



Queen's Award for EFA

We did it again! For the second year running EFA won the Queen's Award to Industry for export performance.

Over the past three years, exports have increased by 50 per cent each year and, on the basis of current orders, the rate is likely to continue or even to increase.

EFA exports are by no means confined to the USA, but this is certainly the biggest current market, for which orders now total something like \$60 million.

Timely and effective completion of these orders will do much to support sales efforts on the next generation of orders to ensure the continued prosperity of EFA in the years to come.

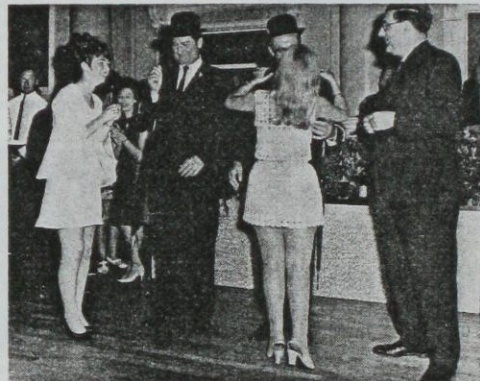
NEW MISS ELLIOTT



Maureen Harker of MACD was elected Miss Elliott for 1969 at the Elliott Fete held at Featherby Road sports ground on July 12. Here she is in her sash and robe after "investiture" by Mr Pateman. Runners-up were Linda Fuller (AS&RD) and Christine Nicholls (AS&RD).

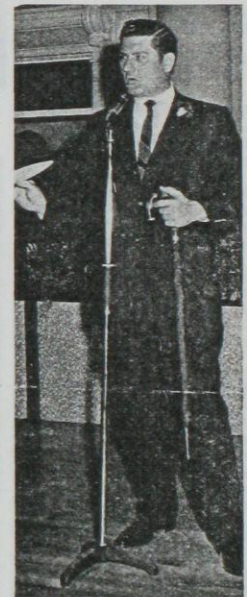
Further pictures from the fete are on page 3.

A THANK YOU PARTY FOR ADD



Something typically British seemed to be called for when the Vought Aeronautics Division team threw a party on July 14 to thank ADD for their performance of the HUD production contracts. It was a fine evening in the Corn Exchange, Rochester, for almost 500 ADD people and, as a small reciprocal gesture, they presented the VAD men with true British bowler hats buttonholes and tightly rolled umbrellas.

The presentation was supervised by Mr Pateman, managing director, but performed by the fair damsels of the division. On the left, Gaynor Vass and Barbara Hodge make presentations to Ivan Holt and Richard Kimball, while Mr Pateman looks on. At right, Ivan Holt, fully equipped, delivers his speech. Below, an Evening Post picture of the full VAD team, left to right, Jim Helzer, John Doughty, Ben George, Ivan Holt and Richard Kimball.

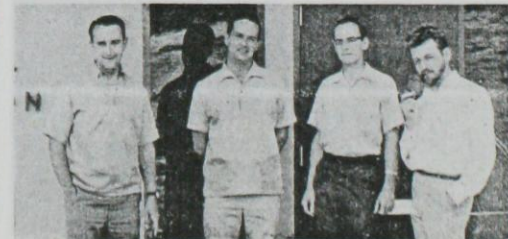


A Factory In Atlanta Georgia



THE new factory built in Atlanta, Georgia, by EFA's associate E-A Industrial Corporation was formally opened on June 27 and is now in operation supporting the production equipment sent over by EFA. It is a tidy, windowless 10,000sq ft "facility", designed for extensions to 20,000sq ft next year and ultimately 30,000sq ft, and equipped with air-conditioning so essential in the mid-90s humid climate of the Georgia summer.

At left is the front of the plant with typical Georgia woods behind. Below, caught by EFA NEWS camera on the morning after the ceremony, are (left to right) plant manager Bob Shipp, who became an American citizen some years ago, but formerly worked for Elliotts; Chris Frost, manager of FID; American electronics engineer Ted Blashke; and Dave Putt, who was assigned to E-AIC from ADD a few days before the opening. Dave took his wife and baby daughter with him. They expect another child soon. President of E-AIC is "Henry" Hanron, who went there from Rochester a few months ago.





