



EFA NEWS

SPECIAL EDITION

OPEN DAY 1970

THE GREAT DAY

BEST estimate of the number of people who attended the Queen's Award presentation and open day is 2,000 at the presentation and more than 5,000 at the open day. In addition to making a very special occasion of the presentation itself, we can agree with the Bishop of Rochester that we took "an important step in lifting a little of the veil from one of our local mysteries", particularly for our own families.

This special souvenir edition of EFA News records the events and the atmosphere of the great day, which were made possible by the hard work of the many organisers.

Maurice Needham, Market Development Executive, who instigated and managed the complex operation, told EFA News "Scores of EFA people contributed to the success of

the events of Saturday, September 26th. Their enthusiasm and determination was no whit different to that displayed in winning the Queen's Award itself. I was privileged to have the opportunity of coordinating their work and wish to thank them all for their support at all stages of the preparations".



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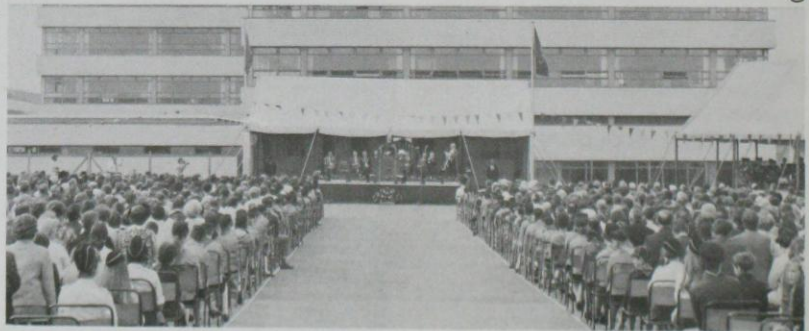
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1 Ray Skinner (CMS) displays the Queen's Award symbol after receiving it from Lord Cornwallis.

2 The bishop, the mayor and the MP for Rochester sat with EFA and Marconi leaders on the dais. Chatham News Picture.

3 The guard of honour from No. 1039 Sqn. ATC.

4 2,000 people watched the presentation on the Towers car park.



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We are all extremely proud

THESE were the words spoken by Mr. J. E. Pateman, CBE, Deputy Chairman and Joint Managing Director, in his speech of welcome.

"For the third successive year, I am proud to welcome Lord Cornwallis, Lord Lieutenant of Kent, to Rochester to make the formal presentation of the Queen's Award to Industry to us".

"For this year, the award has been made for our achievements in both exports and technology. We are all extremely proud that Her Majesty has once again conferred this Honour on us in addition to Honours bestowed on individual members of the company. I am sure we should all like to congratulate Mr. Dickie Richards on his award of the most honourable Order of the British Empire and to Mr. Harry Cruttenden on his award of the British Empire Medal, both of which were announced in this year's Birthday Honours List."

"I am happy to tell you Sir, that our reputation with our customers, both in this country and abroad, stands at an all-time high, and without wishing to put myself in the position of Best Man at a wedding, I should like to read just two of the telegrams which I have received in the past few days. I have selected these two because they come from two of our most important American customers and we must always remember that, in the final analysis, it is the customer who pays the wages. The first reads as follows:

"I am delighted to learn that Elliott Flight Automation has again been selected to receive the Queen's Award to Industry. Please accept my personal congratulations as well as those of the Vought Aeronautics Division for having performed in such a manner as to be deserving of such recognition."

It is signed by Mr. D.P. Appleby, Vice-President of the Vought Aeronautics Company.

The other is as follows:

"The Lockheed Georgia Company extends its congratulations to Elliott Flight Automation Ltd for receiving the Queen's Award to Industry for the third consecutive year. Selection of Elliott for the export contributions award and technological innovations award for 1970 is most commendable. Please convey my congratulations to all."

Signed W. F. Kalmbach, Director of Materiel in Lockheed-Georgia Company.

