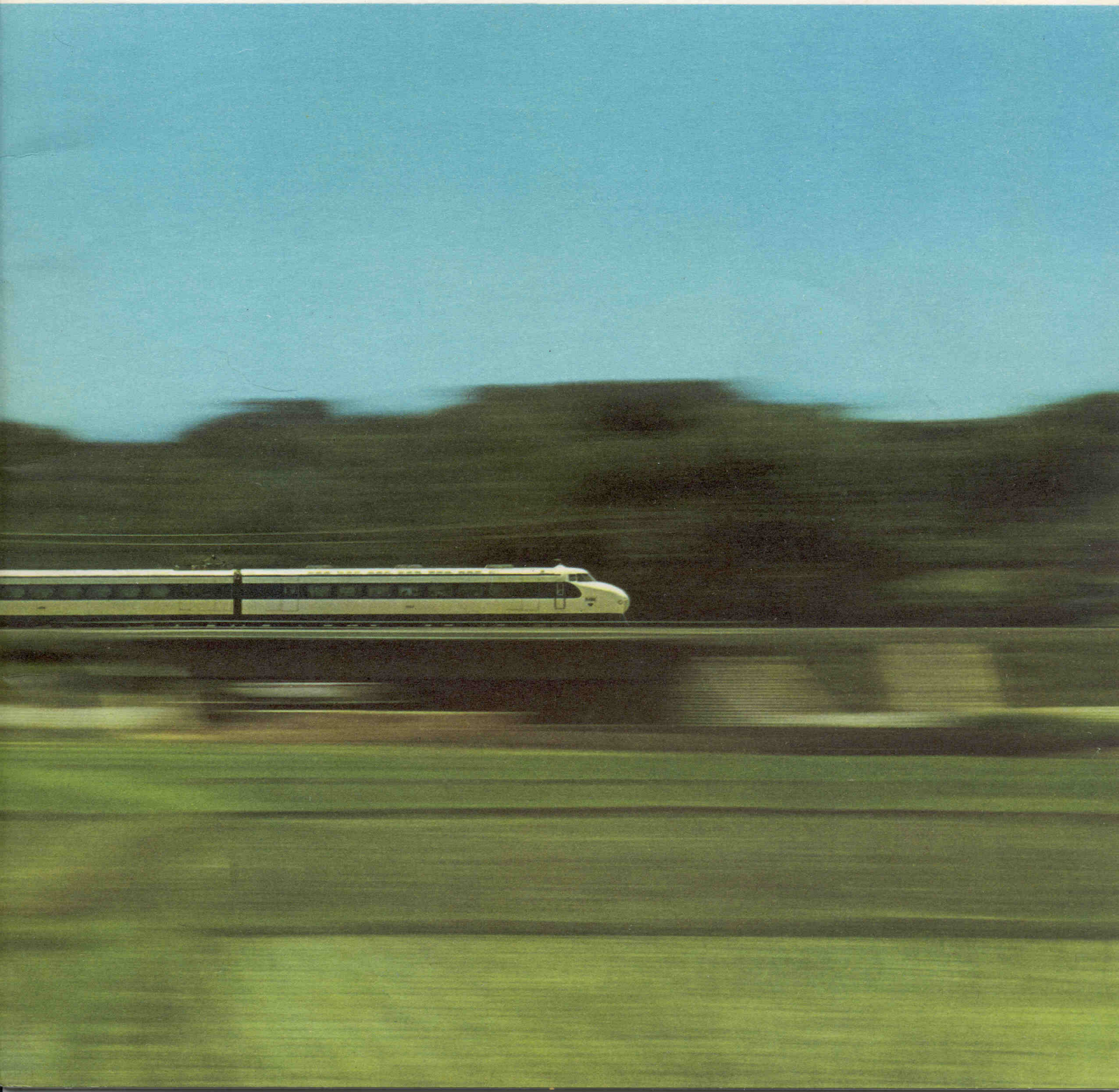
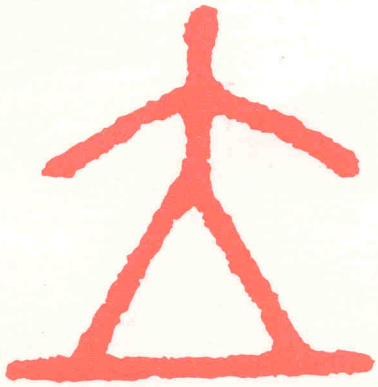
HITACHI

products for industry, for home, for a better life all over the world



OUR TRADEMARK IS MORE THAN A SYMBOL

"Hi" (Symbol For Sun)