THE Archers—Elliott, not BBC—are gathering a formidable battery of trophies for their forthcoming competitions. Above, Councillor Reginald Cox, Mayor of Chatham, is presenting a shield to be won by the best junior in the club's first invitation tournament, to be held during the Medway Festival of Sport during the Autumn holiday on September 1. Receiving the shield are club chairman Reg Bloodworth (MACD) and secretary Jack Milner (Fuze).

Already in hand is a silver rose bowl presented by Miss Gloria Sladden in April when she was Mayor of Gillingham. Expected shortly are a silver cup from the Elliott Social Club, a silver cup from Mr J. Brett, jeweller of Watling Street, Gillingham, and a silver chalice from the Mayor of Rochester.

(Picture by Evening Post)



TABLE TENNIS ON AGAIN

NEXT month sees the beginning of the new table tennis season, with every prospect for continuing last season's successes. The four girls above, Jean Snelling, Pat Rose, Pauline Hyde and Janice Patten, won the ladies' division of the Medway Towns Table Tennis League last season, staying four points ahead of Kent Alloys, last year's champions, and GCCYPC. Their record was P21, W18, D2, L1, F154, A56, Pts 38. Jean was a temporary comptometer operator and, with her close friend Pat, once played for Blaw Knox and Riverside. Pauline, daughter of Daphne Hyde (MACD) and Ken Hyde (CMS), was Medway Junior Champion at the age of 14. Janice is one of the switchboard operators. The record justifies the efforts of Syd

Groves (ADD), who founded the Medway Towns league in 1947 and has played in turn for Shorts, Blaw Knox, Bowaters and Elliotts.

Club Handicap

For the end-of-season handicap, the 25 club members were divided into four groups, from which eight players emerged to contest the finals. Roy Sands (Sheet Metal) won. Denis Speed (Accounts), last year's winner, was runner-up.

Junior Sub-Section

About 15 youngsters of both sexes, with ages ranging from eight to 15, took advantage of the practice sessions in the snack bar canteen. A professional coach was on hand. Thursday evenings were soon supplemented by Tuesdays as well. Another table is needed.

HAPPY BIRTHDAY RON!



Sirenaous dieting by Ron Lowry, ADD sales manager, earned the sympathetic attention of many of his colleagues. When his birthday arrived, the division's artistic souls produced the flamboyant poster, above, complete with formal dieter's certificate. Ron himself donned a victor's laurel wreath for the occasion.



Jean Greenfield leaves



SOcial Club Secretary Jim Collins' secretary Jean Greenfield left Elliotts in July to start a family after eleven years with the company. She first worked in accounts, and transferred to personnel and to Jim Collins in 1962. At left, Jean is receiving a cheque (for a pram) from Jim Collins. She also had presents from the Social Club committee and from the canteen.

THE CLIMBING CLUB GETS AROUND

THE Summer climbing season is by no means over, but there have already been several expeditions to Wales, a reconnaissance to Swanage, a visit by seven ardent members to France and, of course, weekly trips to Harrison's Rocks.

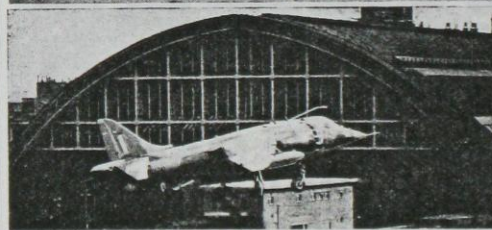
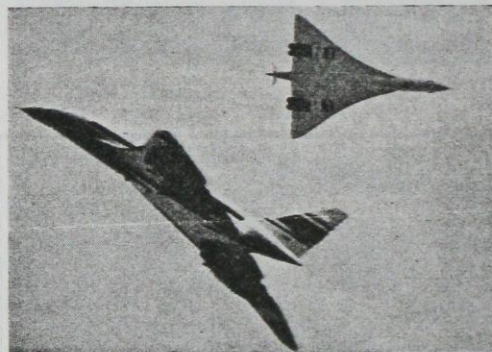
Glyn and Pete Church, together with several other members, have paid frequent visits to North Wales with the result that on one of their trips they succeeded in setting up a new route, which is awaiting confirmation. This is a considerable achievement in view of the intensive climbing that goes on every week in Snowdonia.

