



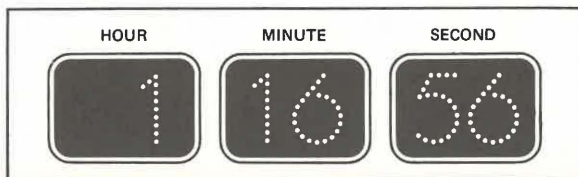
The Bulletin

The Hong Kong General Chamber of Commerce

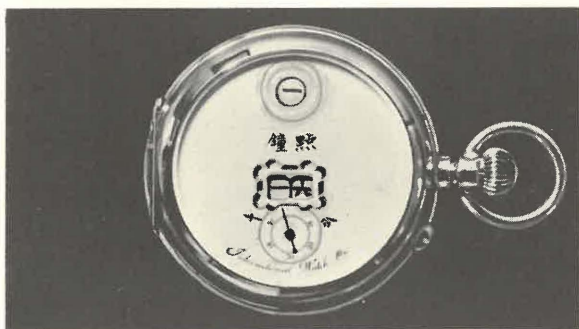
in the office,
in the factory,
in the godown,
in the shop,
or wherever you work



see page 5



瑞士萬國錶 在八十多年前已製造 跳數錶



並具有中國數字.....

數年前一位瑞士外交家的太太，無意發現一隻寫有中國數目字的舊跳數錶，翻查紀錄之後，發現該錶於一八八七年由瑞士萬國錶廠製造，距今已有八十多年歷史。

我們首先將該錶潔淨，加以潤滑，並換上新發條，然後連續在十四日內進行準確測試，結果顯示該錶平均二十四小時之內，祇有約三秒偏差；其精確程度，不少現代手錶亦自愧不如。瑞士萬國錶的優越性能，又再度獲得證實。

瑞士萬國錶廠在八十多年以前已經製作跳數錶，時至今日，萬國錶仍然是最值得驕人的手錶。

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我們試把香港與世界其他人口稠密的城市比較，便清楚地知道本港之罪案紀錄並不如後者那般嚴重駭人。例如在美國的紐約或洛杉磯，人們為自身安全起見，於日落後都避免出外，以致街道冷落寧靜非常，而家庭式之橋牌叙會等社交活動等更大大地減少了。行人們在夜間如要出外，定要避免踏足於黑暗的梯間，擇其街道之中央而走。而可幸地這種情形尚不致在本港發生。但本港的歹徒亦有他們的一套——有些埋伏在巷口梯間向路人大施搜索；亦有一些歹徒向戲院內的觀眾強橫索取金錢。

因此，在香港而言，我們的生活多少不免為恐懼底陰影所籠罩着，而「撲滅罪行運動」之舉行可算最合時宜，亦最為大眾所深切渴望。

「撲滅罪行運動」是世界上第一個此類的獨特的運動，其主旨是要大家齊心合力使歹徒忙於奔命、繼而絕跡。

正如此項運動之秘書——曹廣榮先生說：「撲滅罪行運動之主力軍為警察當局，每天約有二千名警務人員巡邏及駐守本港各街道。但這運動之成功主要有賴社會大眾的支持及努力，換言之，就是要廣大市民與警方合作，方可收到預期有效的成績。」

曹氏又謂：「要勸導及從容市民擔當起彼等應有的責任實為不容易，但試細心思量一下，大家都知道我們不可以只知道在一個城市安居而毫不考慮對其應有的貢獻。而因此，商界人士亦應其他普通市民一樣盡其力而參與此項運動之工作。」

至目前而言，工商界人士對此項運動均鼎力支持，這確令人鼓舞萬分。

例如：香港電話公司在本港當眼的地方安放十具巨型（十二呎乘十二呎）的電話，以提醒市民於必要時記緊撥九九九與警方聯絡。九龍汽車有限公司在其屬下十輛巴士之車身上，用奪目的紅黑色彩繪出「撲滅罪行

運動的標緻，該等巴士將在港九兩地行走。永隆銀行及德士古汽油香港有限公司共捐贈總值八萬元的警笛，此等警笛將由各分區委員會及警崗分派給社會人士。香港烟草公司亦捐贈總值四萬元的「反罪惡」金屬標貼。其他來自社會各界人士捐贈之物品包括有警鐘及鎖匙鍊等。

各商號亦可舉辦各式各樣的比賽及捐贈獎品，以示對此項運動的支持。至目前而言，先後已有舉辦中、英散文比賽及電台問答比賽，而國泰航空公司亦捐贈價值一萬元的機票為獎品。

閣下可在窗櫺或辦公室內標貼及陳列「撲滅罪行運動」之廣告，以示支持。若果你準備支持某一項活動或捐贈獎品等，請與「撲滅罪行運動」一辦事人——袁金浩先生聯絡，袁氏之電話為香港：二三三一九一（內綫二零三）。

於此，現已設備一命名為「良好公民獎」，以鼓勵市民協助警方撲滅犯罪行為。該項獎勵方法之基金由本總商會處理。

本商會代行主席——霍沛德先生於接受捐贈予此項獎金的第一張支票時說道：「此乃一獎勵計劃。其目的是獎勵那些不厭其煩，甚而冒生命危險而向警方報告某件犯罪事件的人仕。每次，我們當從速把獎金頒贈給

獲獎勵的人仕，使這項獎勵辦法能達預期的功效。」

目下已有很多間大規模商號及銀行認捐及贈款以支持「良好公民獎」，閣下若尚未有所行動，便應從速慷慨解囊。

撲滅罪行不單只是防止盜竊或偷盜事件之發生，商界人仕應提高警覺，嚴謹看守店舖門戶，防備歹徒有所企圖。

警察當局犯罪調查科屬下之防止犯罪行為部門之一高級督察——狄謹先生謂：「我們要盡力防止犯罪行為的發生。在安全守衛方面，你得到你所支付出的金錢的價值。如果你以三百元僱請一看更守衛人員，你便得到價值三百元的安全。一位守衛人員應得到公平及合理的待遇，其體力應能應付其工作所需。」

狄謹先生不厭其詳地細述各大、小商號應如何採取各項安全措施。

於機構內部組織而言，我們應視各職位之所需而審查職員之背境。而公司對此點要保守高度的機密。

在經理級人仕階層而言，彼等要仔細調查有無浪費的情形。在美國及英國之百貨商場及超級市場均以「浪費」揚名，因而引至物品價格昂漲。這也就是由於管理人員並不知道存貨之數量或已售出之物品多少及其損毀之程度等等。由於管理人員之怠惰或愚庸，物品存貯混亂等均可導致屬下職員及外來人偷竊事件之發生。