"Tachi" (Symbol For Rise)

Namihei Odaira.....engineer, painter, innovator.....founded Hitachi in 1910. Up to that time, a Japanese company always bore the symbol of one of the great families. But Odaira gave his company the name of the town in which it began: Hitachi on the Pacific coast of Honshu.

Actually, this departure from tradition was more than appropriate. Odaira was starting the first public Japanese company, the first company dedicated to public service.

Since Odaira was creating a new type of Japanese company, he decided to create a new type of Japanese trademark. The name Hitachi was ideal. It means "Sun rising." The ancient inhabitants of the town had chosen it because they believed their home was the eastern most tip of Japan, and thus the first place the sun rises in Japan.

To Odaira, the sun was an excellent symbol for the public aspect of the company. The Chinese character "Hi" is used in Japanese to represent the sun. "Tachi"—rising—symbolized the dynamic aspect.

Odaira superimposed one character upon the other, and added four prongs as stylized sun beams. These last elements are regarded by the Japanese as icons of prosperity.

Today, we can see that Odaira had written the future of Hitachi in its trademark. For Hitachi has risen to be Japan's leading industrial complex. And Hitachi has never lost the public consciousness which Namihei Odaira so deeply cherished.

COVER STORY By 1964 the new Hitachi Superexpress will run regularly between Tokyo and Osaka on the New Tokaido Trunk Line, a distance of 515 kilometers in only three hours. It certainly will initiate a new era in railroading.

Mr. Kurata, Chairman

Mr. Komai, President

HITACHI is proud to be part of the international business community. We feel that overseas sales of our products constitute a great compliment to Hitachi igenuity and reliability. Particularly our sizable sales in the highly industrialized nations of the world.

Although we forecast larger foreign operations, our aim is not just to be bigger . . . but better. Indeed, drive to develop superior products has characterized Hitachi throughout our history. Now more than ever, our aim is to create better products through basic research, expert design and flawless production.

