



MESSAGE FROM MR. OLIVETTI

"The coming year will mark a very important date in the history of our company.

It will be fifty years next October since Ing. Camillo, in his small red-brick factory, started to develop the first Italian typewriter.

In due course of time we shall more solemnly retrace, in detail, the long way we have gone during half a century and each of you will be able to share in our deep feeling of pride and satisfaction.

Today, on sending my good wishes to all those working in the factories and offices of the Olivetti Organization, I shall limit myself to expressing what is a deeply felt conviction of mine: that all the successes we have achieved so far, amid great difficulties and through many sacrifices, are certainly due to the initiative, ability and loyalty of our technicians, managers, workers and employees, but are, at the same time and to a very great extent, linked to what we may well call the "Spirit of the Factory". Such spirit can be identified not only with the harmonious converging of our efforts and the sum of our toils, but also with our unflinching faith in those moral, cultural and artistic values which are no less part of our patrimony than the material developments of the Firm.

Everybody knows that our common work is surrounded, preceded and, in a certain sense, protected by a reputation and a moral and intellectual credit which are everywhere associated with the name of our Organization.

This is due to the very fact that, although we operate within the framework of modern industry, with its exacting rules and limitations, we have constantly endeavoured to go beyond the narrowness of purely material interests in order to preserve man's freedom and dignity.

Likewise we have always thought that the ethical and economic aspects of any industrial concern should never suffer to be separated from the artistic ones, for in them lies an essential dimension of man. This is why, together with the cares required by the management of the enterprise, we have always devoted attention and given encouragement to other activities which may sometimes appear as being far removed from the aims of an industry.

Thus we can advance along the path of common welfare and interest, multiplying our efforts, developing our installations and perfecting the already wide network of our commercial organization, provided that we feel bound, as we always have felt up to now, to that spirit of the factory which lives in the example of Ing. Camillo and in our past achievements.

In this certainty, I convey to you all, and to your families, my very warmest personal wishes for the New Year."

ADRIANO OLIVETTI

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