因此，閣下需要時常審查貯貨之數量，尤其珠寶行業界人仕更應於這方面下工夫。

狄謹先生亦強調於貨物運送方面加倍留神。

他說：「這點在香港而言頗不容易，但我們要加倍努力為是。」

因此，閣下需務請批發商或運輸公司於輸送貨物時能預先通知閣下，以便派遣適當人員接收貨物。警察當局常接到投訴謂貨物

運抵樓梯底下，而當收貨人下樓時便發覺一些物品不知所蹤。

閣下的貨倉及貯物室等之防盜設備亦應以其內裏物品之價值而定。你斷不可以把價值非凡的播音器材存放在一簡陋的貨倉內，或甚而那門戶亦只有一破舊的門鎖，這是絕對不安全的。

在規模龐大的商號而言，彼等多已僱請守衛人員，但細小的商號亦要指派一高級人員負責安全措施，如有關夾萬的安置及門鎖的增設等事宜。

假若閣下並沒有僱請守衛人員的話，便應與安全護衛公司研究並請他們定期檢查樓宇。彼等定樂意全力協助並向閣下詳細闡釋如何改善各項安全設備。他們亦可提供各式各樣為安全起見而增備之器材，如：特別設計之門鎖、相機、電鎖及鐵絲窗門等。

香港安全護衛會一發言人仕指出：「目下，香港的商號及工廠所採取之安全護衛措施並不足夠。許多在這方面的器材並非昂貴，人們只是缺乏這方面的教育。許多工商界人仕並不知道彼等可採取預防措施以策安全。當他們知悉有關情形時，便樂意採用我們所提供的服務。」

舉另一例子來說，商號們可用警鐘系統互相聯繫起來。某一層樓內的兩三間商號可互定默契，於發生事故時，藉着警鐘聯絡，通知大家提高警覺，合力相助，而下一層樓宇的商號更可不動聲息通知警方。此種守望相助情形可見諸於一些美容院及診所等。如果各商號均採取此項措施，歹徒便無從下手了。

再說，閣下不可無故存貯大量現款。於一般商店而言，應把營業收入的現款存放一藏於牆內之夾萬。若要處理數額巨大的款項時，便要僱請安全護衛人員協助以避免歹徒垂涎，而商號最好用支票交易，尤其支發職

（下接第二十七頁）

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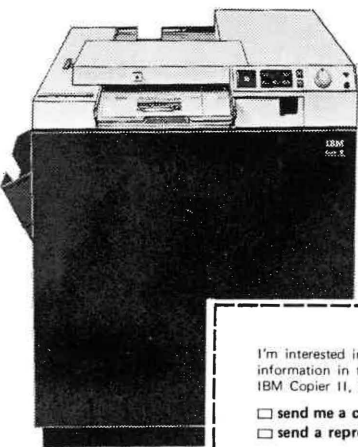
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Crime and the Businessman

COMPARED with other densely-populated world cities, the crime rate in Hong Kong has not yet reached equivalent proportions. In New York and Los Angeles, for example, fear and suspicion of mugging have resulted in deserted streets after sundown, with family bridge parties and other evening engagements being increasingly abandoned. Pedestrians adopt the habit of walking in the middle of the streets at night to avoid darkened doorways. Girls hold their handbags upside down so that the contents spill out and scatter when snatched.

As yet, it is doubtful whether anyone in Hong Kong has felt it necessary to give up mahjong parties in the evenings. Even so, a pastime that has become increasingly popular is the exchange of anecdotes on the latest in criminal exploits—the man stationed at the corner of a quiet alleyway who demands from passing pedestrians the contents of their wallets; the young man in a cinema who makes his way across a row of seats exhorting \$10 from each.

The creeping shadow of fear is thus pervading life in Hong Kong and the current Fight Violent Crime Campaign could not have been undertaken at a more propitious time. The public wants it as they have never wanted a campaign more. This Campaign, the first of its kind in the world, is a determined effort to turn the tables on the criminal and put him on the run, on the defensive.

As Campaign Secretary, Peter Tsao, says, 'The main force behind the campaign will come from the Police and 2,000 police officers will be patrolling the streets everyday. But a very large and important part can be played by the community and the success of the campaign will depend on the combined community and police efforts.'

'To persuade people to take up the responsibilities of a citizen may sound a pompous statement but one cannot live in a city and take the benefits without putting something back. In this context, the businessman should play his part just as anyone else.'

Giant telephones

Apart from individual and personal efforts, response and support from the business community as a whole have so far been extremely encouraging. The Hong Kong Telephone Company, for example, is putting out ten giant-size telephones, 12 feet by 12 feet, at strategic, eye-catching locations to remind the public to dial 999. The Kowloon Motor Bus Company is displaying the Fight Crime symbol, painted in campaign colours of red and black, on ten of their buses which will be running major routes on both sides of the harbour. The Wing Lung Bank and Caltex Oil Ltd. have contributed a total of \$80,000 worth of police whistles to be distributed to the community through district area committees and petrol stations. The Hong Kong Tobacco Company has donated \$40,000 worth of Fight Crime metal signs and stickers. Other products that are sponsored include keychains, burglar alarms and door-



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Companies can also help by sponsoring competitions and donating prizes. To date, Chinese and English essay competitions and a radio quiz have been organised, and Cathay Pacific Airways has contributed \$10,000 worth of travel towards the prizes. In addition firms can also sponsor events which will be held as part of the campaign.

Do it your way

You can help by displaying campaign posters and distributing crime prevention leaflets, requesting more if and when you need them. If you wish to go further by sponsoring a product or an event, George Yuen, who is in charge of commercial involvement in the campaign, will be most pleased to hear from you. You can contact him at 5-233191 (ext. 203) and discuss possible ways of contributing your share.

A Good Citizen Award Scheme has been introduced to act as an incentive for members of the public to assist the police to fight crime. The Chamber has accepted the invitation by the Fight Violent Crime Committee to administer the fund, and when receiving the first cheque, Acting-Chairman H. P. Foxon said,

'This is a scheme of reward. Reward for those who have taken some trouble—and possibly some risk—to report both actual and potential crimes to the police. To be effective, it is essential that awards should be made quickly and we therefore hope to be able to arrange things

so that those who qualify for awards will receive them within a few days, possibly about a week or so, of their act'.

The aim of this Scheme, which provides immediate and substantial cash awards to people reporting criminal activities, is to further encourage the public to join the fight against crime. Already, a large number of Hong Kong's leading firms and banks have pledged \$800,000 for this fund and those who have not yet had an opportunity to contribute are welcome to do so.