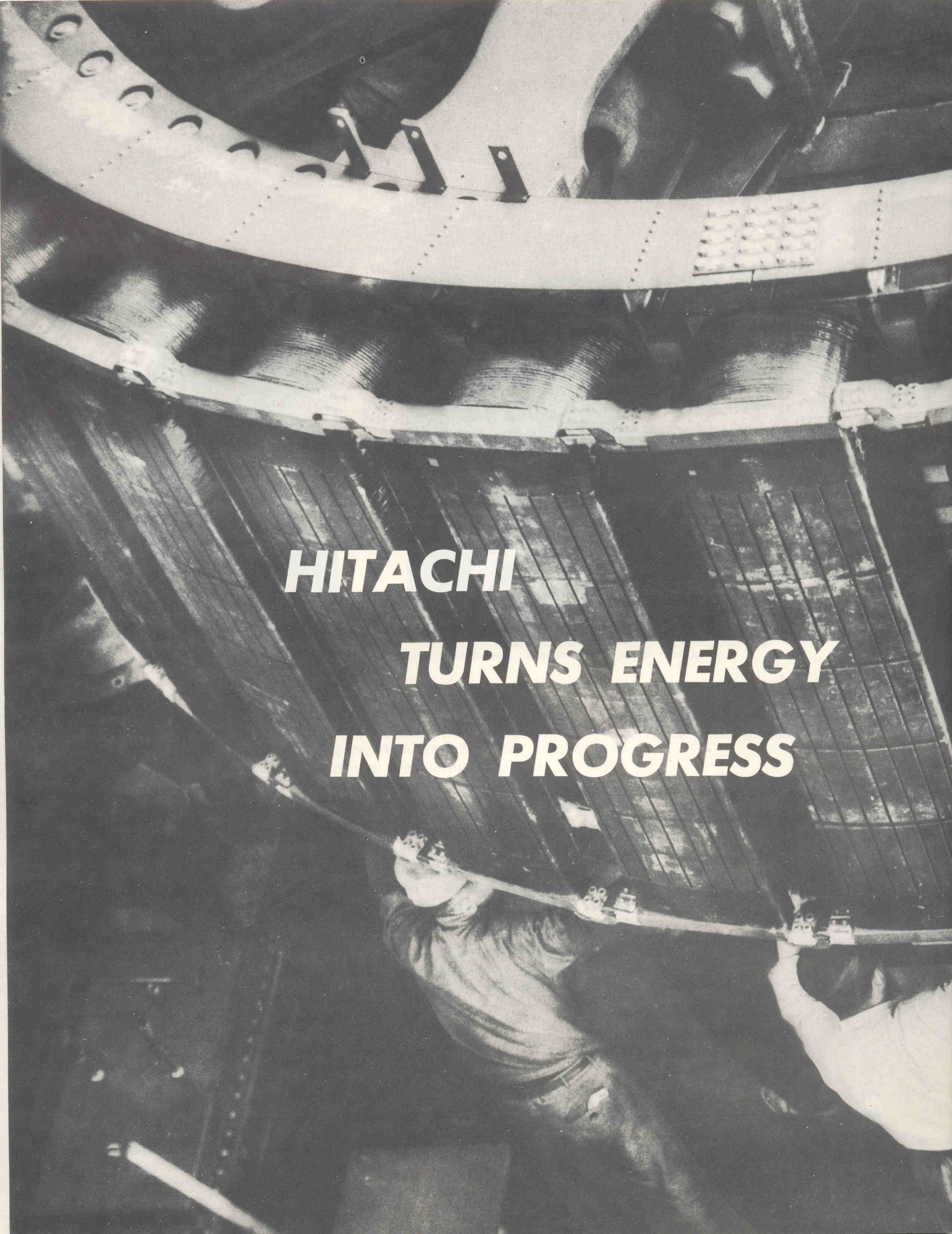
This booklet shows you our products in use, and takes you into our factories and laboratories. We hope it will give you a clear picture of Hitachi, and our way of doing business.

