

Merry Christmas!

A. Loria, O.B.E., A.M.I.E.E. Chairman of British Olivetti Limited

Every year at this time for the past ten years I have written the leading article for the *Newsletter*. Every year at this time I have reviewed our progress. And every year at this time I have come to the conclusion that the past year has been a successful one for British Olivetti.

1966 is no exception. It has been another vintage year, and one that has been memorable for many reasons: England won the World Cup—and spawned the mini-skirt; the Chancellor of the Exchequer elated us with a date for the decimalisation of our currency—and chastened us with the 'freeze'. Our steps towards market domination have lengthened into strides—but fate makes certain that we've still got to travel uphill.

We have seen many changes in our Company. We have, for example, said goodbye to Mr. Fei; a much-respected man who led—and sometimes drove—the Company to success. In his place we have welcomed Mr. Sacco; a new Managing Director to us, but one who is no stranger to leadership. For thirty-six years he has played a prominent part in helping to make the name Olivetti known throughout the World. We have benefited from his experience in the past (albeit possibly unknowingly), and we will certainly benefit from it in the future as he guides us in our impatient race for the rewards which fall to the successful.

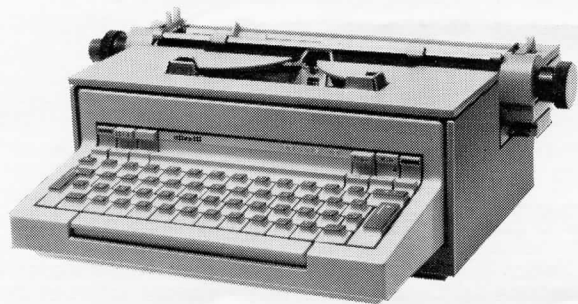
Yes, hardly a month of 1966 has gone by without something exciting happening, without some significant sign of progress. We have continued to expand.

Your efforts

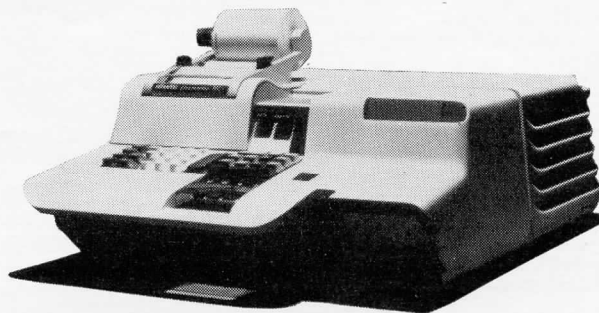
This expansion, of course, has not been achieved by chance. It is the result of planning, of providing our market with what it needs, of adaptation to new circumstances and new requirements.

But mostly, ladies and gentlemen, British Olivetti's expansion has been the result of *your* efforts.

Executive, Sales Representative, Mechanic, Clerk, Typist—no matter who you are or what you do your efforts have made our growth possible. You may think that the part you play doesn't make any impression on our progress, and that if you relaxed it wouldn't really make any



Praxis 48 — completes the range



Programma 101 — instant acceptance

difference. But you would be wrong. Just as even the most complex watch mechanism relies upon its smallest cog, so we rely upon *every* worker in our team.

I repeat: your efforts during 1966 have again been instrumental in enhancing our claim to market leadership. And on behalf of British Olivetti Limited I would like to thank you.

Tools for the job

Having thanked you for your efforts, however, I am sure you will agree with me that the fine tools we have provided have also contributed to the Company's success. No other manufacturer can match the range of office equipment we offer today.

The introduction earlier this year of the elegant Praxis completed our range of electric typewriters, thus virtually guaranteeing that British Olivetti can provide a machine to meet every need of a growing market. Similarly, the Lettera de Luxe completed our range of portables—again enabling us to meet the exact needs of customers who daily grow more discerning.

And let us not forget the advent of the Programma 101. This, the World's first desk-top electronic digital computer, has won for us entry into a vast new market. More: the Programma has gained instant acceptance. Engineers, scientists, teachers, statisticians and businessmen alike have all acclaimed this remarkable, new computer. Better still—they have ordered it.

Tools such as these (and, as our ever-rising sales figures indicate, our adding machines, calculators and accounting machines are well up to the same standard) will help us to carve a bigger and better chunk of success during 1967. I am certain that in twelve months time we will conclude once again that the past year has been a successful one for British Olivetti.

Enjoy your Christmas. On behalf of the Company I hope that it will prove to be a very merry Christmas and that the new year which follows will be a happy and prosperous time for yourselves and your families.