"I should like to thank a very important customer – the US Navy –

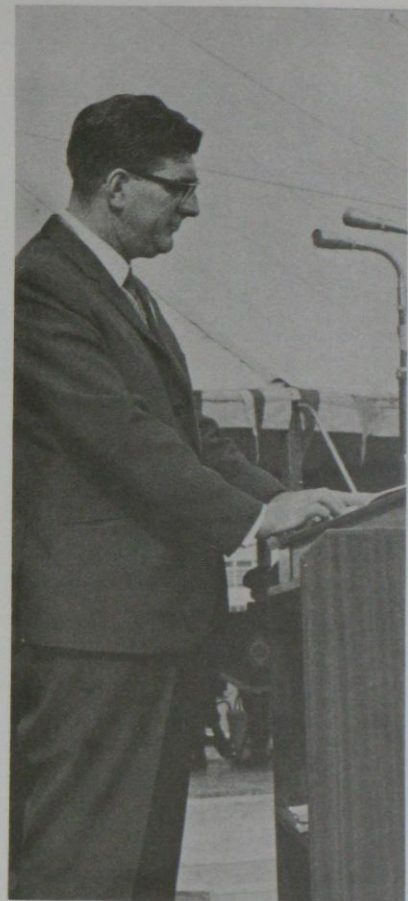
for the honour which they did us in making a fly-past of A-7 aircraft especially for us. So far as I am aware, this has never been done before for any British company. The two aircraft involved had flown from San Francisco to Farnborough, about a quarter of the way around the earth in ten hours and I am happy to tell you that the engines which pushed these aircraft along were British engines, manufactured by Rolls-Royce Limited, who also received this year the Queen's Award for exports. I was sorry to hear that this display, which was so well meant, was the cause of some distress to children and I can only hope that the children and their parents will not think to badly of us.

"We have representatives from many of our major customers here with us today. May I say how delighted we are to see you on this occasion. Please come and see us more and more often.

"I am old enough to remember the early days of our start in the present aviation business which I think occurred in 1954. The entire business then consisted of three people, of whom I had the honour to be one.

"By 1959 the company had grown somewhat, and it was decided to move the entire operation to Rochester. Only last year this move was finally completed and today there are some 4½ thousand people employed in Rochester, only 16 years after the initial group of three people.

"Elliott equipment is fitted to the Lockheed Galaxy, the largest military aircraft in the world. It is fitted to the Concorde, the world's most advanced supersonic airliner. It is also fitted to the military aircraft of many friendly nations.



"We decided, in 1959, to move Elliott Flight Automation to Rochester. This has proved to be not only right but, with the support of the Medway Towns, a resounding success.

"People from the Medway towns have travelled extensively to most parts of the world and are known and respected world-wide, whilst we, ourselves, have a continuous flow of visitors from all parts of the world so that we, in our turn, have played some part in telling the world about the Medway towns and the people who live here.

"We have grown and flourished in the congenial atmosphere of the Medway towns in a manner which I should like to think has brought fame to a few and happiness to many and I should like to take this opportunity of congratulating everyone on their past achievements and to hope that they will rise to even greater ones."

Mr Pateman's speech is concluded on page 8.

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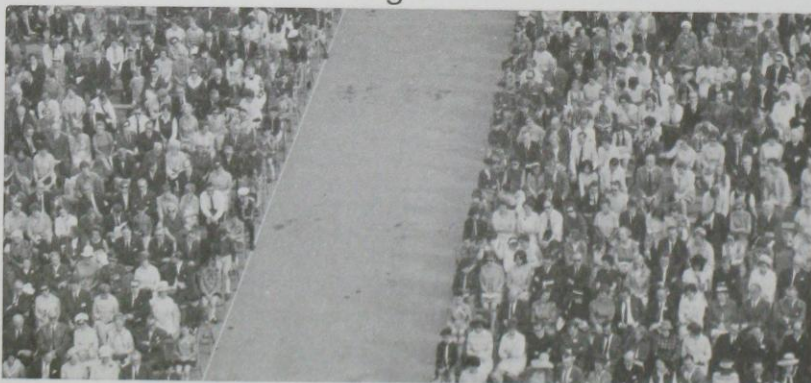
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- 1 The trumpeters sound the fanfare (Chatham News picture).
- 2 Flt Lt P. Curran (IND) leads the parade and the Queen's Award out of the arena after the ceremony.
- 3 Paul Chesmond (MACD) with radio in hand co-ordinates one of the Cine Club's film crews.
- 4 Capt Peter Parkes, Director of Music, conducts the band of the Royal Corps of Engineers.
- 5 Children in the wings waited for the Ceremony to end before taking over the presentation area.
- 6 Bird's eye view during Lord Cornwallis' speech.