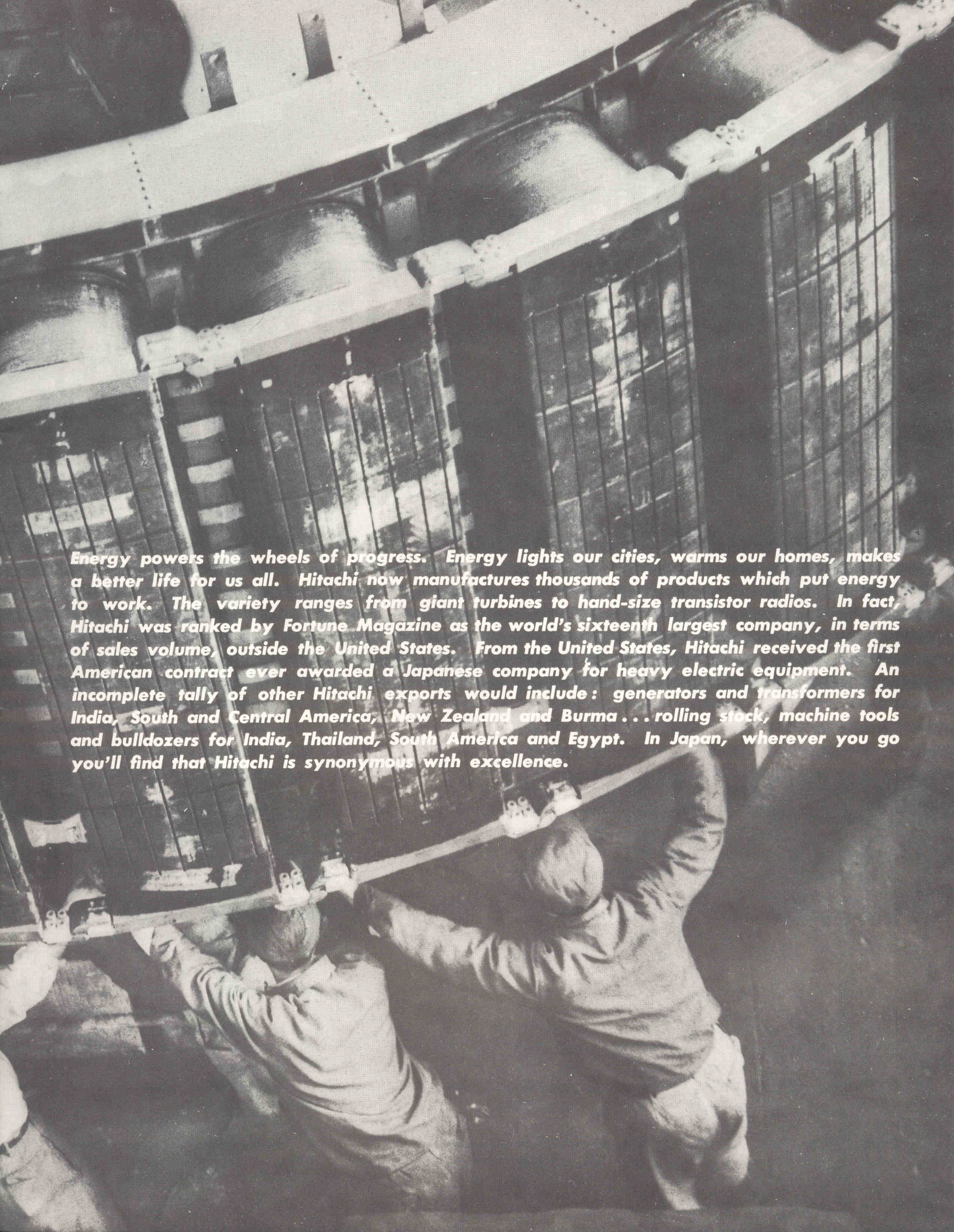
C. Kurata

Chikara Kurata
Chairman of the Board

K. Komai

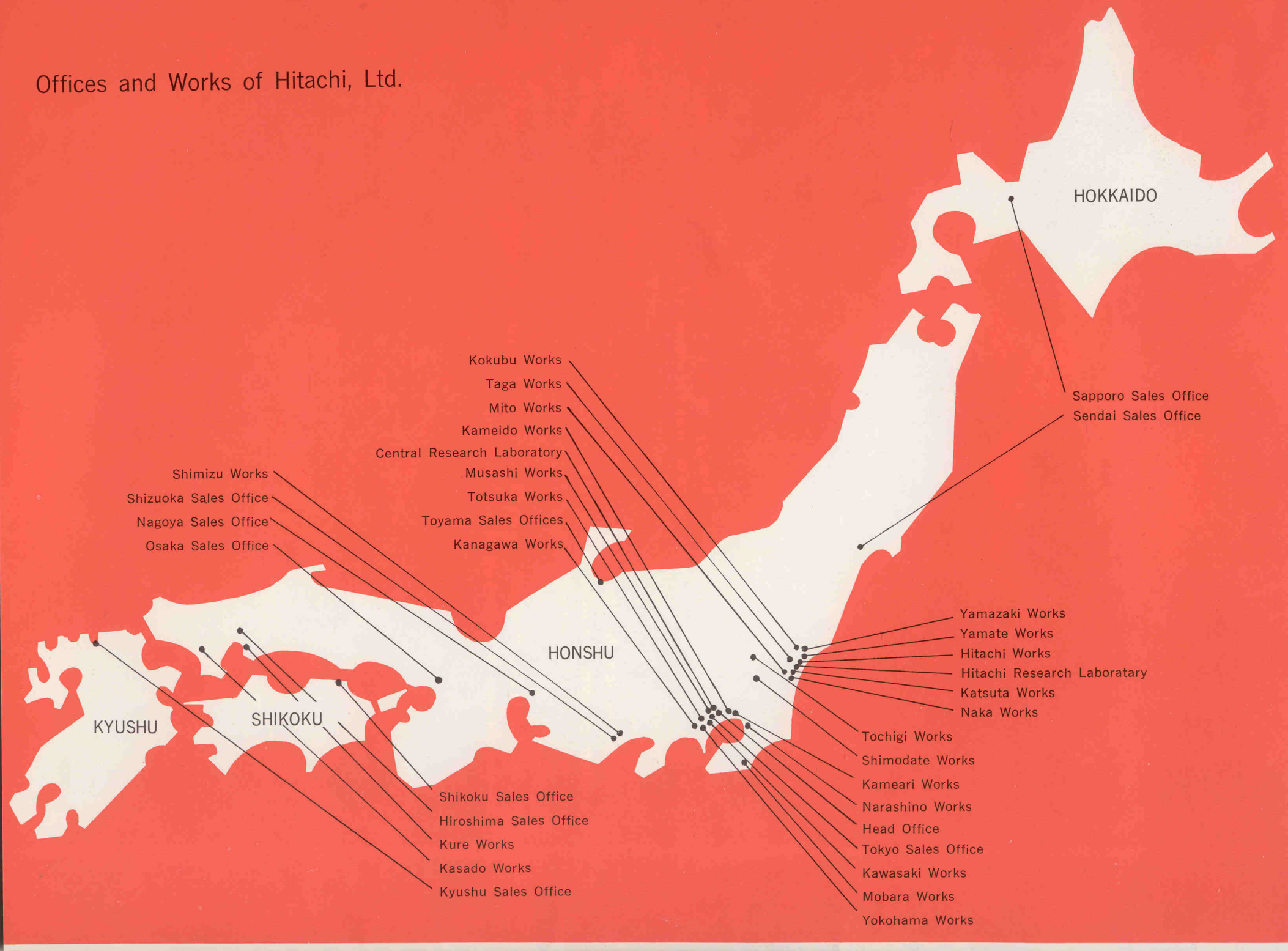
Kenichiro Komai
President


HITACHI
TURNS ENERGY
INTO PROGRESS



Energy powers the wheels of progress. Energy lights our cities, warms our homes, makes a better life for us all. Hitachi now manufactures thousands of products which put energy to work. The variety ranges from giant turbines to hand-size transistor radios. In fact, Hitachi was ranked by Fortune Magazine as the world's sixteenth largest company, in terms of sales volume, outside the United States. From the United States, Hitachi received the first American contract ever awarded a Japanese company for heavy electric equipment. An incomplete tally of other Hitachi exports would include: generators and transformers for India, South and Central America, New Zealand and Burma . . . rolling stock, machine tools and bulldozers for India, Thailand, South America and Egypt. In Japan, wherever you go you'll find that Hitachi is synonymous with excellence.

Offices and Works of Hitachi, Ltd.



HITACHI WORKS is one of the more than twenty major factories in the Hitachi industrial complex. Two research laboratories, capitalization of $218,750,000 and staff of 89,000 complete the organizational picture.

With these vast resources, Hitachi manufactures an equally vast number of products. Power generating plants, rolling stock, communications equipment, industrial machinery of all sizes down to fine miniature radios—all and more come from Hitachi.

