

## PROFILE OF A REP

ハラカイン 器械 may we

present Teijin Shoji Kaisha, Limited, our representative company in Japan. Oh, you don't know what **ハラカイン 器械**

means? That's you - HALLIKAINEN INSTRUMENTS (calligraphy/courtesy of Fumiko Takeshita). Here are more symbols:

**連続液体比重計**

from TEIJIN'S brochures

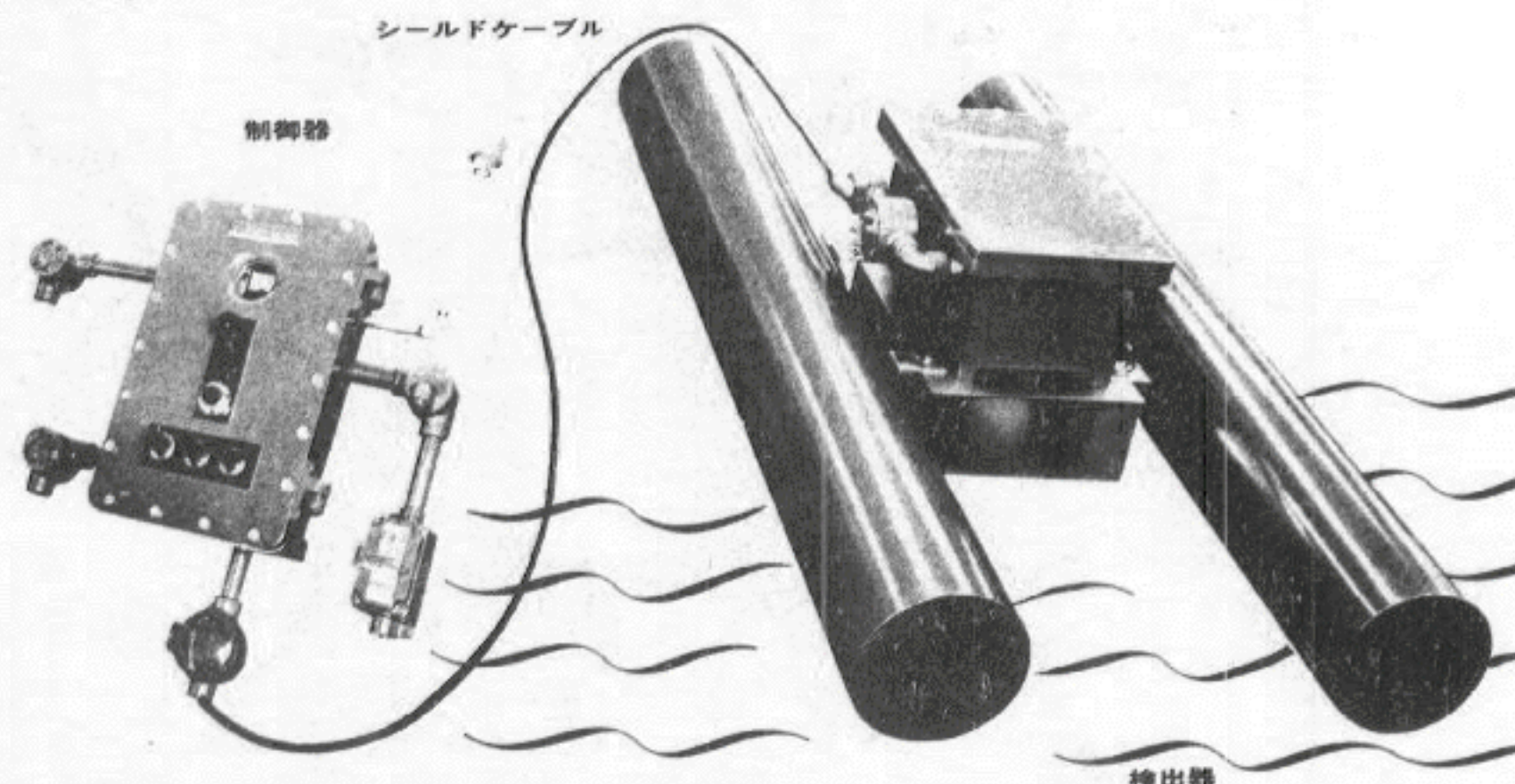
**イン・ライン式粘度計**

It would be interesting if they said "Inn of the Sixth Happiness," or even "Merry Christmas," but in fact they say Gravitrol Density Analyzer and In-Line Viscometer. And that's good news because it's good business in Japan. Our Japanese brochures appear to be in mixed language, but that's titles only, and the important technical language is Japanese. Teijin's Oil On Water Detector brochure (partly pictured below) is an inventive conception picturing waves and umbilical cord between the floating mechanism and receiving apparatus.

**Hallikainen**

**OIL-ON-WATER DETECTOR**  
Model 1479

有効な環境改善への要求が今日ほど高い時はありません。この OIL-ON-WATER DETECTOR は種々な方法で油による公害を改善する為に設計され、流れている水の表面の油の微量検出に使用されます。この検出器は水面を数滴の油で汚し、その油の薄層を検出できる感度を有した水上の測定器です。今や HALLIKAINEN INSTRUMENTS の OIL-ON-WATER DETECTOR でからうじて人間の目に見える水面の油の汚れは検出され、制御できるようになりました。



Outside of GEC itself, Teijin is our largest representative, and just as our

own company is a part of the GEC Ltd. empire, so Teijin Shoji Kaisha, Ltd. is a part of the Teijin, Ltd. empire. The head Teijin company is primarily a textile fiber manufacturer.

T.S.K. has many locations and offices, with the main financial office in Osaka, but the Machinery Department, under which Instrument Sales operates, is in Tokyo and employs several salesmen. While in the past we have sometimes sought out a particular company to represent our products in a specific area, T.S.K. came to us, asking to carry our line of instruments in Japan. The alliance was taken on as a probationary arrangement early in the 1960s, and becomes a more profitable contact as time goes on.

The primary buyers of our equipment in Japan, through T.S.K., are chemical plants, some university and industrial laboratories, and oil refineries. There are approximately 40+ oil refineries in Japan. It seems a surprising number for such a small country, but it indicates why interest in Japan is so keen over the Oil On Water Detector, for not only is the Detector of prime use for tanker loading areas, it is also highly useful in effluent streams and settling ponds.