Put your house in order

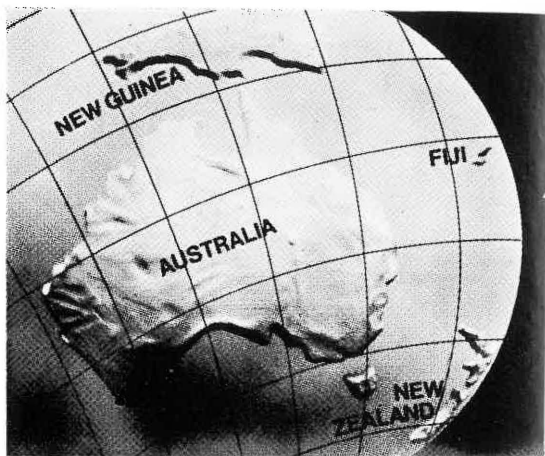
Fighting crime involves more than fighting theft and burglary but as a member of the commercial community, it is perhaps not unreasonable first to put one's house in order, by taking steps to make it as difficult as possible for the potential criminal to get at cash and valuables.

As Chief Inspector S. E. Dirkin from the Crime Prevention Office of Criminal Investigation Department Headquarters summarises in this pithy statement, 'Crime prevention is the anticipation, recognition, and appraisal of a crime risk and the initiation of action to remove or reduce it.'

'In security, you get what you pay for. If you pay \$300 for a watchman, you get \$300-worth of security. People moonlight or you get older people who cannot do much. A watchman must have a proper living wage and must be actively and physically capable of taking his job seriously.'

Continued over

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Chief Inspector Dirkin systematically runs through the basic ABCs of security measures for an industrial or commercial concern. As the rules vary with the size and nature of the premises or the firm, generalisations are inevitable.

On the internal level, the background of staff should be vetted to a certain degree, depending on the job, duties and hours of work. Care should also be taken over the security of information so that it is not all that easily available to all in the office — especially outsiders.

Wastage margins

On the managerial side, some survey should be made to investigate wastage. Department stores and supermarkets in the United States and United Kingdom are well-known for their tendency to allow wide wastage margins and this in turn can influence prices of goods. This simply means that often the management do not know what is happening to the stock — what is the percentage of goods actually sold, lost, damaged or unaccounted for. Laziness, management incompetence or confusion will give rise to the possibility of theft, either by staff or outsiders.

It is always advisable to make frequent spot checks of stock in hand, particularly if you are in, for example, the jewellery business.

Chief Inspector Dirkin also stresses that reception of goods should be done properly. 'It is difficult in Hong Kong,' he says, 'but we should all strive for the ideal.' You should there-

fore ensure that the wholesaler or transportation company notify you prior to delivery and then, see that someone responsible for receiving the goods is waiting. The Police are familiar with cases where assignments of goods are delivered and deposited downstairs. By the time someone comes down to collect them, a few items are missing.

Security for your stock-rooms, storage rooms or warehouse should be realistic in that it must be commensurate with the value of your stores. You cannot put hundreds of thousands of dollars worth of hi-fi equipment behind a flimsy door with an inadequate lock.

In a big firm, there will probably already be a security officer, but even in a small office, one of the senior staff should be responsible for overall security. He should also be the one to decide on the combination to the safe or whether locks and other security devices be installed.

Ultra sophistication

If there is no watchman, arrangements should be made with a security firm to make regular checks on the premises. In fact, for a thorough examination of what can and should be done about your premises, you should consult a security firm. They will normally be able to assess your premises and give advice on how to improve your security measures. They will also be able to provide a wide range of security devices from basic services such as regular patrol of premises, collecting cash, wiring up

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windows, providing special locks to ultra sophisticated equipment such as surveillance and closed-circuit cameras, fire detectors, electric door locks, controlled doors.

A spokesman for Hong Kong Security Ltd. declares that the security precautions at present taken by Hong Kong commercial and industrial concerns is nowhere adequate enough. 'A lot of basic security measures are not necessarily expensive,' he observes. 'It is more a lack of education — many local factories and offices don't realise that they can take steps to protect themselves better. Very often, once they are told how, they buy our services and devices.'

Mutual aid

Offices, for instance, can be connected to each other by a simple alarm system. Two or three offices on the same floor can come to an agreement whereby if one is in trouble, a switch is pressed and an alarm sounds in the other office. People in the second office can therefore notify the police immediately and without risk to anyone. This is now very commonly done in beauty parlours, medical clinics, etc. If the same system can be adopted for all commercial premises, criminals out to rob will think twice before entering an office.

There is no need to store money either. For a shop, cash received can be put into a wall or floor safe with a slot for paying in. If the sums are large, a security company can come and collect the money thus reducing

any risk of being robbed by making the going difficult for any potential criminal. Firms should use cheques as much as possible, especially for salaries, and should encourage employees to use accounts by helping them to open accounts.

Perhaps the key thought is this — who is really responsible for the robbery that has been made easy by bad security; is it the criminal or the lazy manager? If the criminal had not been tempted by easy takings, would the crime have occurred? Managements might even wish to encourage initiative among their staffs by, awarding a 'security consciousness bonus' — or alternatively even small penalties against staff who fail to show a proper sense of responsibility.

Our pawn shops seems to have got the message long ago. They are among the best protected places in town, with their high barred windows and double security iron doors, sometimes opened only by remote control. According to a reliable source, only one attempt has so far been made on a pawn shop. That was attempted with the aid of a hand grenade AND it was unsuccessful!

Pen Profile

J. H. Bremridge

THE windows of J. H. Bremridge's Union House offices overlook the Hong Kong harbour: the teeming streets below, Connaught Centre rising to the right, ships and vessels of all kinds and sizes from all over the world moored in or moving across the harbour. All this could perhaps be illustrative of what Mr. Bremridge meant when he briskly sketched what he thought of Hong Kong:

'Interesting, never a dull moment. It's a very flexible place. Everything is possible here. One can never slack, and one is learning everyday amongst the cleverest people in the world'.

Recently appointed to the Chamber's General Committee, John Henry Bremridge first came to Hong Kong in 1949 at the age of 24. He is now Chairman of Butterfield and Swire as well as a string of other local companies including Cathay Pacific Airways.

An avid traveller

He has not however worked here continuously, for Mr. Bremridge is an avid traveller, and his desire to see the world was the main reason why he decided to come to the Far East.

Born in South Africa, his parents left for UK when he was eight. He was educated at the Dragon School and at Cheltenham, after which he served in the Army with the Rifle Brigade and was sent to the Middle East and, for a year, to Greece. 'It's a good way for a young man to see the world at someone else's expense. It is also an excellent opportunity to meet people of all kinds'.

Returning to UK after four years in the army, he went up to University. 'Going back to civilian life as an undergraduate after the Army was quite a let-down. One found oneself almost a school boy again', laughed Mr. Bremridge. 'But so did many senior officers'.

Classics or Law

He read Law at St. John's College, Oxford, and graduated with an Honours Degree. 'I liked Latin and Greek at school', he explained. 'I would have liked to do Classics at University, but after four years in the army, I had forgotten almost everything; so I thought doing Law might be easier, which it was. Some of my friends from the army who were also at Oxford with me took English thinking that it would be easy and instead found themselves having to learn, for a start, an entirely new language — Anglo-Saxon. So mine wasn't a bad choice, and I found it very interesting'.