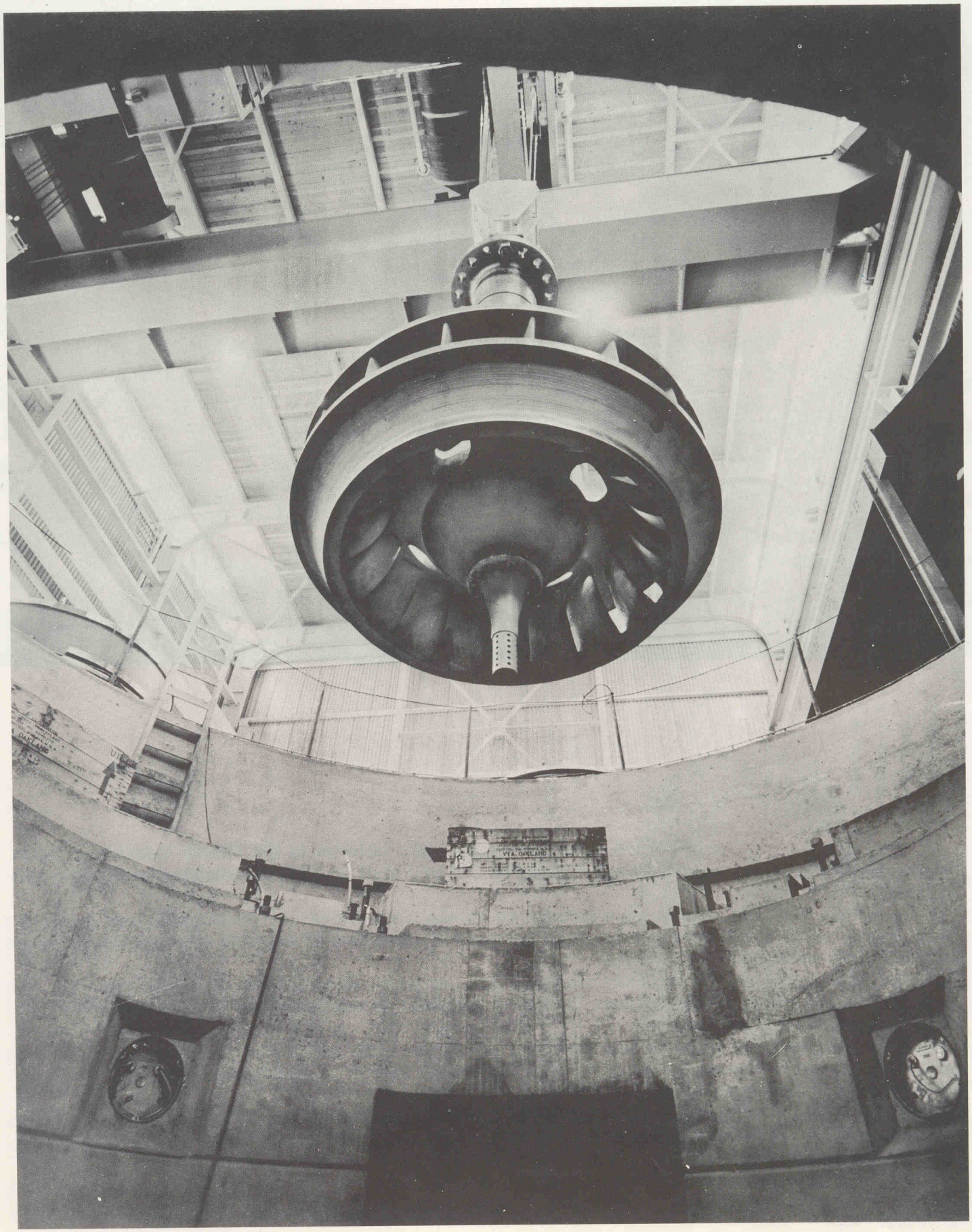
This giant of industry is a far cry from the repair shop in which Hitachi began 53 years ago. But one thing remains the same. Today as then, Hitachi is dedicated to demonstrating the skill and sincerity of Japanese workmen and workmanship.