1 Little girl takes close look inside Hawker Siddeley's model Trident 3.

2 John Evans (TACD) shows the pilot's control panel of the Concorde autopilot system to two young visitors. (Chatham News picture).

3 Paul Luker (MACD) explains the mysteries of the digital autopilot simulation rig.

4 Fred White, section leader in TACD, shows a BAC One-Eleven "Black Box," to Norah Seal (EDP) and her husband.

5 After it was all over, a cool ice-cream did a power of good.



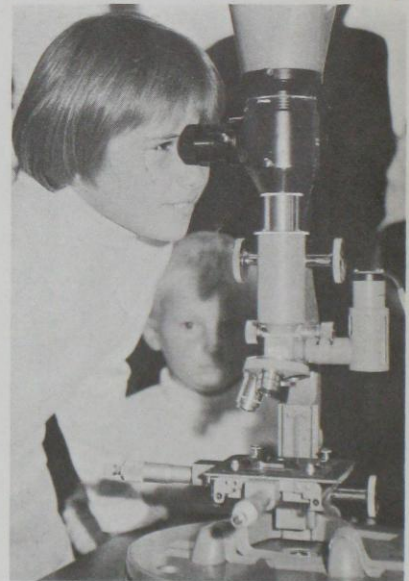
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6 Grandstand view of the semi-automatic assembly machinery in the ADD production area.

7 J. E. Morris shows the girls how it's done in the stove enamelling department. Virtually every EFA product passes through this department. (Chatham News picture).

8 The EDP girls, on their way to lunch, stopped by BOAC's Super VC10 model. It's fitted with Elliott automatic landing system, said the caption card. (Chatham News picture).

9 Little girl takes a really close look at some of the work of Central Machine Shop.

10 "Hey Dad, look! It's a see-through instrument system!"

LORD CORNWALLIS' SPEECH

MR Chairman, Mayor, Lord High Almoner; Your Worships, Member of Parliament, distinguished guests, girl guides, brother scouts, Air Force Training Corps. How many more countless friends and acquaintances have I got in this audience? But you have been warned. Last year when I came here I told you that the next time you summoned me here I should ask you all to sing 'Here we are, Here we are, Here we are again'. Well now it is the Queen's Award and I do congratulate you on the production of that charming book on The Industrial Battle Honour.

"I think it is rather charming that the Monarch of not only this country but what used to be an empire, should personally and delightedly and proudly take an interest in the industrial achievements of those who serve this country in an exceptional way. And I have had the good fortune – I have got two or three more to give yet – of doing six or seven this year already, and one thing that has delighted me is that four of them, like you here today, started from nothing.

"You heard there are two of you present here today who saw the beginning. I have given Queen's Awards this year on behalf of Her Majesty to two school boys from Bradcliffe who started together and in eight years now have 70 to 100 employees. Goodness knows what exports they have achieved with agencies in China, Australia, and I don't know where else. I have given Queen's Awards to a firm started by a father and son: now 800 employees, already two factories in this country, 75 percent exports and so on, and I have got two more to give to small firms of that nature. Tall oaks out of little acorns grow, and that is what made this country.

"You now are a great concern. You are part of a vast organisation. It seems inevitable in this world that the area of competition with which you have to deal, that the little ones must come under the guidance or guardianship of the bigger ones. But you I know will appreciate that those little ones some day may be as big as yourselves.