As a direct result of the sortie to the limestone sea-cliffs at Swanage, several members have been planning to spend an enjoyable week midst sea spray and gulls during the Summer.

The visit by members to the sandstone outcrops near Fontainebleau was also a great success, except for the untimely disintegration of a halfshaft. The pine forests there offer good camp-sites and magnificent climbing in all grades and heights, with a marvellous view from the top (when you get there, and without any resin mats).

Another expedition which has been planned for this season is to the Dolomites and it is hoped that the members participating will enjoy the same success as on other trips this season. Finally, it is proposed that at the end of the summer season a complete club meet may be held in Snowdonia to celebrate the season's successes.

EFA WAS THERE



WE do not very often hear about our equipment in operation once it has left the factory, but on three important occasions this year EFA products played a key role. Two of these events were the maiden flights of the Concorde prototypes in France and England. EFA flight control equipment was switched on and operating during both these momentous flights: EFA flowmeters and engine instruments were also in action. Concorde has now flown over both the Place de la Concorde in Paris and Buckingham Palace in London. The upper picture shows both Concorde together at the Paris Air Show.

Third event was the trans-Atlantic air race, in which all the fuel used by both Phantoms and Harrier was metered by EFA flowmeters, both in the aircraft and in the flight refuelling systems of the Victor tankers. The Harrier is fitted with an EFA two-axis autostabiliser, a device which must have come in handy during the city centre landings and take-offs in London and New York amongst clouds of dust.

The upper picture shows the Harrier arriving, like the 8.45, alongside St Pancras station.

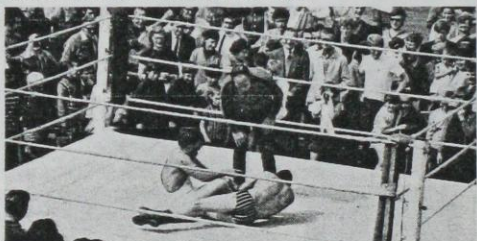
Ever tried mouth-to-mouth resuscitation? It could save a life, but few people really know how to do it. Below, Harry Staff of surgery demonstrates the new electrically operated plastic dummy with which he can give effective instruction. It was the Foremen's Association who took the initiative in buying this valuable equipment. Harry could arrange training sessions next month. (Picture by Evening Post)



ELLIOTT FÊTE



Despite the counter-attraction of the air races at Rochester airfield, the Elliott Fete was very successful this year, with at least one new event, the donkey racing at right. Above, some of the mothers and babies, though no record of their names seems to have been kept.



Wrestling (left) was once again an extremely popular spectacle. The wrestlers were non-Elliott professionals, but the tug of war teams (right) have long been an Elliott speciality and many contests were played—or pulled.

The Birth of a Specification —from FID

Alfred Alf Uno, a sadist renowned
Set up a terrible joke
To get his own back on an instrument
chap
Who once sold him a "pig in a poke."

His eyes grew quite narrow, his knuckles
went white
As he plotted and hatched out his plans
With pencil and paper and books by the
score
Seething with passion he wrote more and
more
He put in corrections, deleted and
scrapped
He tore out some pages, his story un-
wrapped.

He stopped—"Where's my datum," he
cried out in fear
"I'm losing my grip" and he shed forth
a tear
"I must do some planning and get this
thing right"
And coolly and calmly worked right
through the night.

As dawn was approaching his plan
reached its peak
Hot blood was now flowing, he jumped
to his feet
He shouted "Eureka, I've found it I'm
sure"
Then trembled and laughed as he rolled
on the floor.

His plan was now settled, he purchased
a flea
He made a small staircase, the height of
its knee
For hours on end the flea ran amok
Scaling the stairs with thin wires stuck
To its knee to allow Alf to assess
The power exerted by fleas under stress

The value he got he divided by three
Then halved it for luck because he could
see
Techniques were improving for instru-
ment folk
He'd make them all pay for that pig in
a poke.

