London, paid us a visit in May to discuss the trend of business in the Gold Coast and Nigeria, where they represent us.

Mr. F. Hofer, Agent-General in Accra, Gold Coast. As a result of the discussion which took place in May with Mr. Hofer, a better mutual understanding was reached of the steps necessary to take in order to improve the Company's business in that territory.

Mr. E. P. Lloyd, of Harris & Jones (Pty.) Ltd., Johannesburg, spent nearly six weeks with us from the middle of May to the end of June, studying the sales methods and products associated with our various Fare and Cash Control

Systems in all their detail. It is agreeable to record that we were as delighted to have Mr. Lloyd with us as he obviously seemed to be in being here, and we wish him the best of luck in the big job which now faces him; he has to reorganise and manage the distribution of our Ticket Issuing Machines throughout South Africa.

Mr. G. V. Raman, Managing Director of Blackwoods India Ltd., Calcutta, India and Pakistan. We were pleased to see our old friend, Mr. Raman, in May, whose presence, as always, enlivened and invigorated the office. The improving Import Licence problem was mentioned. During his stay here, Mr. Raman took the opportunity of introducing to us . . .

Mr. W. B. Cochran, General Manager of Blackwoods, who managed to pay a quick visit to the factory.

Mr. B. N. Regan, Resident Director in Burma, S. Oppenheimer & Co. Ltd., together with . . .

Mr. T. Jones, of Oppenheimer, Jones Ltd., London, our Rangoon Distributor in Burma, called to discuss future prospects for "SUMLOCK" and "PLUS" machines in Burma, and were still determined to persevere there despite the very hazardous and limited conditions in which business has to operate.

Mr. D. MacMillan, Provincial Government Officer, Kano, Nigeria. We were very pleased to welcome Mr. Macmillan, who, though on leave and having a very full schedule, found time to spend

with us in order to master certain details of the applications of various machines, including both "SUMLOCK" and Ticket Issuing Machines. Mr. MacMillan's work brings him into daily contact with all Government Departments and Transport Organisations in Northern Nigeria.

- Mr. E. A. James, of British and International Commercial Services Ltd., London Office of our "SUMLOCK" and "PLUS" Distributor in Finland, called in early June to discuss business developments now taking place in that country, in which, as always, the vagaries and elusiveness of import licences figured very prominently.
- Mr. Peter Dryden, Director of Standard Engineering Ltd., Salisbury, Rhodesia, our Taximeter Distributor in Rhodesia, during June visited the factory and the Taximeter Company at Chippeham Mews, in order to acquire as much technical knowledge as possible before returning to Rhodesia.
- Mr. A. G. Val, President of Meximex, S.A., "SUMLOCK" and "PLUS" Distributor in Mexico, made his first visit to our London Office in June, and spent some time discussing future prospects in his territory.
- Mr. F. G. Paxton, accompanied by Mrs. Paxton, arrived from South Africa early in June on a tour of Europe. We were very pleased to welcome them and had many useful discussions with Mr. Paxton relative to our joint interests in South Africa.
- Mr. J. Bennett, Export Manager of The Borneo Company Ltd., London, visited us in June to

settle final arrangements under which Duncan Roberts Ltd., Singapore, have taken over the marketing of "SUMLOCK" and "PLUS" machines in Malaya, North Borneo and Sarawak.

- Mr. F. F. Wade, who will be responsible for dealing with correspondence and routine matters concerning our products at the Head Office of the Borneo Company Ltd., in London, subsequently spent some time with us familiarising himself with the main essentials of "SUMLOCK" and "PLUS" machines.
- Mr. G. B. Coleman, Assistant Manager of Norton Megaw & Co. Ltd., in Rio de Janeiro, over here on leave, took the opportunity at the end of June of spending several days with us, during which he visited the factory and acquired as much detailed knowledge as possible on our various Ticket Issuing Machines and their applications.
- Mr. J. F. Fardell, General Manager of Christchurch Transport Board, New Zealand, paid us a brief visit at the end of June in order to investigate further the possibilities of the "ULTIMATE" Fare Collection System, but unfortunately had insufficient time at his disposal to study the matter in any detail.
- Mr. Knox Hoffman, Manager of Gellatly, Hankey and Co. (Sudan) Ltd., Khartoum, was with us for a few days in July. His Company has recently taken over the distribution of "SUMLOCK" and "PLUS" machines in that territory. Mr. Knox Hoffman, although on leave, very readily gave up all the time possible to study

in detail those of our products for whose successful introduction into the Sudanese market he will be primarily responsible.