'However, the subject one takes is not important,' concludes Mr. Bremridge. 'After all, at University, one is taught how to work and think, and it doesn't really matter what one studies.'

From legal studies to Butterfield and Swire?

'Well, I didn't want to be a lawyer. I would have liked to be a barrister, but in those days one would require an independent income for the first few years. I wanted to earn my own living, and to see the world. England in 1949 was still at the tail-end of the

continued pg. 26

Briefing

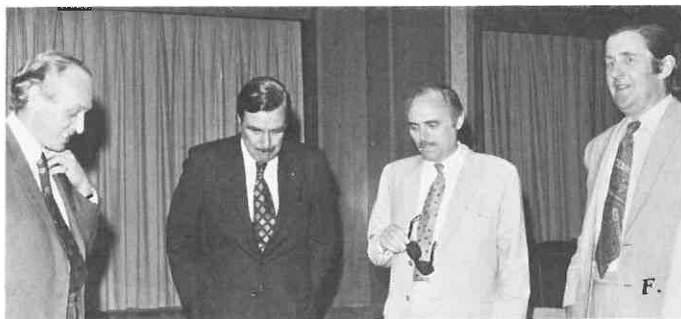
News from the Chamber... and the rest of the world

- Mr. **John L. Marden** of Wheelock, Marden & Co. has accepted the invitation to serve on the Chamber's **General Committee**.
- Mr. **N. A. Rigg** has been appointed the Chamber's nominee on the **University Appointments Board** for a further two year period.
- The **Chamber** has accepted the invitation of the **Fight Violent Crime Committee** to administer the recently introduced **Good Citizen Award Scheme**. Various members of the commercial and industrial community have so far pledged themselves to provide \$800,000 for this fund. Out of this, cash awards will be made to citizens of Hong Kong who go to some trouble to help the police in the fight against crime by reporting actual and potential criminal activities (see also page 5).
- A committee with full official backing has been set up to look into and make recommendations for improving trade documentation. This new **Trade Facilitation Committee** is in effect the successor to the Hong Kong Working Party on **Simpler Trade Documents** which has been active for the last six years. The Committee comprises representatives from exporting and manufacturing associations; airline, shipping and banking organisations; government departments and the Chamber. The Chairman of the new Committee is Mr. I. R. Tomlin of the Hong Kong Exporters' Association with the Chamber's Secretary, R. T. Griffiths as Vice-Chairman.
- **Paris** has beaten London in the race for a **third airport**. Roissy-en-France, now under construction, has a freight zone of initially 750 acres and is expected to be in use by 1974. Together with Orly and Le Bourget, the three airports under the Paris Airport Authority will operate to provide a **co-ordinated freight service**. Shippers exporting to Europe and beyond, for transmission to Africa, for example, and are interested in the freight and passenger facilities and other services can consult a booklet published by the Paris Airport Authority, copies of which are obtainable from the Chamber.
- The 1973 edition of the **Chamber's library catalogue** is now available for distribution on a first-come-first-served basis. Members interested can contact Miss Veronica Loo at 5-245075.
- The **Hong Kong Business Group** jointly organised by CMA and the Chamber has successfully completed their visit to **Australia** and useful contacts have been established. While in Sydney and Melbourne, a display of Hong Kong products was arranged on board the RIL vessel 'Nieuw Holland' and was attended by over 150 and 200 visitors respectively. Products displayed by the 26 exhibiting firms included garments, footwear, plastic products, toys, oil paintings, watches and various household wares. It was reported that visitors were especially interested in household wares.

Picture Briefing

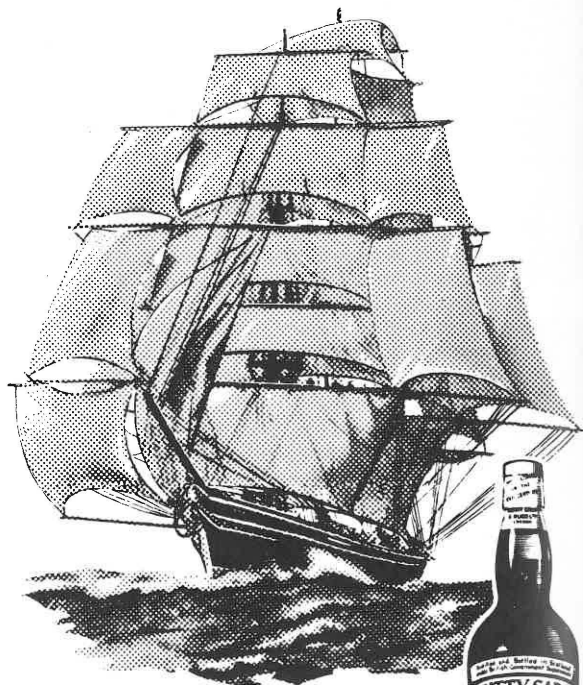
- A Mr. Fred Hall of the Leeds Chamber of Commerce visited the Chamber on May 14 and is seen here with the Secretary, R. T. Griffiths.
- B Miss B. Crossley, Secretary of the Hong Kong Exporters' Association, paid a familiarisation visit to the Chamber on May 30.
- C Mr. J. H. Bremridge of Butterfield and Swire, a new member of the General Committee, is the subject of this month's Pen Profile (see page 12).
- D A cheque for \$50,000 was presented on June 7 by Mr. Patrick P. K. Wu, Director and Manager of Wing Lung Bank, to the Good Citizen Award Scheme as part of the Fight Violent Crime Campaign. Acting Chairman, H. P. Foxon, accepted it on behalf of the Chamber, which is to administer the Award Scheme (see page 5).
- E Mrs. Karen Figueres, wife of the President of Costa Rica (3rd from left) visited the Chamber on May 23 accompanied by her family. With them is Miss Rosa Li Lao (right), Consul-General of Costa Rica.
- F Three MPs who recently visited Hong Kong held discussions with members of the Chamber's Council. Picture shows (from left) Mr. Nicholas Ridley, Acting Chairman, H. P. Foxon, Mr. Michael Shaw and Mr. Michael Jopling.





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Briefing - continued

The first **Annual Report of the Far Eastern Freight Conference** has been published and some copies are available at the Chamber. Members who would like to have a copy are requested to write to the International Trade Department.

The introduction of the **HONG KONG DIARY** by the Chamber last year was a considerable success. We are publishing the diary again this year, and have already sent out a circular inviting your orders. In case it has not reached your desk, we have enclosed an extra order form with this issue of The Bulletin.

Those of you who ordered the **HONG KONG** diary last year will be pleased to know that it remains essentially the same, except that the 1974 edition will use higher quality materials.