This unit of work was the datum he
sought
Just on the positive side of point nought
He altered his writings, his thinking was
clean
This was draft copy number eighteen.

He called for one pointer, this was a gem
There were always three up until then
I'll slip in a counter, more than one drum
He couldn't stop laughing, his belly was
numb

The diaphragm spec, he tightened right up
So tight it was now that if one should
pluck
At the curve it would give off a very high
note
Way past the hearing of ordinary folk.

Temperature range was the next on the
list
He thought of a thousand and banged
with his fist
"Don't be a fool you'll frighten them off
Make it one fifty, I'm sure they will
cough."

Having agreed with himself on the range
His mind insisted on elements strange
Fahrenheit, centigrade, what will it be?
Range it from absolute two seven three.

His specification was nearing its end
The venom unleashed into writing to lend
A touch of reality just out of reach
Of all the experts, a master, a peach

What should he call his wonderful work
Meant to cause suffering, send men
beserk
Seeing his last draft was number eighteen
He signed out this last one A.A.U.19.

His spec. was accepted, his craft had paid
off
Units began to be built
Only technicians who build them can feel
His knife plunged in up to the hilt.

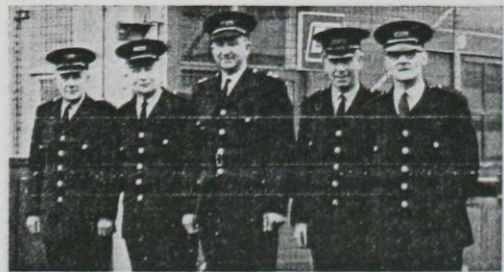
With fingers a-tingle and wits at an end
They struggle and fight all the way
They age very quickly, they go round the
bend
At least that's what onlookers say.

Maybe one day the curse will be raised
An aircraft get faster and fewer
On second thought I think I am wrong
The spec. will get tighter and newer.

Security for EFA

CONSTANTLY on the look-out for the safety of buildings and equipment is a team of 24 Elliott security guards. Now happily back in charge after his illness is Mr H. W. J. Moore, Security and Safety Officer. He is assisted by Mr T. Benger. The guards' main task is to safeguard the factory, towers, hangars and the "downtown" branch in New Road, Chatham.

The main activities are manning the reception points of all buildings, issuing keys, supervising parking and patrolling the factory. They work in a rota system, each man taking a different assignment each week, so that all activities are shared equally and run more efficiently. A normal day's work would mean a twelve hour continuous duty from 7 a.m. to 7 p.m. During the night, security watch is maintained in all premises. All 24 men have knowledge of first aid, which has on occasions been put to the test during incidents. A 24 hour guard duty is maintained in the main gate seven days a week, and nine fixed points are manned all the time during working hours. About one thousand keys are issued every day. The security guards run a lost property section. An article handed to one of the guards will be kept available for reclaiming for three months. After that, it could be returned to the finder.



Mr Benger, in centre, with four of the Elliott security guards. They are, left to right, Mr H. Rayner, Mr A. Hills, Mr G. Richards and Mr A. J. Heap. Picture by Keith Woolmer.



EFA TEAM SUPPORTS HUD AT DOUGLAS

HEAD-UP display has progressed very considerably since the early 1960s when the Buccaneer display went into production. With the 80 Series, EFA moved into the civil field, a much harder market to penetrate than the military.

Above, Ken Warren, then marketing manager, was on the Douglas Aircraft flight line at Long Beach, California, earlier this year when the 80 Series was being demonstrated in the DC-9-20 prototype airliner. On his right are Mick Hellewell and Chris Lewis of ADD, who had spent several arduous months supporting the display during the development flying. On his left one of the Douglas test pilots and Mark Lambert, EFA press officer. The time was before 8.00 a.m. and Douglas was preparing for a 12 hour flying day.

Ken Warren left EFA in May, after more than ten years with the company, including a term as manager of ADD. Below, he was caught by the Douglas photographer in the co-pilot's seat of the DC-9 with the 80 Series display.