Mr. R. Weiss, from Paris, paid a short visit in June. We have known Mr. Weiss for many years and his visits to London are always a particular pleasure to us.

TRAVEL

Mr. W. A. Hanson visited Automat S.A. in Italy during April and had discussions in Rome regarding possible contracts for Totalisator Equipment.

Mr. B. C. Bell went to Holland and Germany in May. As a result of his visit a new agreement was completed with our Distributor, B.I.V.G. (Buromaschinen-Import u. Vertriebs-G.m.b.H., Hanover), which envisages a large-scale reorganisation and development for the furtherance of "SUMLOCK" and "PLUS" sales in Western Germany. Mr. Bell was accompanied whilst in Germany by Mr. Ziegenhardt, Joint Managing Director of Procento N.V., Amsterdam, who, as always, was unsparing and most useful in the assistance he was able to give our Export Manager.

Mr. H. R. Mathieu, Assistant Export Manager, carried out a strenuous tour of Canada in March, paying a long overdue visit in connection with our Adding and Calculating machine business, and Taximeters. As a result, the following new Distributors were appointed for the territories concerned:—

Adding and Calculating Machines:

British Columbia.	Willson Stationery Co. Ltd., 830, Pender Street, VANCOUVER
Alberta.	Calgary Typewriter Company, 606A, Centre Street, CALGARY.
Northern Saskatchewan.	Western Business Machines, 106A, 3rd Avenue South, SASKATOON.
Manitoba.	W. J. Porter Agencies, 356, Main Street, WINNIPEG.
Quebec.	Collins Business Machines Reg'd., 617, University Street, MONTREAL. (Sub-distributors of Plus Business Machines, Toronto.)

Taximeters:

Eastern Canada.	Accurate Meter Service, Birch Street, TORONTO.
Manitoba.	Lloyd L. Nowak, Cathedral Avenue, WINNIPEG.

Mr. J. H. Condy went to Italy in July, on a routine visit to Automat S.A. and Italcacolo.

Mr. W. B. S. Sheldon left on 9th March for the U.S.A., where he saw our Adding and Calculating Machine Distributors in Los Angeles, Portland Oregon, Kansas City, and Connecticut, in addition to spending some time at the New York Office of Plus Computing Machines Inc. He returned to London on March 25th and left for Australia on March 31st, returning via America on May 9th.

TIT-BITS

SOUTHAMPTON, ENGLAND

Southampton Corporation Transport have recently taken into use some "Standee Buses" made by Guy Motors and Park Royal Coach Builders Ltd. The photograph below shows the Mayor of Southampton, Alderman E. Burrow, issuing a ticket from an "ULTIMATE" Machine to the Sheriff of Southampton, Mrs. King, at the handing over ceremony in the Forecourt of the Civic Centre