May we remind those of you who did not order last year that the **HONG KONG DIARY** is a luxury desk diary intended for presentation to your overseas contacts and customers? It carries all the features you would normally expect in a diary but since it is produced with the overseas businessman in mind, it is packed with information on Hong Kong for both the businessman and the tourist. And if you wish to use it yourself or present it to local people, including your staff, we're sure they too will find it useful and informative.

The **HONG KONG DIARY** is produced by the Chamber for sale solely to Chamber members. It is a quality book, intended as a quality gift. A sample of the diary is available in the Chamber for your inspection. Please

apply to our Public Relations Department.

Last year we had to turn down many requests from Members who decided after publication that they would like extra copies. To ensure that your order is processed in time to catch the X'mas closing dates for overseas surface mail, we recommend Members take early action.

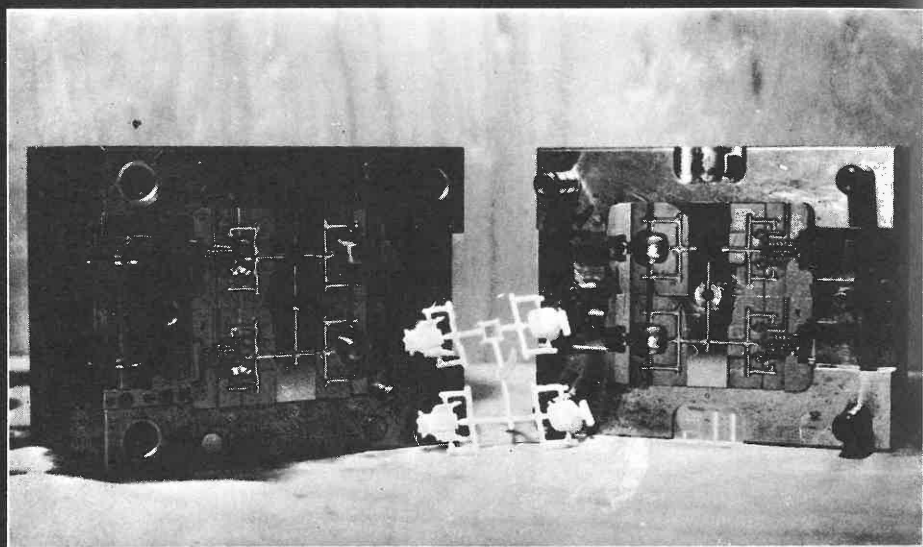
A comprehensive **manual of safe working practices** has been produced by the Marine Department in an effort to reduce the risk of accidents in Hong Kong's shipbuilding and ship-repairing industries. The guide aims at establishing a high degree of safety throughout these industries. It lists a wide variety of potential hazards and furnishes practical advice on ways to overcome them.

It was prepared by a working party comprising representatives of the Marine, Labour and Fire Services departments, and shipping, shipbuilding and ship-repair companies. The working party was set up in September 1971 following a number of explosions and fires in recent years on board ships, either under construction or repair.

The new code of safe working practices incorporates an earlier volume released in October last year, and is being published as one consolidated volume.

Copies of the English version of the supervisors booklet will be ready by about July 1. The workers booklet, which will be in Chinese only, will be available after the full guide in Chinese has been published.

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The Social Accountability of Business

THE Bulletin has already spoken in this issue about the business community's role in the Fight Violent Crime Campaign. Community involvement is what it's all about. The most outstanding example of involvement that comes to mind is probably the Clean Hong Kong Campaign, when the hawkers to the taipan took an active part.

Mr. A. de O. Sales, Chairman of the Urban Council and a member of the Chamber Council, spoke to members of the American Chamber of Commerce recently on the social responsibility of foreign businesses in Hong Kong. Although his speech was addressed to a section of the expatriate community, his general message is relevant to all sections of the business community. Many of Mr. Sales' generalisations are today accepted without debate in the West. It is however not usual to hear them proclaimed in Hong Kong. We give here a shortened version of his speech.

Men of goodwill

I welcome this opportunity to share some thoughts with you on a topic evidently of concern to all businessmen of goodwill in HK. It is engaging the attention of the business leaders of the US. The well-being of any community must incontestably be of direct interest to all. It seems therefore to be in your own interest to examine separately or together your social responsibility. Indeed, there is increasing acceptance in progressive communities that business is socially accountable to the people as a whole.

This is certainly a far cry from the argument that the sole aim of business is to make money by producing goods and services profitably. Even shareholders do not now subscribe to it in an enlightened society, as you well know, because they have made their presence felt in annual general meetings and other appropriate occasions.

Out of step

The identification of business with all that is good in a community has a long history in the more developed countries, particularly the US, even though it has only come to the fore in popular discussion in recent times. In fact, the sense of responsibility may be said to have become stronger nowadays for it manifests itself by the growing concern in advanced countries that business should not be engaged in practices contrary to the social conscience of its shareholders. Thus, to say that a company is in business merely to make a profit and need do nothing else in the process is out of step with present-day outlook. While still the primary reason for its continued existence, the profitability of a business can hardly be the one and only consideration; the conduct of its affairs cannot be separated from the welfare of the community in which that business operates if it is to enjoy goodwill. There is the widely held view in some societies that constraints must be placed on the exploitation of business opportunities so that at no time is it done without regard for the well-being of the people and the environment of the place.

Continued over

Business must be adaptable to the changing needs of any society as well as to fall in line with the expectations of the people and respect their way of life. As the work force becomes better educated, they will inevitably be far more ambitious and have a stronger desire for a better life in a more pleasant environment. Can business expect to retain the goodwill of the community if it is not concerned with the aspirations of the people?

Sharing affluence

I said in part last month at the inauguration of the new Urban Council:—

“Social progress must quicken its pace in Hong Kong now that we have the means and the power. Social justice must penetrate all levels of our community. More so must protection be given to those in most need of governmental action. Growing affluence must be shared, if necessary by incisive social reforms on the powerful initiative of the public authorities. If Hong Kong’s prosperity is to endure, there must be swift and vigorous action to spread its benefits far and wide for the people must be content. They know that their labour has materially helped make Hong Kong the success that it is.”

Of course, at that time I was addressing myself to the authorities. If this is true of the public sector, is it not also reasonable to conclude that private enterprise must also have a responsibility towards the well-being of the community and so must play an effective role to better the lot of the

common man in Hong Kong. Beyond doubt, the working man helps to create the circumstances which make Hong Kong the dynamic economy that it is.

I have seen how in the US the people so commendably show such grave concern for the community in which they live. They do all in their power to protect their living standards and to improve the quality of life by aggressive action on the part of citizens formed into action groups of various affiliations and with different objects. I have long admired this ideal of community service and the strong driving force by concerned citizens to achieve its aim and purpose.