This, then, has been an introduction to one of our many representatives who help us cover the world sales territory. While Teijin Shoji Kaisha, Ltd. may not be absolutely typical of our Reps because of its size, the job the men have is common to all our representatives: they introduce our products, sell them, and stand behind them.

## NEW EMPLOYEE

The Engineering Department is smiling more these days with the addition of pretty Sandra Schieber to the staff. The new Engineering Clerk is a native of Minneapolis, and has been in California under a year.

Sandi and her husband are the parents of a boy, 7, and a girl, 6. Camping, fishing and water sports are family hobbies, and the kids are being introduced to them early. So far, most of their western exploring has been in the Mother Lode country (and hasn't anybody told them the gold rush is over??).



## VISIT

The friendly Englishman visiting us during the first week in November was Philip C. Churchus, Product Manager of Analytical Instruments for GEC-Elliott Process Instruments, Ltd. This is one of the many sub-companies of GEC, Ltd., and is headquartered in London.

In the States attending Philadelphia's ISA Show, Churchus was on hand there to explain and demonstrate the new Mark VI Chromatograph developed by British Petroleum and Churchus' company. Churchus has the title of Product Manager, but in fact, we might consider that he is another of our Representatives, since 70% of GEC-Elliott Process Instruments business comes from our products. Churchus is active over all of Europe, and continues his Stateside trip by going into Canada with other GEC business.

Primarily, Churchus' trip was one of goodwill. He felt that in discussing problems via correspondence, "Tom" and "Phil" might get much better results than Mr. Clark and Mr. Churchus, who didn't even know each other. Further, he wanted to see the Richmond plant to compare whatever differences there might be in our production and engineering methods from those of the London-based plant.

