



*A view of the demonstration room at Newcastle Branch, prior to the opening of the 'At Home' evenings: showing the wide range of Olivetti equipment on view, and the impressive decor.*

## Newcastle 'At Home'

Over 200 guests and nearly 70 enquiries in just two evenings were the gladdening results of Newcastle Branch's organised effort to reach its customers. As our photographs show, the impressive decor and the appetising buffet added considerably to the excellent impression our machines created. Mr. D. G. S. Pettit, Manager of Newcastle Branch, informs us that several orders have been placed as a direct result of the exhibition.

*A variety of reactions to a variety of machines expressed by visitors to Newcastle Branch's 'At Home'.*

This was not all, however. A third evening was organised as a "Dealers' Night", and—in spite of all-night torrential rain—attracted more than half of the local dealers.

Their genuine enthusiasm was well represented by the gentleman who arrived mistakenly by the back-way (still being built on); disappeared momentarily into an eight-foot hole; was towed out; and still came in to view the machines!