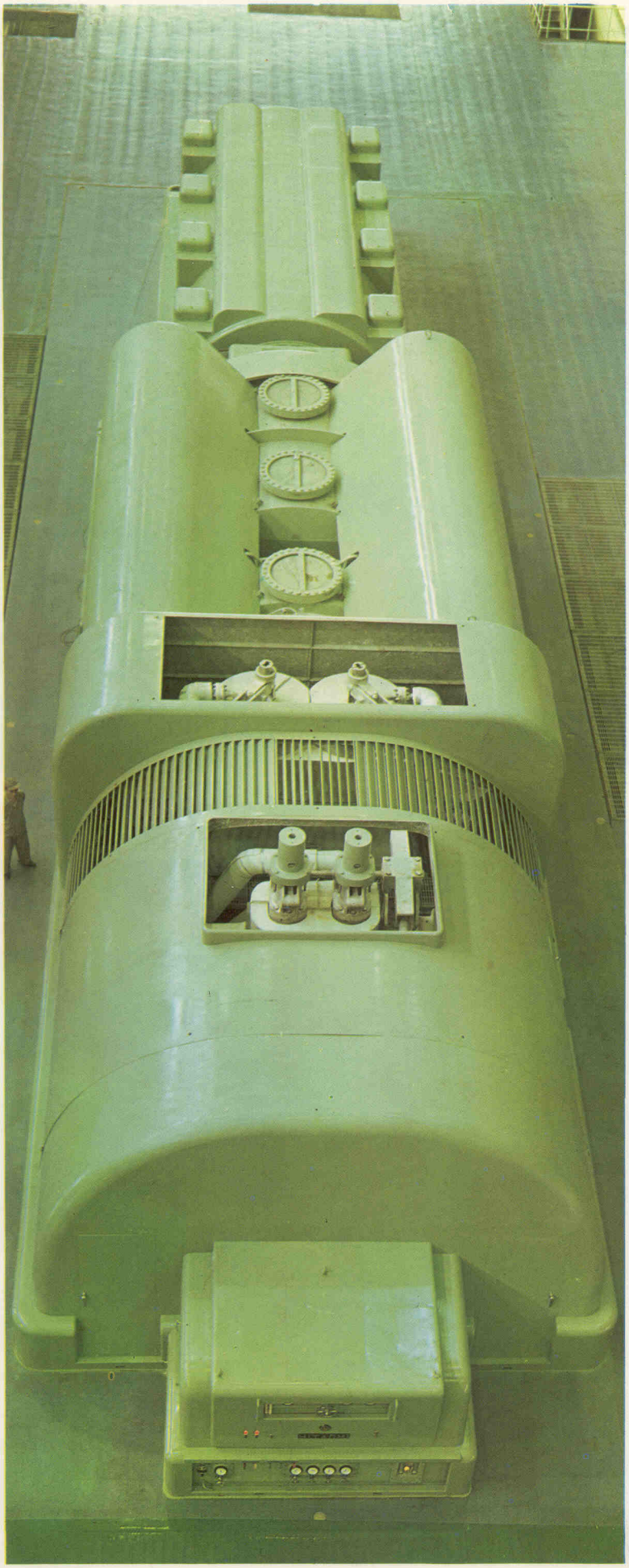
Hitachi's philosophy takes shape in two principles. First, the most penetrating research is carried out before any product is marketed. Secondly, exacting quality control is maintained throughout production and marketing at home and abroad.

Product quality is further protected by the rationalization or integration of the Hitachi organization. From basic materials to finished products, practically every component is manufactured in Hitachi factories, under Hitachi supervision.

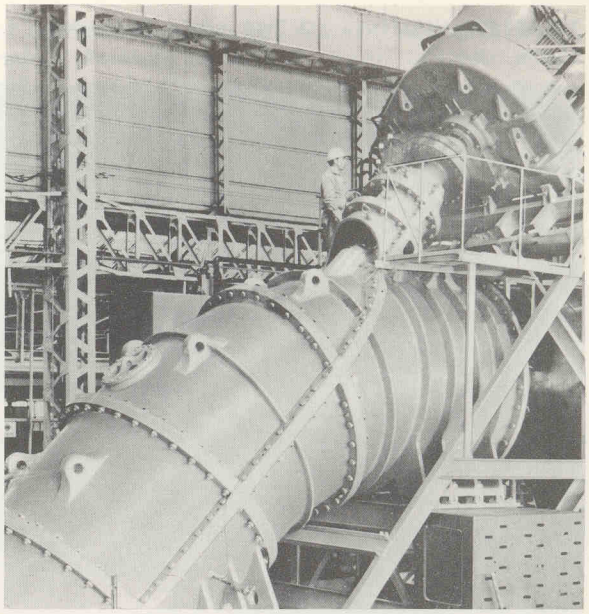
Clearly, the overseas customer can have confidence when he deals with Hitachi. In resources, organization and quality, Hitachi has reached a dimension no other company in Japan, and not many outside Japan, can equal.

120,000 HP FRANCIS TURBINE'S RUNNER. This type of turbine was supplied to the Clear Creek Power Plant in California, a project which attracted intense international bidding. It was the first Japanese export of heavy electric equipment to the U.S. Other Hitachi orders followed, including: two transformers for the Blue Mesa Power Plant in Colorado, and four transformers for the Los Angeles Power Plant.