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Annual  
CHILDREN'S  
CHRISTMAS PARTY!

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Sunday  
December 20  
1:30 -- 4:00

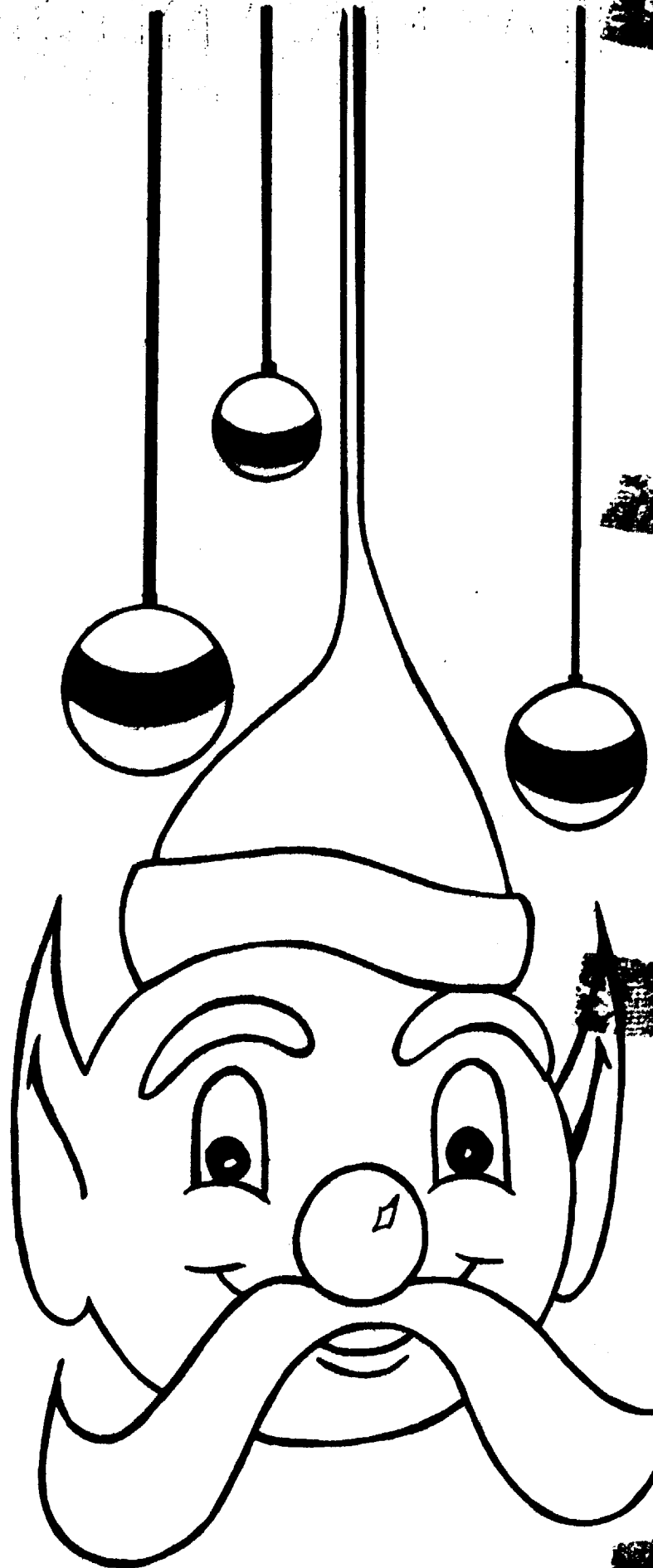
~  
MOVIES

Games - Prizes  
Pin the Nose on Rudolph!  
Bean Bag Toss!

~  
SANTA CLAUS  
with presents!

Refreshments

~  
See you?



