



The Thirty Club of London

CELEBRATES

75

YEARS



GOLDSMITHS' HALL LONDON

TWENTY-THIRD JUNE 1981

Old idea - printed money would
go into growth not wages/prices

The 35% put in over the last
decade ~~35%~~ only 15% went
to output. That included
2 loans.

Monetary effect on inflation.

~~Fast with~~ which itself, make
Britain uncompetitive with
Germany Japan + U.S.

~~Long run~~

Printing money is the refuge
of a wish politician

The fact is resources are limited

Choices have to be made
To say yes to some
particular item of expenditure
involves saying No to others.

Must be prepared to make those
decisions not state them.

Exp. should be financed
either by tax or borrowings
at reasonable levels

The most cowardly thing is
to justify by utility because
that is a list on the surveys
of the people - the only list
that does not have to be
approved by the House of Commons

4 Long run. - Productivity.
- Capitalism.

Overemployed, underproduced -
cannot pay awards regardless of
output.

Wart time - work problems

Difficultly - is that efficiency
must be taken to improve
efficiency are those which
cause unemployment in the
first stages. But there is
no hope for job for the future
unless those days are taken.

~~4. 1944~~

Fuel is that the economy
needs to - unemployment, the
last factor to increase

10 DOWNING STREET

Incentives - must be kept in
if that improvement is to occur

There is another large key factor -
going through a period when
for demographic reasons
far more school leavers
requiring jobs
than no. of people returning from
jobs.

Given without a serious new job
would have had to be created
to keep unemployment relief
riding.

10 DOWNING STREET

Cost can do - ① Sound money.

- cannot indefinitely spend
more than you can.

② Interest. - Pulls back

③ Bids. for salaries helps.

④ Marketing helps to
keep employment

10 DOWNING STREET

Company can do.

① Pay in its relationship to
productivity, is crucial

Productivity -

② Labour cost. - Have to be
as low as those of our
competitors.

Putra Pethia.

112

7%

1200

Putra.

- 500 out.

T.U's,

20

1860.

T.U.

Observer

- Rep. Teacher's
Putra

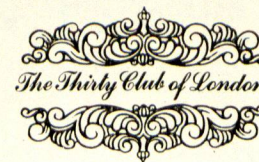


BUCKINGHAM PALACE

I have very happy memories of a dinner with members of The Thirty Club of London at Claridges.

I would like to congratulate The Thirty Club most warmly on the occasion of its 75th birthday celebration. This is a remarkable institution of ever-increasing influence and stature and I wish the Club and its members continuing success.

Charles.



has the honour to welcome
THE PRIME MINISTER
The Rt. Hon. Margaret Thatcher MP



Start - Book changed.
Renovation - 2 or 3 jobs.

Closed shop has to go. -

Middle - management. - was disappointed.

75 YEARS OF THE THIRTY CLUB

The history of The Thirty Club of London dates back to 1906 when a dining club was formed "for the betterment of advertising". Members were from the press, advertising agencies, printers and companies using advertising. Its founders believed that an active and committed few would be more effective than a wider organisation in raising ethical and professional standards, and so membership was limited to thirty.

After the first world war The Thirty Club was reformed and from 1920 it has a record of outstanding achievement. It organised the first major advertising exhibition in 1921, and the World Advertising Convention in 1974 was the direct result of Thirty Club initiative and organisation.

With the establishment of The Advertising Association, absorbing the Club's original aim "for the betterment of advertising" professional standards were no longer the major concern of The Thirty Club. It became the practice to invite distinguished guests to speak at Club dinners. Over the years members have heard and exchanged views with Royalty, current and future Prime Ministers and Presidents, Ambassadors and Secretaries of State, and notable figures in politics, foreign affairs, the armed forces, the arts, industry and so on.

Despite their common interest in mass communication, members avoid any kind of publicity for the Club. What is said at The Thirty Club goes no further.

The maxim of "free speech within four walls" has stood the test of time.

PROGRAMME

THE QUEEN

GORDON BRUNTON

President of The Thirty Club of London

will introduce

THE PRIME MINISTER

The Rt. Hon. Margaret Thatcher MP

*The Thirty Club of London records
its appreciation to the Prime Warden and
The Worshipful Company of Goldsmiths
of London.*

MENU

Smoked salmon and egg mousse
with king prawns

Liebfraumilch
"Crown of Crowns"

Turtle soup with sherry

Chateaubriande with mushrooms,
asparagus, baby carrots and cauliflower
frets

Chateau Margaux

Chateau potatoes

Strawberries and cream

English cheeses

Coffee and petit fours

**THE THIRTY CLUB OF LONDON
PRESIDENTS SINCE 1964**

Bay Houchen
Lord Thomson of Fleet
Lord Luke of Pavenham
Charles Tomkinson
Sir Alex McKay
Jack Wynne Williams
Sir Keith Showering
Sir John Davis
Sir Max Aitken
George Cooper
Lord Cudlipp
Nicholas Royds
Graham Dowson
Jocelyn Stevens
John Treasure
Ronald Halstead
Gordon Brunton

**SPEAKERS AT THE THIRTY CLUB DINNERS
BETWEEN 1943 AND 1981 :**

Among the many distinguished figures in all walks of life whom we have welcomed as guest speakers at our Dinners have been :-