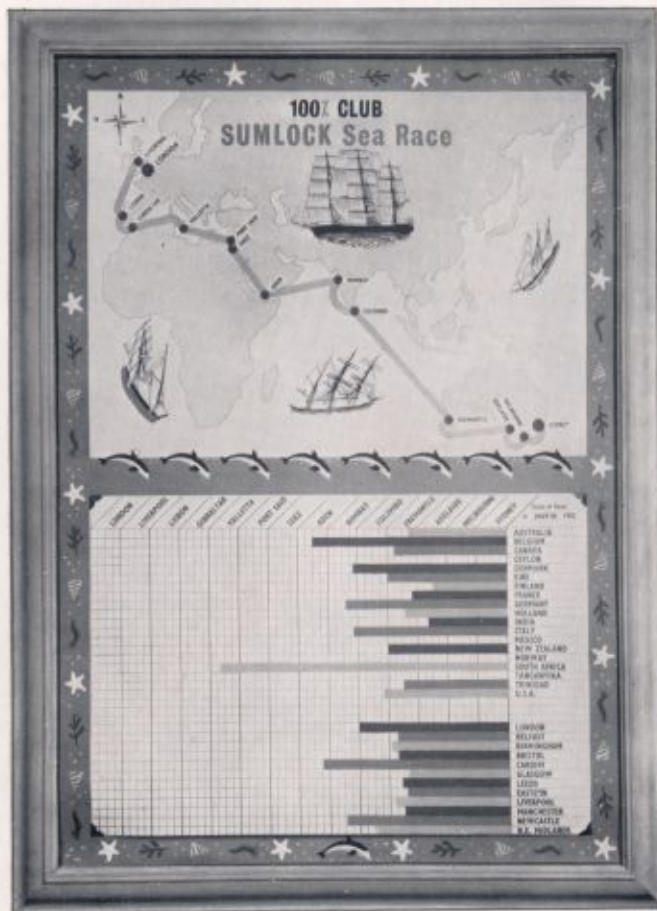


on 16th June, 1952. These buses are to be used as driver-conductor buses and as driver *and* conductor buses during rush hours. When they are driver-conductor, the "ULTIMATE" machine is placed at the side of the driver who collects fares and issues the tickets as the passengers enter, the rear door of the bus being locked by a switch. During rush hours only, the rear door is used and a conductor sits at a small counter on which is stood the "ULTIMATE" machine. He collects the fares and issues the tickets as the passengers enter the vehicle.

SOUTH AFRICA

The following extract is taken from a letter from Messrs. Edholt Ltd., 126, Buitengracht Street, Cape Town, dated 2nd May, 1952:—

"The Ticket Issuing Machines (Model 'H') were located at the starting point in Cape Town of the buses which ran to the Festival Grounds and also in the Festival Grounds themselves. The fares were twopence and threepence and were cancelled on the buses themselves, by the conductor, by 'punch method.' The idea was to speed up collection as the distance was very short, barely a mile, and in this respect the scheme was entirely successful. In other words, people bought their tickets beforehand, queued up and entered the buses as they arrived and the cancellation took place en route. Actually 65,000 tickets were issued, but the exact number that were used we do not know. The attendance at the Festival was a few thousand short of the million mark."



100% CLUB

The 100% Club, the object of which is to promote sales of SUMLOCK and PLUS machines throughout the world, began operations on the 1st April, 1952, in the form of an International Sales Contest. The Contest is a Sea Race between each participating Distributor from Sydney, Australia, to Liverpool, England, and thence by rail and road to 39 St. James's Street, London. The picture opposite shows the state of the race as at 31st August.

Our thanks are due to our Danish friends, Dansk Formulartryk, who suggested the formation of the 100% Club during the International Conference which we held in London last October.

Membership is open to Distributors and Individual Salesmen. Qualification for Distributor Membership is the achievement in each year of the Sales Quota set by Bell Punch Company. Qualification for Salesman Membership is the achievement in each year of the individual Sales Quota set by the Distributor concerned to each salesman. Prizes will be awarded at the end of each Annual Contest and special Awards will be made from time to time to mark achievement of special merit.

These are the early days of the Club. Its success will largely depend on the close co-operation of Distributors (who can particularly help by forwarding the monthly reports punctually) and the continued keen interest of all salesmen. We aim to make membership of the Club something of which to be proud and something which will be recognised the world over as a mark of distinction.

MANCHESTER, ENGLAND

For five minutes American TV and film star Jack Benny, "Meanest man in the world," stood in a Manchester bus queue. And nobody asked for his autograph.

With June Earle, who is appearing in his show at the Manchester Palace, Jack got on the bus.

Who handed the fare to conductor Ted Gunning, of Gorton? Why, June, of course. And the "ULTIMATE" did the honours.



U.S.A.

Sponsored by the British Travel Association, a London Transport goodwill tour of the U.S.A. took place during March. Three London buses were shipped across the Atlantic and then were driven across the United States from New York to San Francisco and back. Keen interest in this unusual event was shown by the inhabitants of the many towns visited. The drivers and conductors remembered to take with them a portable stove to make certain they could always have a pot of English tea. The stove was carried in a box labelled "Have a good cup of char." Special tickets were issued during the tour and punched with "BELL PUNCHES."

POSTAL ORDER MACHINE

An electrically operated machine for issuing Postal Orders—this is the latest Bell Punch brain-child. It will issue a Postal Order of any value from 6d. to 21s. 11d. The machine is hand-set to print in letters and figures the value selected, and as well, the date, issuing Post Office, and poundage chargeable on the Order.

We shall be able to give more details of this machine when we know results of trials which six prototypes are undergoing at present in Post Offices all over the United Kingdom; no production of these machines is contemplated until after successful conclusion of the trials.



VIEWS

The English Countryside



Separated from its neighbour Cornwall by the River Tamar, Devonshire is scenically one of the most beautiful counties in England with a great seafaring tradition going back to Elizabethan days. Illustrated is "Widecombe-in-the-Moor," a village high on Dartmoor which consists mainly of elevated moorland, attaining over 2,000 feet. The well-known song "Widecombe Fair" is commemorated on the village-green sign.



