



*A section of the Group stand showing, on the left, the Mark IV O.B. van and in the top right-hand corner the Marconi studio in which the Mark IV camera and 21-inch monitor can be clearly seen [P.I.C. Photos Ltd.]*

## Marconi's in Moscow



WHEN THE Moscow Trade Fair opened in four large buildings in Sokolniki Park there was, as with all public presentations, little indication of the enormous back-stage effort that had been made. The planning and organization had taken nearly two years but it was not until our O.B. van departed for Moscow from the New Street yard that most of us here at Marconi's felt that things were really moving.

John Mahoney dropped us a line from the U.S.S.R. as soon as he arrived,

*Left to right, R. Brown, J. Miles and J. Leader of Packing Department work on various cases destined for the Marconi stand at the British Trade Fair in Moscow [Eight photos by J. Pool]*

*Flowers for the stand had to be bought from Moscow shops. Interpreter Galina Markova, watches stand designer Charles Kenrick and the shop manager who are about to stow flowers in the boot of a Zim car*

to tell us of the transcontinental journey which he, Ian Long and Dave Evans made in the van.

'It was with mounting excitement that Ian, Dave and I boarded the Bardic ferry at Tilbury on the first leg of a ten-day journey that was to take us across Belgium, West and East Germany, Poland and over a thousand kilometres beyond the Russian frontier.

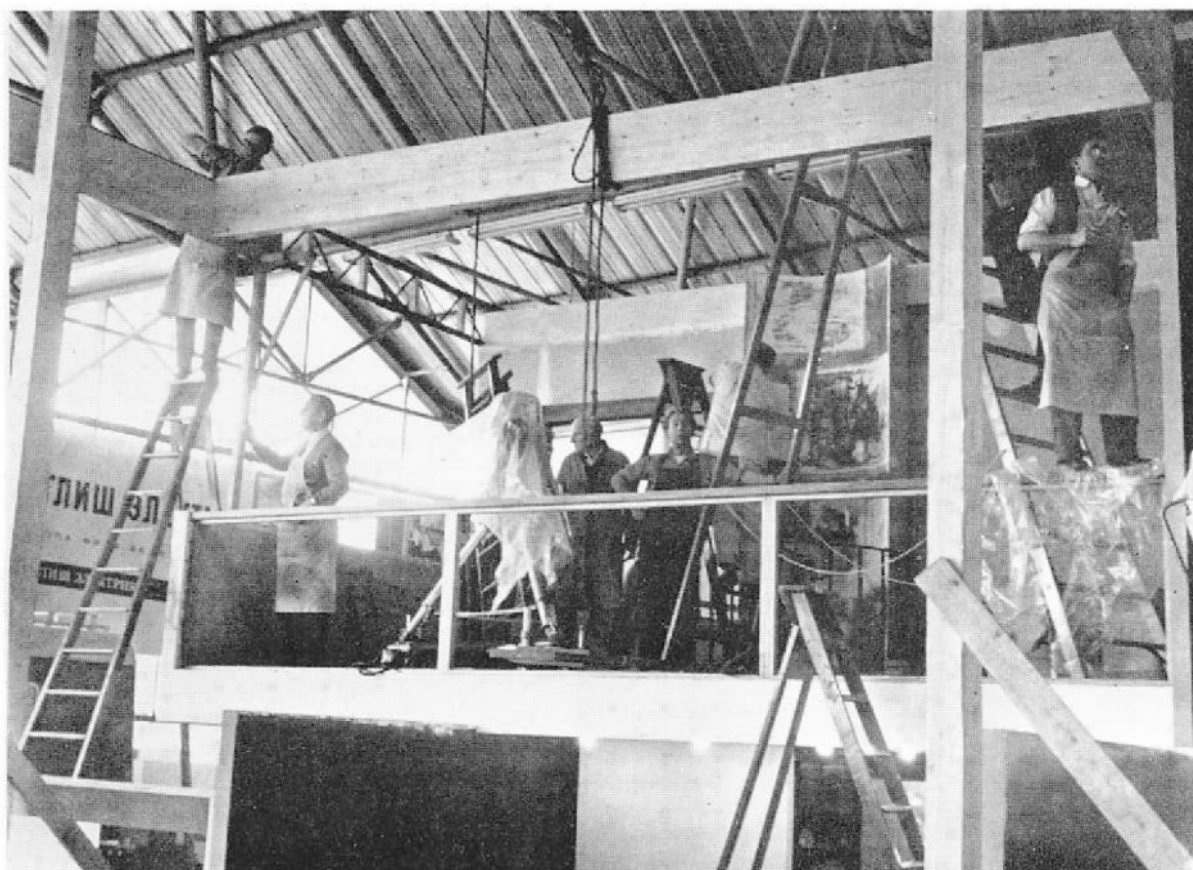
'In spite of the many things that could have gone wrong, everything went very smoothly. Naturally, driving a nine-ton TV van some 2700 kilometres across Europe, we encountered some incidents. When, at the border of East Germany and Poland, for instance, we tried to go on foot to the control office, the German guard hurriedly loaded his modern



flick-bayonet repeating rifle and stopped us in our tracks with a menacing gesture. The tension was relieved only when his captain came on the scene.