Opportunities are not lacking in HK for personal and group service. There are organizations which need more voluntary workers and all with the will to do so can always find an appropriate way to share their energy and experience in a good cause. If you have a reason to be in Hong Kong, and your members have substantial investments here, you will agree that the community also has a stake in you.

May I say Hong Kong has a claim on your goodwill and service so long as you live and work here. You owe it local allegiance. You have the knowledge and the experience, the means and the energy, so put it all to good use. Goodwill must be earned and you can do so with advantage. Can you afford any longer to be insensitive to changing conditions and also not respond swiftly to what is expected of you?

The good business Lunch

SOONER or later in this series, we obviously had to tackle the Victoria Grill at the Excelsior Hotel. For a start, publicity proclaiming the high standards the restaurant intended to realise was taken by **The Bulletin's** gastronomic editor as a personal challenge. He was persuaded however to wait for a month or so, in order to give manager Francesco Pelloni a fair chance to iron out any bugs.

During this time, word-of-mouth stories of astronomical prices flooded in. We began to wonder whether we could ever afford it, since it is a principle of this series that we arrive anonymously and pay our own way—the object is to report on how the customer fares, not on how a press reception is organised. Horrifying tales of a modest lunch for three businessmen costing \$800, and of a couple celebrating an anniversary dinner at over \$1,000, are sufficient to make even the early-1973 performance of the Hang Seng index look insignificant as a guide to local inflation. However, the piggy bank finally seemed full enough and we took the plunge.

Firstly, we must dispel the myths. The Victoria Grill is expensive, certainly; but the two examples quoted must have been invented respectively by an executive eager to inflate his expense account and by a husband anxious to avoid explaining to his wife how he had really spent his money. We look a little more closely at specific prices later, but for the moment let us report that the total cost for two people

who did not stint themselves was \$275. This included what we considered to be a reasonable 10 per cent tip, given despite the fact that a service charge is already added to your bill.

One of the useful features of the Victoria is that it offers a chauffeur-driven car to pick up and return clients (in this rarified atmosphere the word 'customer' seems wrong). The secret, we had been told, was to raise the subject when making a reservation since the car service would not automatically be offered. We did raise it, and were smoothly assured that a car would be waiting at our choice of time and location. Moreover, we were informed that we would also have a hostess to beguile us during the trek from Central to Causeway Bay.

The lady & the car

The only minor mishap in an otherwise successful adventure was some confusion over exactly where we would embark. After a seven minute wait at the agreed point an attractive and pleasant young lady eventually appeared — but without any limousine. Would we mind walking round the corner and crossing the road? Not at all; it was still easier than getting a taxi during the 1.00 pm rush hour.

The restaurant is on the third floor of the hotel, and to approach it one passes the entrance to the Tamagawa, their Japanese restaurant. We didn't ask what the prices were in this restaurant, since the appearance of the words 'Japan' and 'money' in the same sentence causes us instant panic. But on appearance it seems an at-

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tractive venue for a meal.

And so we eventually made it. We were there — actually seated in the Victoria Grill, or more accurately in the cocktail lounge that serves as anteroom. Over an aperitif, we took stock. Decor is predominantly olive green, beige or brown, with an abundance of wooden trellis work. Furniture is comfortable and allows one to expand pleasantly. Air conditioning is well regulated, and the general atmosphere is light, airy and reasonably luxurious without being opulent. For those who appreciate that sort of thing, there is also a good view of the Causeway Bay typhoon shelter.

Priestly dedication

The most noticeable aspect of the ambiance was a priestly hush, suggestive of an air of dedication. Here one is not merely to eat, but to judge, criticise and evaluate the work of professionals. We have been assured that in order really to concentrate on a good wine one must listen to it. We wondered whether in order to concentrate on good food one must also listen to that. We suspect there may be something to the idea.

We studied the menu with care. We were pleased to see that it was not over long, as we are always suspicious of those establishments that seem able instantly to provide virtually any dish. At the same time, it would be a difficult character who could not find here anything to his taste.

To give some random idea of things, Beluga caviar is \$40 per ounce, while smoked trout is \$15; soups, hot

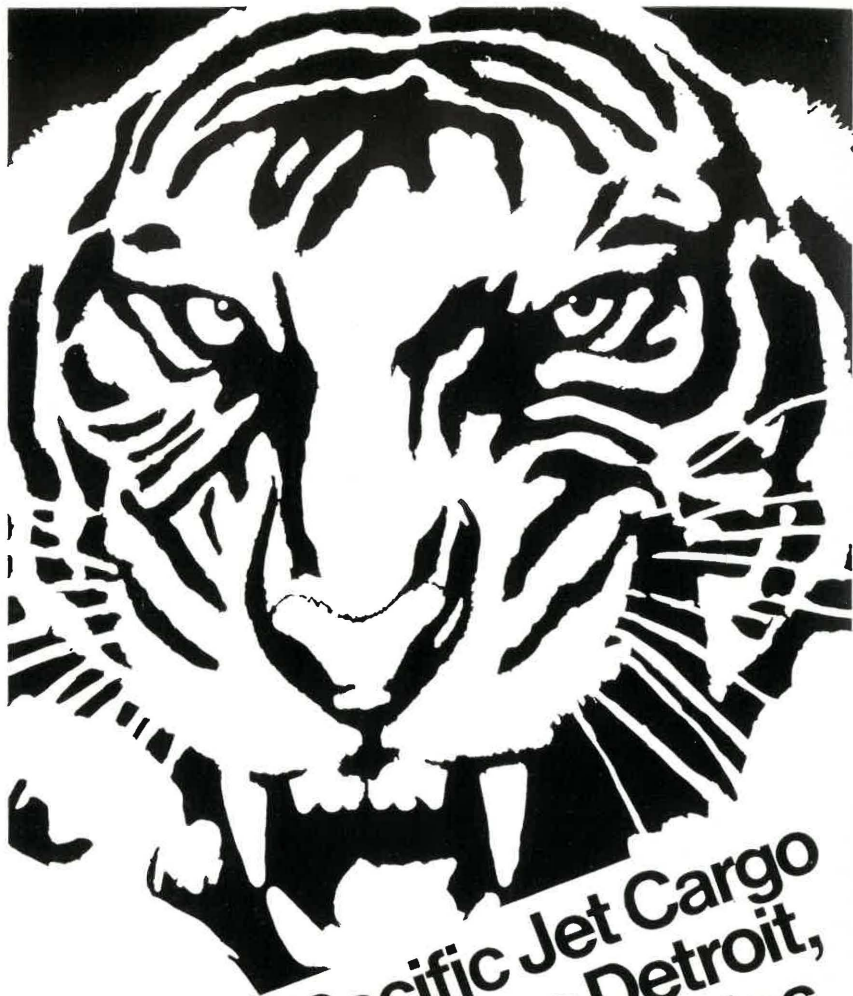
or cold, work out at \$10. Strongly appealing to those who like them, are the selection of 'Old English potted foods'. Being vulgar, we preferred to regard them as pates or terrines. Potted pheasant, duck, lobster, salmon and several others appear at about \$20 per portion.