The Royal Duchy of Cornwall is almost surrounded by water, with both the Atlantic and the English Channel visible simultaneously from points inland. The coastline is the special glory, particularly the picturesque Northern Coast, with its granite cliffs exposed to the full force of the Atlantic. Illustrated is "Lands End," the most westerly point of England, with 60 feet high wild granite cliffs. During clear weather the "Scilly Isles," some 25 miles out to sea, are visible.



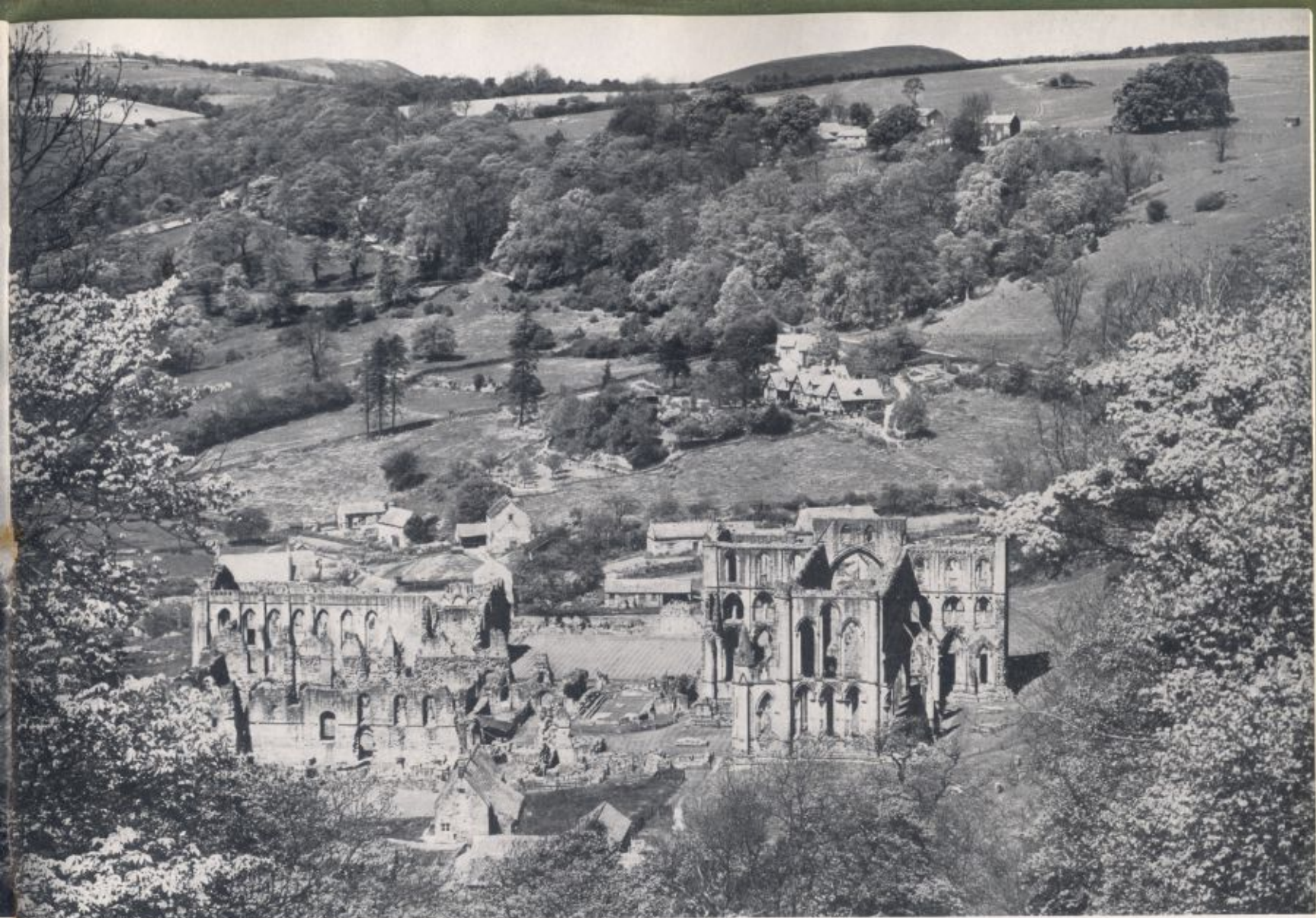
Cornwall's lovely southern shore is shown by the photograph of Polperro Harbour, a picturesque fishing village. With its mild climate this part of England is known as the English Riviera.