## REPORT FROM JAPAN

K.E. Hallikainen attended his first Japanese Chemical Processes Show in Tokyo during September, where his hosts were executives in the Teijin Shoji Kaisha, Ltd. company. The impressive concern is housed mainly on the 9th floor of a modern downtown building in Tokyo, but there are other locations, used primarily for display purposes or for repairs. The company represents many, many other manufacturers as well as Hallikainen Instruments, and is well respected as a reputable and conscientious supplier.

Teijin employs 15,000 workers. KEH the women at the company headquarters uniformly dressed in dark skirts and light blue blouses with crisp white collars, giving them a very neat and efficient appearance. There's no mini-skirt conflict there, nor has the idea of stripes and colors in fashions for men caught on with the conservative Japanese businessmen, who style themselves after the western world of 15 years ago, with clean white shirts and dark suits, though they sometimes will allow themselves to doff suitcoats in extremely hot weather.

Hallikainen visited a Japanese Marine-land in Yokohama. He says it is large, beautiful, and imaginative. There is an enormous tank-in-the-round where all manner of sea life live together in an ocean atmosphere. This building, rather like an extremely large theatre, allows seated observation for viewers from anywhere around the tank. Just as here in the U.S. this is a favorite attraction for families.

The economy is especially healthy in Japan right now. Last year they were 3rd in the world with Gross National Product. The Japanese are fully in the machine age and aware of mass production techniques. Also, labor force wages are low, leading to the highly competitive prices we have come to expect from Japan in the world marketplace. Conscientious workmanship prevails, and the tag "made in Japan" less and less suggests cheapness, as it did a quarter century ago. While the middle class worker must stretch his Yen (rate is 350 to \$1), management strata has a cushion: the expense account, that very convenient dodge known to many American executives, prior to the Kennedy Administration.

The Japanese are extremely pollution conscious. Since they have so little land they are concerned about water pollution

and adverse effects on their staple food, fish; and they are fully as concerned about the contaminants which their big factories are belching into the air. For centuries they have covered the bark of their trees with hay and straw during winter as a protection against the severe cold; now the straw stays on all year round to protect the trees from ingesting poisonous smog.

While the Americans, British, and Europeans gradually absorbed the changes from hand tool production to machine age, and from rural to urban living, the Japanese have had no such tender conversion. In the last quarter century (overnight, as it were) the little country endured a complete upheaval of all her values. An instant republic, a defeated warrior, an easterner plummeted into western ways, Japan and her people now find themselves in the midst of the modern world - and success.

For many it is new, wonderful, and exhilarating, but for many there has been a price. The stress of living in a city of ten million inhabitants puts the introverted nature of the Japanese living in Tokyo to a hard test. He wears his "public face" in a civilized and mannerly fashion, but he knows that the air he breathes is so bad that he should be doing as so many of his neighbors do and buy a gas mask. He has sent his children to the university, but they are rioting in the streets. He is pressed economically, physically, and psychologically.

In a word: call him "brother!"