Paris Air Show once again

THE Paris Air Show went well this year, in terms of both weather and organisation. The EFA stand concentrated on the announcement of the SWORD—Strike and Weapon Ordnance Delivery System—aimed at the new European combat aircraft. Most significant aircraft was Concorde, and both prototypes flew over Le Bourget—with the assistance of their EFA flight control equipment. Concorde 001 is at bottom left in this picture.



Above right, Fred Pacey rounded-off his administration accomplishments with a passable imitation of Stirling Moss in the EFA Transit bus. Above left, lunch break for three of the girls who looked after hundreds of visitors in the chalet, Pauline Gladwish, Lynn Shelsler and Rita Edwards.



Above, Lorna McPake on the defensive. Below, What Fred Pacey was smiting about: trying to park the Transit with four sources of helpful advice and a traffic jam building up behind.



Where did the Editor get to?

Making like Captain Scott looking for the South Pole, or was editor Lambert trying to land on the Moon before Neil Armstrong? In fact it was a trial flight in a Bensen Gyroglider towed behind an ancient Rover saloon along a disused runway somewhere in Berkshire. None of which, admits editor Lambert, adequately explains why EFA NEWS has been so long reappearing from behind the giant shadow of Topic, except that there are other things to be done instantly, while EFA NEWS is wanted immediately.

But we are on the rails again, co-ordinated now by Lucy Jones, lately back from "down under" after a year's "leave of absence" from MACD. Lucy replaces Maureen Brignall. Contact her on internal 347.



OFFICE VOCABULARY, 1969

WE all have our own ideas about the true meaning of those conventional business phrases. Here are some suggestions supplied by Elaine Ramsdell, founder member of E-A Industrial Corporation's Atlanta office. To many she has been a name at the far end of the telex link for more than two years. So here is her picture, specially taken for EFA NEWS.

Elaine's revised vocabulary for all personnel runs as follows:—

It is in process: So wrapped up in red tape that the situation is almost hopeless.

We will look into it: By the time the wheel makes full turn, we assume you will have forgotten about it, too.

A program: Any assignment that can't be completed by one telephone call.

Expedite: To confound confusion with commotion.

Co-ordinator: The guy who has a desk between two expeditors.

Consultant (or expert): Any ordinary guy more than fifty miles from home.

To activate: To make carbons and add more names to the memo.

To implement a program: Hire more people and expand the office.

Under consideration: Never heard of it.

Under active consideration: We're looking in the files for it.

A conference: A place where conversation is substituted for the dreariness of labor and the loneliness of thought.

To negotiate: To seek a meeting of minds without knocking together of heads.

Reliable source: The guy you just met.

Informed source: The guy who told the guy you just met.

Unimpeachable source: The guy who started the rumor.

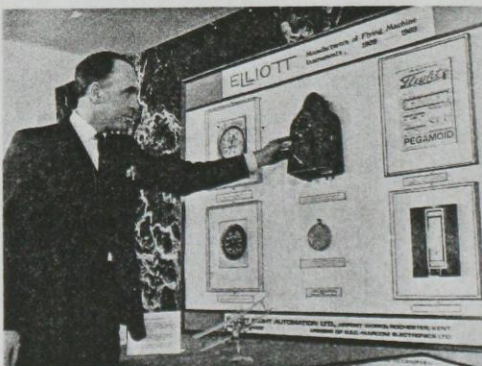
A clarification: To fill in the background with so many details that the foreground goes underground.

We are making a survey: We need more time to think of an answer.

To note and initial: Let's spread the responsibility for this.

Give us the benefit of your present thinking: We'll listen to what you have to say as long as it doesn't interfere with what we've already decided to do.

60 YEARS IN AVIATION WINS AWARD



ELLIOTTS have been in the aviation business for 60 years now—and it paid off in an unexpected way recently when FID got together a historical exhibit for a competition held in connection with a symposium of the American airline electronics industry. Don Moore-Searson, sales manager of FID, organised this display panel showing early Elliott altimeters, airspeed indicators, engine r.p.m. counters and a complete World War I instrument panel, together with a copy of a front page advertisement from Flight magazine of the early 1900s. Against the strong competition expected from American industry, the EFA exhibit won a second prize. First prize—a trip round the World for two—was won by our sister company Marconi.

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