Hambledon, "Cradle of Cricket," where the famous Hambledon Club, founded in 1750, played its matches on Broadhalfpenny Down. The village possesses a curious church whose Norman arches cut through more ancient Saxon walls, much of the remaining structure being Early English.



The majestic spire of Norwich Cathedral—315 ft. in height—is the second highest in England. The Cathedral, consecrated in 1101, possesses the only nave in this country with fourteen bays, and is considered one of the finest examples of Norman architecture.



Rivaulx Abbey, founded in 1131, was the first Cistercian Abbey in the North of England. It is mainly Early English, with a late Norman nave and cloister, and its thirteenth century choir and refectory are perfect examples of contemporary design.



The beautiful Lake District is a compact area, some 30 miles long and 25 miles broad, with scenery of incomparable beauty including the highest mountains in the country, and some 60 lakes of which we illustrate "Ullswater," the Nether Beck Bridge



at "Wastewater," and "Tarn Hous." The lakes are famous for their literary associations, and the names of Coleridge, Ruskin, Southey and Wordsworth are inseparably bound up with the district.



“Beside the lake, beneath the trees —” It was among such scenery as this that Wordsworth wrote his immortal lines. The tranquil beauty of Tarn Hows, with its wooded shores and fairy islets, has given inspiration to many famous landscape painters.

A RIOT OF COLOUR

"Almost thou persuadest me to be a bus-ticket collector."

So many people must have exclaimed in the first exciting moment of reading of the new colours for London bus tickets made necessary by the increased fares (which caused so much commotion and distress on their introduction yesterday). All the collectors that had been dormant, perhaps since school days, awakened in their breasts. They remembered the South American stamps of old times with their charming llamas or the Russian imperial eagle preening himself on a cushion of crimson lake within a green border—too beautiful to bear thinking of. If they had been collectors of the more severely technical kind it occurred to them how a whole series of tickets would never be printed again, so that the threepenny apple green, let us say, or the fourpenny blue, would become ever rarer and more precious as the years rolled on. If their interest had been comparatively amateurish they would have been swept off their feet by that list of lovely colours. Perhaps such æsthetic enthusiasm is a little excessive because the names of the various colours probably constitute much the best part of them. A bus ticket, when all is said, is rather a grubby, scrubby little bit of paper, crude in hue and covered with more or less illegible printing. However, this is to say nothing against its character as a rare piece, since to the true collector's mind one ugly stamp bearing a smudgy surcharge may be worth an age of mere common beauty.

So it is, presumably with bus tickets. But whatever the precise view taken of them it is interesting to observe the almost revolutionary ups and downs that have befallen the different colours and to speculate vaguely why. At the risk of an accusation of snobbishness it is tragic to see the old 11½d. lilac disappear for it had ridden high in the days of its prosperity; it was king of the castle and top of the tree, nearest to the then unconquered peak of the shilling fare. It had not been merely degraded; it has wholly gone, but an upstart violet has arrived and so has a glaring aniline magenta. Grass green is now cock of the walk at 1s. 2d., but poor primrose has come down in the world with a sad bump. Once it moved in genteelly respectable society at 6½d.; now it has fallen to be the ticket of a 2½d. child. Salmon remains the lowest form of ticket life, but with a difference. Once it represented the traditional "penny bus ride." Now only a child can get it for that ridiculously small sum. These are all very soothing facts, full of interest and charm no doubt for every one but the conductor who must "punch in the presence of the passenjare" and learn afresh all his fares and colours. He may be wondering bitterly why people can't leave things alone.

(Fourth leader of "*The Times*," 4th March, 1952, and reproduced by courtesy of that newspaper.)

EDITOR'S NOTE. *We* disassociate ourselves from the bus ticket described as a "grubby, scrubby little bit of paper, . . . covered with more or less illegible printing." *Not* a Bell Punch product!

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ENTRANCE TICKETS at the Colombo Exhibition are issued from automatic machines, obtained on the suggestion of Mr. A. G. V. Wijesekera, Accountant and Secretary of the Exhibition. There are 16 such machines costing Rs. 8,000 in all. The million tickets, also bought from the U.K., cost Rs. 2,000 a sum which, it is said, is considerably less than what it would have cost to have them printed locally.