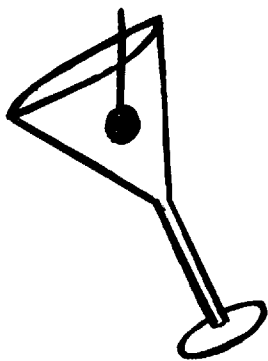
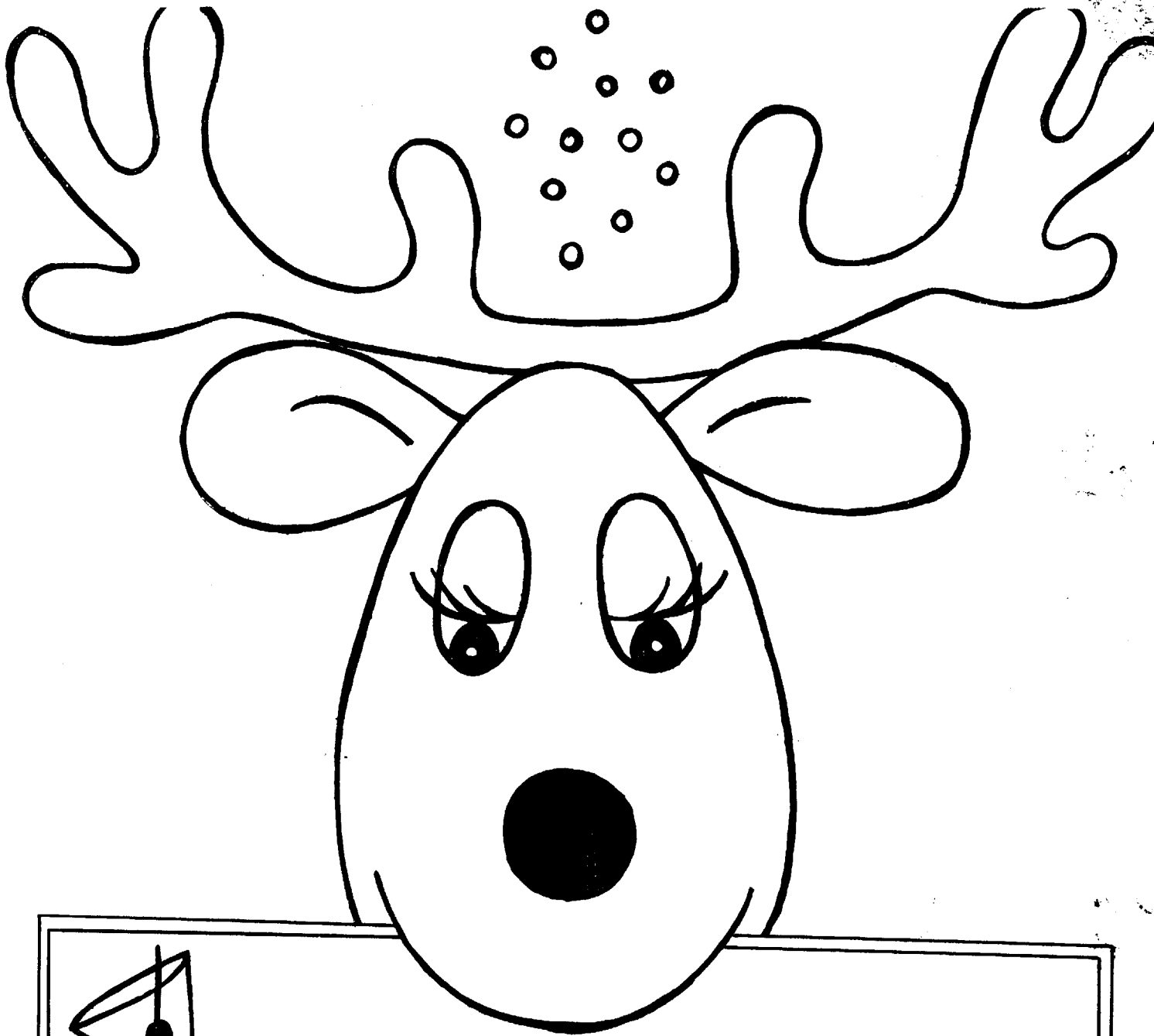
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## NO BUSINESS LIKE SHOW BUSINESS

Instrument Society of America put on its annual extravaganza in Philadelphia this year, where we were well represented by K.E. Hallikainen, Tom Clark, Norm Waner, Herb Liske, P.C. Churchus of GEC, and numerous of our Reps. The Diacon and Solid State Thermotrol enjoyed interest and inspection, but were outshone by the star of the production, Oil On Water Detector. Several orders are expected soon on this winner.

ASTM (American Society for Testing and Materials) Committee on Petroleum Products and Lubricants has its annual confab coming up in Dallas from December 6 through the 11th. K.E. Hallikainen will be attending.

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ADULT CHRISTMAS PARTY  
Saturday, December 12  
8 p.m. -- 1:00 a.m.

Bermuda/Catalina Room  
Civic Auditorium  
Richmond

Favorite Drinks

Excellent Buffet

Dancing

Fun

Frolic

Festivities

Relax and get in the spirit of the

*holidays*