Fish, including lobsters and Dover sole caught in British waters (not frozen, no more than chilled en route), as well as local fish, works out at about \$30-35. Among the grill's specialities are beef fillet in red wine sauce at \$45; and chicken in red wine sauce at \$25. Poultry and roasts are there of course, with the emphasis on English lamb. Observing the latter being served at the next table, we later wished we had chosen it. Those who insist on impressing their guests may spend \$80 on a double entrecote. This admittedly is supposed to serve two, but if you are determined to be opulent, no doubt Mr. Pelloni's waiters would allow you one to yourself.

Salads (about \$8), cheese (Brie, Stilton, Camembert, Gruyeres, Boursin and one or two others) at \$12; dessert (\$8); and coffee (\$5) complete the menu.

Many of the ingredients — steak, fish, shell fish as well as cold cuts etc. — are one display, and the Maitre d' will be helpful and not at all presumptuous in assisting you in your choice.

Being there not merely to please ourselves — although we're not pretending that we were actually suffering — we felt we should try to



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cover several different aspects of the menu. The order therefore was Old English potted pheasant and Avocado Victoria Grill as hors d'oeuvre; for the main course, dover sole meuniere would allow us to test both the origin and quality of the fish, while Angus fillet in red wine sauce would serve the double function of introducing us to the quality of the meat and the chef's skill in concocting a genuine and individual sauce.

The presence of fish and meat in our respective main courses provided a good excuse to ponder over the wine list. Here of course is where you can be creatively opulent if you wish. Perhaps a Chateau Haut Brion 1964 at \$220? And before that a little apenitif of Dom Perignon '64 at \$145? And to finish, what about a Chateau d'Yquem '67 with the fruit? Only \$156. Alternatively, you could settle for Chateauneuf du Pape at \$41 if its only your wife you're taking out. The budget diner can in fact combine a Lieb fraumilch with his fish and a Chianti with his meat for only \$38 total. Half-bottles of course.

Ornamental prices

The list seems stronger on clarets than burgundy although Richebourg at \$136 suggests that the latter is not all intended to be treated merely as a gargle. Perhaps the biggest omission however is of the older vintages. In a restaurant aiming at the standards of the Victoria, one would be reassured by the appearance of one or two old specialities, even if they were

at prices that rendered their presence strictly ornamental. Perhaps they do have a few tucked away in the cellar.

In the event, we didn't enquire, but settled for a bottle of Muscadet to accompany the fish and to refresh the palate after our gin-based cocktails, and then a half bottle of Hermitage for the steak, and the cheese, should we order any. So keep in mind that our bill included one and a half bottles of wine.

Compliments to the cow

Now to the bit that really matters. But first, we should make clear our own critical stand front. Our gastronomic editor believes that, despite what they may call themselves, there are precious few *European* restaurants in Hong Kong — American, or American-style restaurants, yes; European, no. And even those restaurants that can with reasonable accuracy be called European can on occasion produce dishes which while delectable in themselves would nonetheless disqualify them from entry to the EEC. As a result, we believe that except among those who have travelled widely, a somewhat mistaken conception prevails of European cooking. Steak is probably regarded as typically European. But steak does not call for cooking skill or imagination. Any congratulations on a good steak ought logically to be presented to the cow, not to the Chef.

It follows therefore that there are few really world-class European restaurants in Hong Kong. They

continued over

Good Business Lunch — cont'd.

may be good of their kind — but that is a different matter.

Let it be said therefore that the Victoria Grill at the Excelsior is a genuine European Restaurant. It is what the French would call a 'serious' restaurant. It is one of the two or three European Restaurants here that could put HK in the world class.

Taste & objectivity

We appreciate that these judgments are to some extent a matter of taste (no pun intended!) But they are also a matter of objective criteria — the ingredients used, how they have been combined, how far imagination and creativity have gone into a recipe, the sheer hard work of attending to detail (eg. the chips, or French Fries if you prefer, at the Victoria are really crisp—the butter is unsalted). In short, the approach is that of a professional and this is what you are paying for—the excellent service and air conditioned limousines are only the trimmings.

After this, there seems little point in commenting in detail on our meal. Let us say that without hesitation we did proceed to a third course, and that indeed we considered ordering both cheese and desert (in that order, naturally). In the event we compromised and shared portions of each.

Our judgement is based only on one meal. And due to the comparative lack of pressure on staff perhaps we experienced exceptionally favourable conditions. An unfair test possibly. But we shall be back.

Pen Profile — cont'd.

war — rationing and all that. I also thought another war might be coming up, so I decided I'd better have some fun first.'

Since travelling was the objective, he thought that something to do with shipping would be the answer. He joined Butterfield and Swire straight from Oxford, and was sent out to Hong Kong, where he worked in the Blue Funnel Department. Though based mainly in Hong Kong, he also worked in Japan and Australia for a while, and was able to travel extensively.

'I like the Mediterranean best — Greece is beautiful and Turkey; also Australia, lots of nice empty country, especially after Hong Kong'.

John Bremridge married 17 years ago and has a family of two boys and two girls — 'from sixteen down' — all at school in UK. In his spare time he plays what he calls 'bad golf'. 'I also enjoy reading—anything.'

His views on the Chamber? Again the quick smile and reply: 'Best in the world! What else can I say?'



(上接第二頁)

員薪金時，最好用支票方式處理，或藉着銀行戶口而發薪金。

值得我們仔細思考的就是——於安全措施失策而發生盜竊事件中，誰人應承擔真正責任？是歹徒們嗎？還是那怠惰的經理們？

若非一切物件輕而易取，歹徒們會垂涎嗎？

機構內之行政人員應鼓勵屬下職員致力防範盜偷之安全準備。彼等可考慮增設一些獎勵方法，使職員們樂於注視此事情——或可實施懲罰制度，予以失責員工懲誡。

在香港而言，似乎是當押店界人士對安全措施之實施最為完備，彼等之店戶皆由粗硬鐵枝圍攏着，而大門又是自動控制形式，真可算是萬無一失了。

本會新會董簡介

畢必治先生

太古有限公司主席——約翰·亨利·畢必治先生於最近被選任為本總商會董事會董事

畢必治先生之辦公室位設中區於仁行六樓，從窗外可俯瞰整個維多利亞海港之全貌，遠眺大小不同，形狀有異，來自世界各地之船隻進出本港之海域。從畢氏之辦公室向外望，可見宏偉之「康樂大廈」巍峨地聳入雲際；向下觀望，亦可看見中區的街道上，行人熙來攘往，熱鬧非常。

這一切情景正如畢必治先生所指出：「香港確是一個引人入勝的地方，它的一切均有彈性，而亦不會使人有一昔間沉悶的地方。在這兒，任何事物都是可能發生的。在這兒，人們斷不可能停息下來。每天，我們都