"And now may I congratulate, not only the management because they would be the first to say that what they have achieved, and what you all have achieved, would be quite impossible unless every single person in the organisation knew their job, wanted to get on with it and wanted to produce a perfect article.

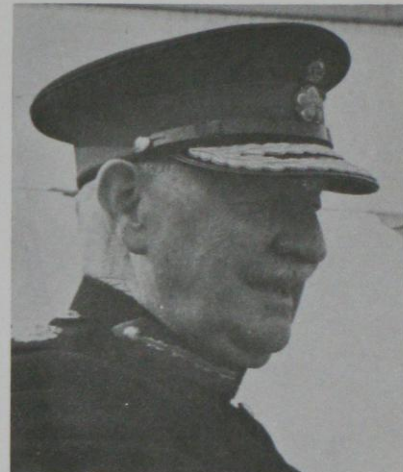
"It is quite amazing that you can, when we went through a tragic time when the British aircraft industry looked rather like running down, that you could go out into the world and countries all over the world and show by the very marvel, by the very perfection of your job, that you could compete with anyone and serve those overseas countries better than perhaps they could serve themselves. That is a very tremendous achievement and I do congratulate every single one of you.

"Now then, may we come down to the personal presentation of this Award. As I think I warned you before, I have to ask especially the ladies to try and contemplate the impossible. You have got to try and imagine that I am the Queen. Because it is entirely in the person of Her Majesty that I am here. I happen to be Her personal servant and I think probably that even if there was

a member of the Royal Family in the audience, I couldn't ask them, her or him, to take my place because the Queen would wish that it is given by Her personal representative in the person of myself.

"You will quite realise, much as She would long to, it is impossible for Her to go round 300 or 400 firms, whatever it is, who receive this Award. When I say 300 or 400, that is nothing like the number that apply, and it is not everyone who applies who gets it. But She would wish me I know to send you Her congratulations and good wishes. Well, may I just say two simple English words, Thank you. Thank you all.

"And now in the person of Her Majesty, it will be my proud but humble privilege to ask two representatives of your great selves to come forward and receive the Emblems that are presented to you on receipt



of this award. On behalf of Her Majesty the Queen and by Her command, I present to you, Elliott Flight Automation Limited, this Emblem of the Queen's Award for Industry, won not only for export achievement but for technological innovation.

"I now too present the scroll that registers this fact at this presentation which is signed by Her Majesty at the top and simply says 'By the Grace of God of the United Kingdom of Great Britain and other realms and territories, Queen . . . to Elliott Flight Automation Limited'. And it goes on to say, after greeting you, that She sends you this Award, Her personal Award, for your great achievements.



Olive Townsend displays the Grant of Appointment signed by the Queen and the then Prime Minister, Harold Wilson.

The Bishop of Rochester's Speech

MY Lords, Ladies and Gentlemen,
It is my pleasure and great responsibility to speak on behalf of the invited guests on this memorable and moving occasion. We are a motley crew, representative of every side of life in the Medway Towns, and I suppose that I am the spokesman because my firm has been here longer than most!

"We share, incidentally, some of the problems which face great industrial concerns: the difficulty of attracting new clients, and then of preventing them from shopping around. We do find though, that they usually come back to us in the end!

"The representative character of this gathering today makes it very clear that

Elliott Flight Automation recognizes that it has many roots in our community and depends in many ways on the various aspects of our local life. The pace of life for many of us today is such that it is all too easy for our community to become fragmented, and for industry and education and social welfare, and indeed government itself, to become

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Dr. R. D. Say, Bishop of Rochester

independent pockets of activity, all too little related to the day-to-day life of the people as a whole.

"And so the first thing I would say, on behalf of all the guests today, to the Directors of this firm, is not only 'We are glad to be present to share in the celebration of your hat trick, but we are glad to be here altogether and we are grateful to you, one of the largest employers of labour in the Medway Towns, for having provided us with an all-too-rare occasion when we can not only bask in reflected glory, but also realize ourselves as a united community.