200,000 visitors in 1st. week

BY A TIMES REPORTER

NEARLY 200,000 people, both adults and children, have visited the Colombo Exhibition since it was opened a week ago. Gate collections have amounted to over Rs. 150,000. Largest number visiting the Exhibition so far was on Sunday last when about 50,000 people thronged the premises. Meanwhile, facilitating the counting are the automatic machines, which register the number of people entering the grounds as well as the number of tickets sold.

TICKETS AT TOUCH OF BUTTON



AUTOMATIC TACKET

Automatic ticket machines, which it is claimed are the fastest hand operated ticket issuing machines, are being used at all entrances to the Colombo Exhibition.

A single movement of the lever is all that is necessary to release the required number of tickets direct to the purchaser. This minimises the danger of financial loss. Every ticket which is issued is recorded in the machine and a glance at the numerator indicates the number of tickets sold.

AUTOMATIC ticket machines capable of issuing tickets to different destinations at the touch of a button have been introduced by a suburban bus company on its services.

The company has also employed women conductors

to use these machines. The new system, it is stated, expedites the issue of tickets and bus queues are being cleared at half the normal time taken.

Picture shows a woman conductor operating the machine to issue a ticket to a passenger.—(Times).

Bus tickets on the touch of a button

(By a Times reporter)

An automatic ticket issuing machine has, for the first time, been introduced on the High Level Road buses. This machine issues tickets on the touch of a button.

දැණියන් මිනිසුන්ට

දැණියන් තද කළ විගස තමාට යායුතු තැනට ටිකට් පත ලබා ගත හැකි උප ක්රමයක් නගරාසන්න බස් රථ සමාගමක් මගින් පිළිමුද්‍රවරණයේ වැඩිදියුණු කිරීමට තීරණය කර ඇත. මේ උපකරණය ක්‍රියාකරවීම සඳහා විනිතා පක්ෂය බස් රථ සමාගම මගින් සේවයට බඳවාගෙන තිබේ. මොන්ටේකර් වන නැවත ටිකට් පතක් දෙන ආකාරයන් දැන දැන විශ්මයෙන් බල මිනිසුන්ට තවත් සුවිශේෂයක් සොයාගෙන ඇත. මේ ජායාරූපයෙන් දැක්වෙයි.

TIME-SAVERS

The automatic ticket machines used in Ceylon have first time at the Exhibition, the helped save much time and labour. Sixteen two-way machines, each costing Rs. 500 have been installed at the various entrances. They issue two types of tickets, one for adults and the other for children.

The machines were brought down on a suggestion by the Government Printer, Mr. Bernard Silva, and Mr. A. G. V. Wijesekera, Accountant - Secretary of the Exhibition. Thirty-two men are working at the machines, the chief advantage of which is that they can be unlocked when not in use.

Four other one-way machines, costing about Rs. 350 each, have been installed at the entrances to the cricket matches organised in connexion with the Exhibition.

CASH CONTROL IN CEYLON

Six years ago the Company appointed a powerful and long-established firm to represent it in Ceylon for the sale of tickets and ticket issuing machines. This firm sent one of its senior managers to London for a long course of training and an ambitious programme of development was planned. Three years went by. The result? The export Department had acquired some voluminous and ever expanding files, but none of the Company's ticket issuing machines had been installed in the newest Dominion of the British Commonwealth.

Ceylon was visited by representatives of the Company, and the general concensus of opinion grew that here at least was one of those small territories in which the marketing of fare and cash control systems could occur only in an Export Manager's dream.

A little later, by one of those lucky strokes of fortune which, alas, happen all too rarely, another firm in Ceylon got in touch with us and expressed interest in our ticket issuing machines. It was eventually decided there would be no harm in acceding to their plea to take on what appeared a thankless task unlikely to yield positive results.

In less than two years, the new Distributor has transformed a tale of woe into a story of success.

Colombo Tramways have installed the "ULTIMATE" fare collection system and are using it with complete satisfaction, while the "ULTIMATE" machine is in the process of going into other smaller road transport organisations. A start has been made in introducing the "AUTOMATICKET" system into cinemas and other places of entertainment, whilst admission to the vast Festival Exhibition held in Colombo in 1951 was entirely controlled through the "AUTOMATICKET" system.

