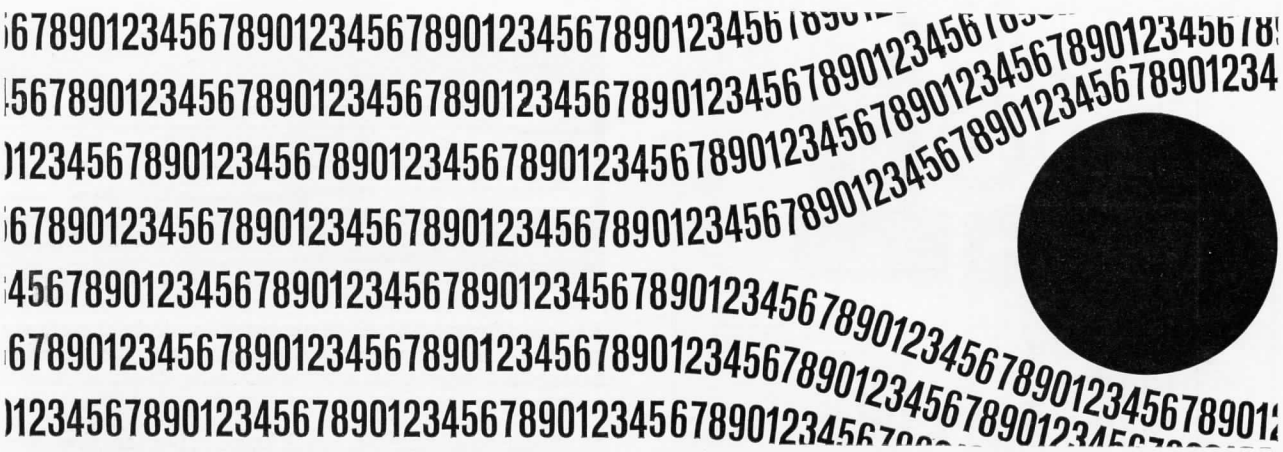
olivetti

n.132 March 1967

NEWS LETTER

British Olivetti Ltd - 30 Berkeley Square, London W1



How we are going to help Britain get the point

We are ready. For years now, knowing that it would give us the biggest profit-boost since British Olivetti first started business, we have hoped, wished, longed, yearned and waited for the decimalisation of our currency. Sometimes it seemed near, sometimes it seemed further away than ever. We waited impatiently—but not idly; for in the meantime we planned and prepared. Now with decimalisation a virtual certainty, we can reveal our plans. Here are the main features:

We have introduced a new series of adding and accounting machines, which will be supplied after March 1st.

There are two unrivalled sales points to remember here: first, the ability of Olivetti adding machines to operate in £.s.d. and whole numbers. Hence our machines are ideal for the lengthy changeover period (the White Paper on Decimalisation gives it as two years) when both currencies are in use.

Secondly, the large capacity of our machines means that in the vast majority of cases, they will not require any modification when £.s.d. is finally a thing of the past (1973—perhaps!). However, our new series adding machines have been *specially prepared to facilitate modification* if maximum decimal capacity is required.

The modification to provide maximum decimal capacity will be guaranteed to the user when he buys his machine. It will be performed free of charge subject to proper maintenance and will be carried out by Olivetti branches, Agents, or by authorised Olivetti stockists. Free machine modifications for decimal currency will be performed within the scope of routine maintenance.

For full particulars of this bold scheme, especially the separate details for adding and accounting machine, make sure you read the eight page leaflet '£.s.d. to Decimals with Olivetti'.

All new series Olivetti adding and accounting machines can be modified to provide the same pound (or other major unit capacity in decimal, either with or without a decimal halfpenny). Another sales clincher. Remember that there is a lot of in-fighting going on right now between Traditionalists in the city ("Keep the £!") and the Realists ("A 10/– unit!"). Nobody knows which group will win—though our money is on the Realists—but either way it will not affect our machines.

Finally, there is no increase in the list price of our machines, in spite of the increased benefits to our users. Our machines offer even greater value for money now.

When talking prices with your prospects punch home the twofold savings resulting from the facts that there are no increases in our current prices, and that there are no conversion costs. Then close the sale by reminding him that the Government has stated that they will normally pay no compensation for machine conversion.

Our decimalisation plans will protect the interests of the machine user; they will safeguard the capital invested in our machines.

And they will enable us to say confidently to our prospects: "Buy your machines from Olivetti and you need have no worries about a machine for £.s.d. now; for £.s.d. and decimals during the lengthy changeover period; or for decimals in the future."