是處身在這世界上最聰明的人羣中，不斷的學習。」

畢氏除任太古有限公司主席外，亦為本港多間龐大機構之主腦人物，這包括國泰航空有限公司。

畢氏熱愛旅遊，從小就渴望到世界各地遊覽，增廣見聞，因此他決定到遠東一行。於一九四九年，畢氏首次到來香港工作，其年齡只為二十四歲。

畢必治先生誕生於南非。於八歲時，隨雙親便往返英國。並在英受教育。

學成後，畢氏加入軍隊，在「來福槍隊伍」服務，先後曾駐守中東及希臘等地方。畢氏常謂這乃是最佳之旅遊方法。

他說：「年青人既可藉此遊覽各地，又可省却旅遊上之開支，何樂而不為？同時，旅遊又是見識各類人物的最佳方法。」

經過四年軍戎生涯後，畢氏返抵英國，進入大學攻讀。

據畢氏稱：「從軍隊退伍回來而再進學校讀書，使人感覺像一個小學生，真是有點兒不習慣。而其他高級的軍隊官員亦有同感。」

畢氏於牛津之聖約翰大學攻讀，主修法律並獲榮譽學位。於大學內，畢氏最愛拉丁文及希臘語文。

「我原希望主修古典文學，但從軍四年後，我差不多把一切都忘却了，因此我選擇了較容易的法律科系。我在軍隊內的一些同僚在牛津攻讀時以為就讀英語科會較為淺易，但結果却相反——因為他們要學習一簇新的語言——盎格魯撒克遜語（即古英文）。

畢氏續謂：「不過，我們所選的科目並不重要，因為大學教育的目的是訓練我們如何工作及思考，因此所攻讀的科目並非如此重要。」

問及他如何從一法學士而轉向商界加入太古有限公司工作時，畢氏謂：「我並不

希望成爲一律師。我的志向是執業大律師，但在該時，於肄業完滿後首數年內，我需要獨立謀生，自供自給，而我亦希望有機會出外旅遊以增廣見聞。」

他又謂：「於一九四九年，英國於大戰後仍未完全恢復元氣，例如糧食配給等情形仍然存在。我恐怕將會有另一場戰爭爆發，便毅然決定爭取時間和機會及時享樂一番。」

由於畢氏以旅遊爲其主要目標，他便選擇船務這一行業。

於牛津肄業完滿後，畢必治先生立即加入太古有限公司旗下，並被派遣往香港，在「藍煙崗」部份服務。其間先後曾前往日本及澳洲考察及工作。

畢氏遊踪遍佈世界各地，據他自己透露，他最愛地中海一帶地區。他認爲希臘及土耳其風景怡人，美麗如畫。對他來說，澳洲地域廣大，環境亦頗優美。

畢氏已婚達十七年長，現有子女共四人，年齡均在十六歲以下，皆在英國求學。

於工餘閒暇，畢氏嗜哥爾夫球及閱讀。

問彼對商會之觀感時，畢氏稱：「我認爲總商會在世界中是最完善的機構。」

◀ 短訊 ▶

△一個新委員會現已成立，研究貿易文件與手續，藉以促進香港之國際貿易。

此一名爲「貿易協進委員會」的前身是香港貿易發展局於六年前設立之「簡化貿易文件工作特別委員會」。

「貿易協進委員會」之成員包括有來自工商界及工商社團之代表。

該委員會之主席爲香港出口商聯會之唐義安先生，本會秘書長戈銳非斯先生則任副主席一職。

商界人士對社會的責任

市政局主席及本總商會諮詢董事局董事——沙利士先生——最近於美國總商會之聚會中對該會會員談及在香港經商之外來商界人士所應負之責任。由於沙利士先生於會中談及之各點對香港一般商界人士均有所關連，故本「會訊」將其演詞節錄翻譯如下，供各位參攷。

沙氏稱：在一個進步的社會內，商界人士與社會大眾有着密切的關係。工商仕女們的主旨並非單純是如何製造貨品以賺取金錢；現今，大家都懷有更強烈的責任感——一種對社會大眾所應担负之責任的意識。

而實際上，商界人士業務之發展有賴於社會一般狀況。

很多人氏認爲我們對商界人士需要加諸適當的管制，使彼等於本港發展業務時，能考慮到其他人們及週遭事物的福利。

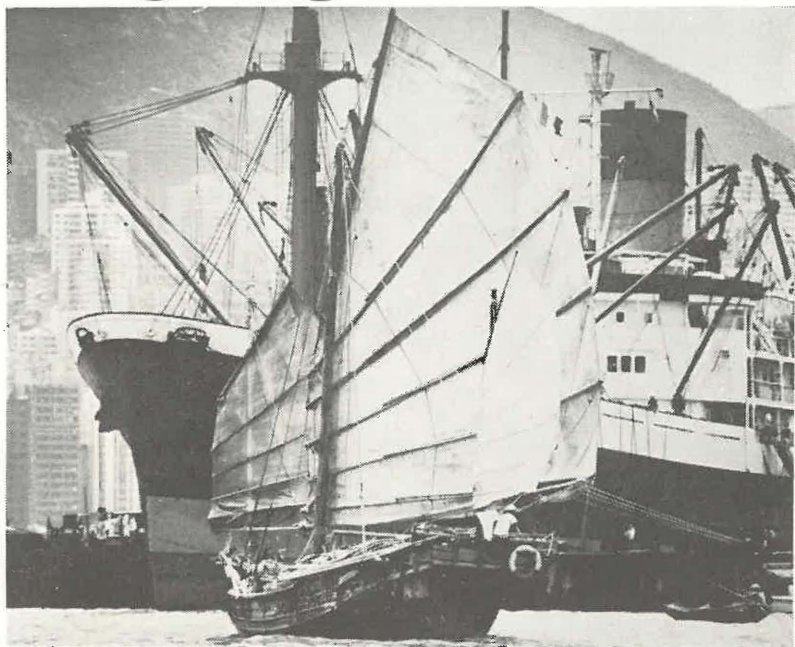
工商界人士應能適合社會之所需及人們生活之方式。由於勞工階級人士之教育程度日漸提升，彼等更具上進心，渴望改善生活及在良好的環境下工作。工商各界若漠視這點，又怎能在社會中順利發展？

目下，香港之資源及人力充沛，而社會一切均會加速銳進。而「社會公義及平等」這意識定傳透社會每一階層。若要維持香港的繁榮，我們定要使人們受惠，因爲香港的成功有賴勞動人們的協助。

在美國，人們對社會每一成員極爲關注，又致力維持生活的水平，及改善生活等事宜。

在香港，很多志願社團皆需要社會人士參與工作及支持，而大家應義不容辭，樂意協助。

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