The progress made by the Distributor has been accompanied by the minimum of fuss and the maximum of efficiency. Apart from a short visit by one of the Company's representatives, en route from Australia, no special facilities have been available to them, other than the normal interchange of information by correspondence, nor have any been asked for. By singleness of purpose and unstinting study of the Company's products, all essential details of this highly specialised business were mastered! When the time came to tackle potential users, they knew the answers and therefore got the results.

The market in Ceylon is of limited scope in comparison with most, which goes to show what can be achieved by determination and mastery of the products and systems themselves. We are sure that all of you, with us, will want to say "WELL DONE" to Mr. C. Satchit Ananda and his staff, of Roy Brothers, 152, First Cross Street, Colombo, Ceylon.

THE FALSE DEITY

With all the amazing benefits which the Industrial Revolution has brought to the world it was inevitable that it should bring a few disadvantages as well. We do not here mean the extraordinary social and political consequences of which so many people now take a rather gloomy view (and which are usually put down to the debit of the Industrial Revolution); we are concerned here with one of those minor—but to us in our business, most irritating—fallacies which accompanied mechanization from the outset and which has grown with the years. This is the habit of reverencing the Machine for its own sake rather than for any useful purpose it may serve and presently of crediting it with powers which it does not really possess. In other words, the Machine has come to be invested with the powers of an Olympian God.

Now, in their conception, and in fact in their very essence, Machines are but the extensions of Man's senses and their real purpose is to enable human attributes to function a great deal better, or faster—or both. If the mechanization of some activity does not improve its efficiency then the

brilliance of any technical achievement involved cannot compensate for the absurdity of the final result, which in such a case is to perform a job no better, or even worse, than it could have been done without the Machine. It is equally absurd to do a job worse with a complicated Machine—however “clever”—which could have been performed better with a simple one, however unspectacular.

It is this latter aspect of Machine-worship which we most frequently encounter in our business. The purpose of commercial Calculating Machines is naturally enough to mechanize as much arithmetic as possible in any office; so that it may be performed faster, more accurately, with less effort, and very especially, by the labour of lesser trained minds. Without Machines it is natural to confine arithmetical work in an office to the most mature staff. The *economic* function of a Calculating Machine is certainly not to perform tricks; tricks are interesting to onlookers and profitable to their performers in a circus, but circus performers are not notoriously good office clerks. Yet the worship of Olympian Machines is so widespread a cult that in practice all common-sense only too often goes by the board. In fact, the cult is perhaps strongest in this field of Computing Mechanisms; mainly because, whilst other kinds of

Machines only extend the range of one of the five senses, Calculating Machines appear to replace the necessity *to think!*

To quote a recent example from experience: A man became attracted to the idea of a very expensive and so-called "fully automatic" Electric Rotary type Calculating Machine mainly because it could divide automatically without further attention (after the insertion of Dividend and Divisor). A subsequent investigation disclosed the fact that approximately 65 per cent. of the arithmetic performed in his office consisted of straight additions in Pounds, Shillings and Pence, which the Rotary Machine could not perform at all, 30 per cent. of multiplications of a type which the "SUMLOCK" Machine in comparison with the Rotary Machine performed at nearly 80 per cent. better speeds, and of some subtractions—leaving something under 1 per cent. of his total work to be performed as division! Even the latter was of a type which was performed no slower by our trained operator than by the so-called "fully automatic" Rotary Machine.

Another case: Just on the point of installing several of our Machines with a large firm, in the eleventh hour we were faced with their reported desire

to install Punched Cards and Accounting Machines *instead!* It is this word "instead" which was the amusing—if irritating—feature of the position, as the arguments used were not only that the alternatives were "fully automatic," but also that, being many more times expensive than our equipment, they were "bound to be more up-to-date"! Our representative—not without a struggle, may it be said—was able to persuade the potential user that it might be a good idea to find out *what* work it was intended to perform with greater efficiency, rather than to sit down and worship at the shrine of "frightfully clever" Machines doing *something* automatically! It was, of course, speedily ascertained that these wonderful automatic movements—no doubt useful for some purpose other than that of providing an interesting exhibition—were not of the slightest value for the work in hand.

Commercial Calculating Machines are really Mechanized Clerks. We should judge them by the same standard, which is ability to perform a large number of routine operations in sequence, correctly, and at speed.

In the next of this series we will "*lay*" the third ghost—The Dread of the Trained Operator.

A FOOTBALL STORY

On commencing my Sales career with this Company in Glasgow, I was a playing member of the most famous amateur Football Club in the world, namely Queen's Park. At that time Queen's Park were playing and competing in the Scottish professional "A" Division as the only amateur club in Britain competing in a professional League.