H. R. H. Prince Philip, Duke of Edinburgh
H. R. H. Prince Charles, Prince of Wales
H. M. King Haakon VII of Norway
Sir Basil Brooke
Ernest Bevin
Sir William Haley
Sir Stafford Cripps
Aneurin Bevan
Lord Shinwell
Michael Foot
J. B. Priestley
Lord Brabazon of Tara
Lord Hailsham
Richard Crossman
Tom Driberg
James Cameron
Professor Keith Simpson
Robert Morley
Edward Heath
Lord George Brown
Richard Nixon
Russell Braddon
The Duke of Bedford
Lord Zuckerman
James Callaghan
Ray Gunter
Jeremy Thorpe
David Frost
Lord Hill of Luton
The Marquess of Exeter
Cecil King
Sir William Rees-Mogg
Geoffrey Rippon
Sir Iain Stewart
Lord Boothby
Enoch Powell
Sir Jack Scamp
Roy Jenkins
Rupert Murdoch
The Earl Mountbatten of Burma
Reginald Maudling
Robin Knox-Johnston
Chapman Pincher
Graham Hill
Evelyn de Rothschild
James Prior
Mrs Barbara Castle
Lord Vic Feather
Lord Goodman
Lord Carr of Hadley
Sir Derek Ezra
Sir Denis Hamilton
Lord Barber
Lord Peter Rawlinson
Frank Chapple
William Whitelaw
Sir Robert Mark
Lord Windlesham
Len Murray
Sir Robin Day
William Davis
Katharine Whitehorn
Woodrow Wyatt
Mary Whitehouse
Eric Varley
Sir Keith Joseph
Lord Ryder
Mrs Margaret Thatcher
William Craig
Chris Bonnington
David Attenborough
Sir James Goldsmith
David Steel
The Archbishop of Westminster,
(The Right Rev. Basil Hume)
Jack Jones
Sir Harold Wilson
Lord Matthews
Denis Healey
Joe Gormley
The Master of the Rolls
(Lord Denning)
Sir Michael Edwardes
Sir Charles Villiers
Conor Cruise O'Brien
Sir Geoffrey Howe
Lord Thorneycroft
Hugo Young
Sir John Methven
Sir Hugh Casson
David Owen
Mrs Sarah Hogg
Dawie de Villiers
Peter Jay
George Howard
Sir Peter Hall
David Howell
Giovanni Agnelli
Henry Kissinger

THE WORSHIPFUL COMPANY OF GOLDSMITHS OF LONDON

The Livery Companies of the City of London are the living successors of the ancient craft guilds common to the mediaeval cities of Europe, voluntary associations founded for worship and for mutual help, protection and good fellowship of their members and the regulation of their craft. A large number of the City Livery Companies, founded in this way, are still in existence and of these the Goldsmiths' Company, more than most, have retained their close connection with the craft from which they have taken their name.

A fraternity or guild of Goldsmiths is known to have been in existence by the 12th century. In 1327 the Company received their first royal charter and in 1462 were granted their corporate title 'The Wardens and Commonalty of the Mystery of Goldsmiths of the City of London'.

Armed with the legal authority of their charters the Goldsmiths, in common with members of other guilds, rigorously controlled their craft, hunting out the dishonest and the inefficient, the workers in low standard metal and the makers of poor quality goods. As jealous of the goldsmith's reputation for integrity as of his renown for fine craftsmanship, the Company exercised statutory powers which entitled their Wardens (or officers) to search workshops and prosecute wrongdoers.

The Goldsmiths insisted on full and careful training before any man should be entitled to call himself a goldsmith; and only those who had received the freedom were 'allowed to have Assay and Touche within Goldsmiths' Hall' or 'suffered to keep open shop'. Although the normal period of apprenticeship has dropped to five years, the practice of apprenticeship through the Goldsmiths' Company is fully maintained in modern times in collaboration with the trade unions. Many of the present members in the Company, some of them eminent silversmiths of today, were, as youths, bound at Goldsmiths' Hall in a ceremony which has continued almost unchanged for centuries.

GOLDSMITHS' HALL

Goldsmiths' Hall has stood on the present site since the reign of Edward III though little is known of the building which occupied it at that time. It is believed that this Hall continued, with partial rebuilding and various additions, until Tudor times and is the one described by Stow as 'a proper house but not large'. It was rebuilt on a much larger scale between 1634 and 1636 and was severely damaged, though not completely destroyed, in the Great Fire.

This structure was pulled down in the early 1830's and the present Hall, designed by Philip Hardwick, was completed in 1835. Much of the present furniture was designed for this building by the architect, and apart from redecoration, and the addition of marble on the main staircase, the Hall remained for over a hundred years much as it was at the time it was opened. It survived the First World War without damage, but narrowly escaped complete destruction in 1941 when it received a direct hit.

The Company carried on business in what was left of the Hall until 1947, when a complete reconstruction of this part of the building began. So skilful was the restoration of the exterior that it would be hard for the passer-by to distinguish the new from the old. But the inside of the new wing was entirely replanned to provide accommodation suitable for a modern institution. This work, with the reconstruction and redecoration of the Drawing Room which had been damaged by blast, was completed in time for the Festival of Britain in 1951.

Since that date further alterations have been made to provide a laboratory and additional accommodation for the Assay Office; the great Regency-style kitchens in the basement have been modernised and re-equipped; and the Livery Hall, which had been undamaged during the war, was completely redecorated and refurnished for the first time since 1871.

The Company's well known collection of antique plate, among the most important in the country, contains world famous examples of the goldsmith's art of centuries past.

Al. Jan.

Labourer Cent Pts ->

Rates

Advice

Medicine - effects
children much more.

3

Cross Primer /
Leaf Order.
Prescribed <u>advice</u> :
<u>10:</u>

Crisis

How 2
How - Ch

T.V.	<u>Children</u>
Translators	
Video	