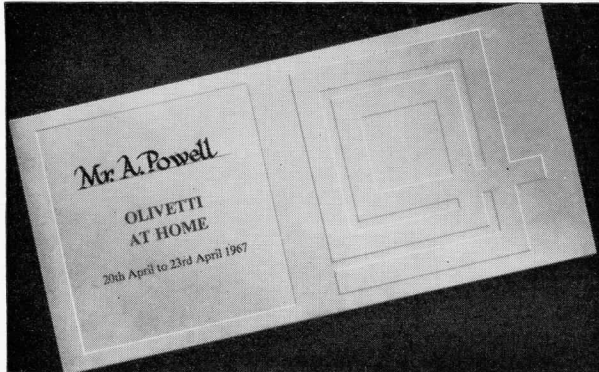


# NEWS LETTER

British Olivetti Ltd - 30 Berkeley Square, London W1

## Olivetti At Home



The start of it all: the invitation to our guests.

In the early evening of the 20th April, the 'Bounteous', a British Eagle Britannia, left London Airport with 132 passengers for Turin. It was the start of a hectic two-day visit whose purpose, to quote the welcome given by Mr. Sacco in the 'Salone' of our Head Office in Ivrea the following day, was: "to show our guests the true scope of the Olivetti Organisation."



Turin Bound: some of British Olivetti's guests.

"Many of you", the Managing Director continued, "know our name but not the full extent of our activities. You undoubtedly know that we make typewriters - good typewriters! - but it is not fully known that we also manufacture numerically controlled machine tools, real-time terminals, data processing and collection equipment, accounting machines and many other similar sophisticated equipments. I am sure however, that your visit here today will help to correct this impression."

The welcome over, our guests boarded the pullman buses which were to be in constant attendance during the next few days and journeyed to San Bernardo. It was the start of a tour which was to result in all the passengers of at least one bus falling asleep on the return journey to Turin.

At San Bernardo, which can be generally described as the manufacturing centre of our electronic equipment, the visitors saw the manufacture of the Programma 101, numerically controlled machine tools, accounting machines, encoders, and data processing equipment. The assembly of electronic components and their subsequent testing attracted particular attention - though one enthusiast armed with magnifying glass and scorning the oil and grease with which his hands were soon liberally coated, became so engrossed in the assembly of the machine tools that if he had been given a spanner would probably have helped to build the machine!



The Scarmagno factory.

From San Bernardo our guests returned to Ivrea to see the Olivetti Electronic Centre, visited the machine museum, examined a display of all our machines, and then had lunch - (a chance to sit down which was greeted with many sighs of relief, particularly from one gentleman who belatedly discovered that when asked to visit a factory one should never, but never, wear new shoes). After lunch it was back to walking again. This time touring the calculator assembly line in Ivrea and the electric typewriter factory at Scarmagno. It was a tired party that returned to Turin that evening. But dinner and a glass of wine, have, it seems, a remarkable rejuvenating effect: many reports of the interesting night life in Turin circulated among the visitors as they relaxed during their trip next day to either the Matterhorn, Lake Como or the Milan Trade Fair.

Was the trip a success? Undoubtedly. At a banquet for our visitors at the Villa Montfort on Saturday night one of the guests, replying to Mr. Maroni's thanks that they had been able to accept our invitation, said, "Our visit has been very enjoyable and it is obvious that a fantastic amount of work has been incurred in making it the success it has been. I speak for all of us when I say 'Thank you'."

"We now have a full and better understanding of what lies behind the word Olivetti."