"Now there will not be a few here today who may have wondered at times what goes on in this mysterious place near Rochester airport. You know, one of the significant things about the revolution of the times is that institutions which were previously surrounded by a reverential mystique are now the subject of idle gossip by us all. The House of Lords for instance, is no longer that remote institution but the new hunting ground of Manny Shinwell and George Brown!

"And as for 10 Downing Street, not only do we all know the Rochester-built boats that they sail and the poems that they write, but we all share the same sauce with our chips – or we did!

"But the new places of mystery for the common man are in the world of computers and electronics and, for the most part, many of us are reduced to that same reverential silence as we enter it, that we once had in the corridors of power.

"By opening this works today for us all to see something of the achievements made here in the manufacture of what we must learn to call 'avionics', Elliott Flight Automation has taken an important step in lifting a little of the veil from one of our local mysteries.

"Ladies and Gentlemen, I know I speak for you all when I thank our hosts for inviting us today for entertaining us so royally and for allowing us to share in 'The Honour of Her Award'. To the management and every member of the staff, from the lowest to the highest, we say congratulations on the Queen's third recognition of the high standards and integrity of your work. We of the Medway Towns greet you and congratulate you and, in the words of the Psalmist, we wish you 'Good luck in the name of the Lord!'"



1 Harry Cruttenden, BEM, escorted Mrs Peggy Fenner, MP for Rochester, through the FID exhibition.

2 Mr George Gedge, Managing Director of BAC's Filton Division, was shown round by Mr Pateman, wearing his CBE at Rochester for the first time.

3 Lord Cornwallis and the Mayor of Rochester leave the presentation arena.

4 Maurice Needham, presentation day organiser, and Lorna McPake, secretary of the presentation day committee, kept a watchful eye on proceedings.



NATIONAL POLICY

Mr Pateman's speech concluded.

"We are extremely fortunate in having with us today a positive galaxy of very distinguished guests. I cannot restrain myself from taking advantage of the presence here today of one particular guest. The Member of Parliament for Rochester and Chatham, Mrs Peggy Fenner. New Members and new Governments are likely to create new policies. I should like to remind her that the wealth of this country in past times was built on two single premises. First, we built better ships than anybody else, and secondly, we had better technology than anybody else. Since far more people now travel by air than by sea I feel that aircraft must now replace ships as vital elements in a country's economy, and the requirement to remain ahead in the utilisation of new technologies remains as prominent as ever.

It is therefore important to the economic health of this country that we get our fair share of the responsibility for aircraft programmes and for the equipment which those aircraft will need. This country is the only one in the Western World outside the USA where a complete capability exists able to meet all modern requirements, and government must on no account allow this capability to be diluted or destroyed.

This country must continue to provide aircraft which the airlines of the world will buy or face an impossible balance of payments problem.

The very best people, My Lord, to build equipment for these aircraft are standing before me today, and I therefore invite you now to make the formal presentation to two people chosen to represent our Company.



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I know you would wish me to thank the many people who have contributed so greatly to making this afternoon a success. I should personally like to congratulate Mr Needham, who has been responsible for the entire organisation of this operation. I know you would wish me to congratulate the many, many helpers who have worked so hard in order to get this Award arranged on time and in such a very fine manner. I feel particularly strongly for Mr Sid Williams, on whom so much of the brunt has fallen. I should also like to thank very much indeed the Air Training Corps who provided the Guard of Honour and a remarkably smart body of men, to the boys and girls of the Medway Youth groups who also are represented here today and to the Royal Corps of Engineers who provided the band under their Director of Music, Captain Peter Parkes. Thank you very much indeed."



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1 Arthur Colwell, Manager of ADD, and Geoff Rands, Sales Manager of IND, show equipment to the Mayors of Chatham and Gillingham and their wives.

2 2,000 people witnessed the presentation.

3 If it had rained, everyone could have found shelter under canvas. This part of the plan was happily not needed.

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