I found my physical fitness and resulting energy of tremendous value in my selling career, and with continuous improvement in learning to think rapidly gained through experience in the "selling" field, so in turn did my game improve on the football field. After five years as a regular first eleven man I finally had the honour of Captaining this famous club.

With my transfer to London my activity as a Queen's Parker unavoidably ceased. I am, nevertheless, continuing to play Soccer in the premier Amateur League in England.

The most exciting experience in my playing career to date took place at Hampden Park (crowd capacity 150,000), Queen's Park ground, against the

famous Glasgow Celtic. A gruelling first half against a gale of wind, and rain, saw us turn round 2—1 down. The second half, with wind and rain advantage, did not produce the equaliser until ten minutes from time. This tonic, however, rejuvenated every man, and even in such strength-sapping conditions we bombarded our opponent's goal as the remaining minutes ticked away. Playing at outside right and with three minutes left for play, a long high ball was sent down the right wing from our right back. I started to chase while my opponent stood still, having decided no doubt, that I'd never overtake the ball. I did, however, and running at full speed gave it everything I had from well out towards the corner flag. Over it came and as the goal keeper took position to clutch, the wind, like some invisible hand, caught and directed the ball over his outstretched arms into the corner of the net. Forty-five thousand throats let out a deafening roar. Goal! That was the winner and we won 3—2 in a game to be remembered.

Some of our Distributors may have attended matches in their own countries in which I have played. Of special interest to our Gold Coast Distributor may be that I participated in a representative

game during the Festival of Britain against a bare-foot Gold Coast touring side. Our friends put up a wonderful performance, although every time they kicked the ball I, personally, winced at the thought.

Editor's Note. The writer of the above is Mr. G. Cunningham, London Branch Manager of Sumlock Ltd. He played for Scotland in 1950 in the Amateur International Match against Wales.

TAXI-METER PROGRESS

It would be somewhat difficult to have another measuring instrument, used in everyday life for the past forty-five years, which has remained so static in basic design as a taximeter.

This method of Cash Collection by Taximeter was of foreign origin in so far as its practical application is concerned and was first introduced to London in 1906. Quite a few of the original meters are still in use, no doubt to some extent attributable to the intensive servicing demanded by the Authorities which naturally has prolonged their life. There is an earlier record, however, for in the "Tramway and Railway World," 5th July, 1900, appeared an advertisement of the Bell Punch & Printing Co. Limited, offering "Meters for Registering the Distance, Time and Fares for Cabs." Unfortunately there is no corroboration that these meters were ever used.

The first routine testing by the National Physical Laboratory, a pre-essential to the use of a meter on the London roads, was in 1907 and, in the first year, 30 per cent. of the meters presented failed to pass the test; in the following year, a general specification was introduced by the Testing Station and the Metropolitan Police. This specification, coupled with Class I and II Tests, has remained the Standard up to the present day.

Several attempts were made to design a British meter to compete with those of Foreign manufacture, and in 1928, Waddington Taximeters Limited, who had previously handled German instruments only, introduced the "MAGNET" or model "M" as it is generally styled.

This Company, although having a big heart had little capital, and the advance in manufacture was stunted until in 1932 the Bell Punch organisation

came to the rescue and resuscitated their interest in taximeters after a lapse of 32 years. The Waddington Company was liquidated and reformed under the name of Bell Punch Taximeters Limited and the production of the "MAGNET" transferred to Uxbridge.

In due course Bell Punch launched the second of the British defenders and in 1935 replaced the production of the "MAGNET" with the "LONDON" or model "L."

In the meantime, lean years had befallen several home competitors. Two of these, the British Taximeter Company and Premier Taximeter Company, both under the same management, were in very low water. They had been in business since the inception of meters, had enjoyed success for years but made

no provision for replacement of their old meters, with the inevitable result. The House of Bell Punch was a large one, so into the organisation came both in 1936 and still exist but non-operative, as British and Premier Taximeters Limited.

War production priority during 1939-45 did not prevent further expansion of taximeter interests, for in 1941 the Aron Company, another of the original German Trio, was absorbed into the circle.

Modern requirements necessitated "Stop Press" action, and it has been left to Bell Punch to be original in both design as well as operation, and their 1952 model "GB" has embraced both. So advanced is it in principle that the highest authority on taximeters in the world has found it necessary to make adjustments in its regulations.

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

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