'On another occasion, *en route* to Poznan, we stopped at a small Polish village for a much-needed beer. The locals had already been warming up for

*Work in progress on the Marconi television studio during the construction period of the English Electric Group stand*





*Red Square taken from the bridge over the Moskva river showing St. Basil's cathedral on the right and one wall of the Kremlin on the left*

their May Day celebrations and mistook us for Germans because the boards on the side of the van, announcing the purpose of our journey, were in German. One particular fellow was becoming aggressive and we gathered from his remarks that his wife had suffered at the hands of the Germans during the war. Fortunately, as we edged towards the door, I remembered the Polish for "Great Britain"—"Wielka Brytania"—which I repeated several times. As if by

magic the situation completely changed; it was smiles all round and we were not allowed to leave until two or three toasts in vodka had been drunk.

The following day we covered the Poznan to Warsaw leg well behind schedule. Because it was May Day every town and village was having its parade and eventually we abandoned our struggle to push through the crowds and joined them to watch the spectacle.

The following day is also a holiday in Poland and we found the main road out of Warsaw to the Russian border closed to traffic for some twenty kilometres—all because of an international cycle race! Not to be thwarted, and with Ian at the wheel, we crawled along adjacent dust roads that seemed often to run across back gardens. Each time we turned onto the main road a military or police guard would allow us only to cross it. Eventually Ian took the bit between his teeth and roared up the prohibited highway lined with police who appeared to be too astonished to do anything but stare. We managed about ten kilometres before an approaching police car leading the competing cyclists waved us down, but when the cavalcade had passed we were allowed to carry on.

Once inside Russia we found the road to Moscow to be a very long one and it was easy to appreciate why Napoleon and Hitler failed to get as far as we did. We have not, as yet, had much opportunity to see the city, but the broad avenues and beautiful statues are immediately apparent.

From this point the story is taken over



*With the Mark IV O.B. van on site in Moscow are, left to right on the roof, Dave Evans and John Mahoney; on the ground, Ian Long, Messrs C. Carver and C. Kenrick, stand designers, and R. Biggs, English Electric Publicity Department*



by John Pool, Marconi's Exhibitions Officer, who says:

'When I arrived at Sokolniki Park, much of the work on the English Electric Group's stand had been completed and the wooden platform had been laid. It was now a question of unpacking equipment and arranging it on the stand. The T.D.U. team had arrived and the van had to be brought into the hall—a hazardous operation which necessitated clearing all gangways and two hours of shunting to and fro before it was triumphantly positioned. The three members of the team, joined later by Jeremy Allderton, spent the remaining time before opening day tidying the van and testing the four Mk IV camera channels and other equipment.

*Mr. N. Khrushchev, Chairman of the Council of Ministers, U.S.S.R., and L. H. Short, Director of Overseas Operations, English Electric Company Limited, right. Behind Mr. Khrushchev is R. B. Coulson, Sales Manager, E.E. Valve Company, and on his left, Mr. R. Maudling, President of the Board of Trade [P.I.C. Photos Ltd.]*



*John Pool, fourth from the left, with two English Electric men and three Russian labourers outside 'B' Hall where crates of equipment and literature were unpacked*

'The hundreds of cases sent earlier by road and sea were stacked in a roadway adjoining the site, soon known as "packing case alley", each container colour-coded according to the hall in which the particular exhibitor's stand was located. Gradually, our cases began to arrive outside hall "B", but unpacking them presented problems. One of the biggest was the language difficulty;





LEFT: The area outside 'B' Hall twenty-four hours before opening. Later the whole area was treated with tarmac and flowers were planted in the beds beneath the flag poles. RIGHT: A section of the Marconi area of the Group stand showing Aeronautical, Radar and Communications equipment

Russian labourers had been engaged; there was only one interpreter for the whole of hall "B", and without him it was difficult to explain that a crowbar and heavy hammer were not the only, or always the best, tools with which to open cases containing delicate electronic equipment, nor should such cases be gaily tipped off lorries. It says much for M.W.T.'s efficient Packing Department that everything apparently survived.

'In spite of the snags—carpets missing, photographs damaged in transit, wrongly placed electric light sockets, wrongly worded captions, tools disappearing, and difficulty in persuading the Russians that it was a simple matter to provide water and waste facilities for English Electric's domestic appliances display—these hectic days bore fruit and the stand began to take shape. Specially prepared counter units were put into place to display small M.W.T. equipments such as Peta, a radar range calibrator and automatic direction-finders AD712 and AD722, as well as M.I. and M.I.M.C. Co. exhibits; captions began to appear and literature was unpacked and arranged. Other members of M.W.T. arrived: B. F. Kane, our Vienna representative; Charles Shelton of Export, Hugh Lavington-Evans and Arthur Paton of Broadcasting, Brian

Infield of Aeronautical Division and people from M.I. and the Marine Company. The stand managers began to organize the complicated business of duty rosters, interpreters and other administrative details.

'At last opening day dawned with everything on the stand complete. The opening ceremony was performed by Mr. Maudling, President of the Board of Trade, and after he had declared the Fair open we were honoured by a visit from Mr. and Mrs. Khrushchev to our stand.

'Even on the first day the crowds poured in and much interest was shown in our exhibits, particularly television; this interest was stimulated by Dave Evans, operating a Mk IV camera on the roof of the O.B. van, and Ian Long with another in the studio, televising the crowds who were able to see themselves on a 21-inch monitor suspended alongside the camera.'

The question of driving the O.B. van back to England did not arise; it was sold outright. It is often impossible to assess the monetary value of exhibitions, for we can never really know to what extent future orders have been influenced by them, but in Moscow M.W.T. received direct orders worth very nearly £100,000.