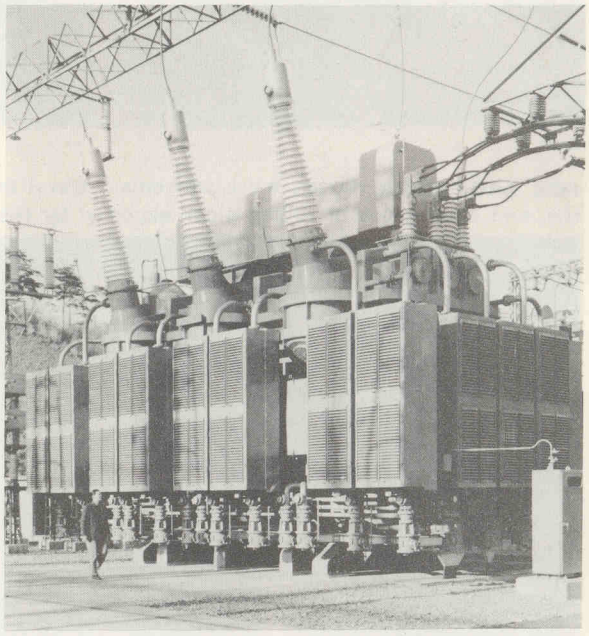




175,000 kW Condensing Steam Reheat Turbine and 224,000 kVA Generator.



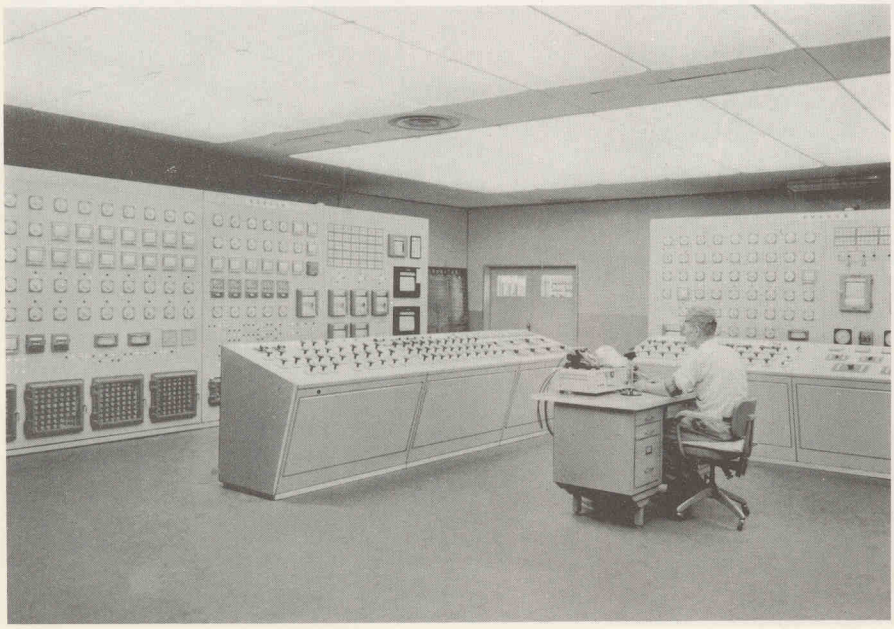
TO PUMP LIFE INTO WASTELANDS. Six Hitachi pumps have been installed at El Mex, Alexandria, Egypt. They serve in the vitally important project of irrigation with water drawn from the Nile.



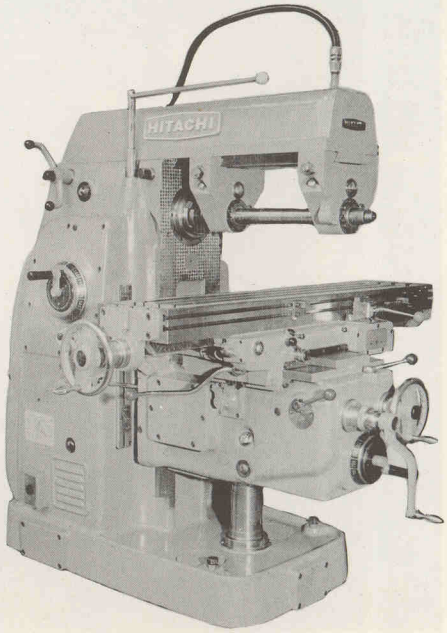
312,000 kVA Transformer for Nishi-Tokyo Substation.

HITACHI TRANSEFR MACHINE automates machines of motor housing. One man, sitting at controls, supervises machining jobs along the line.

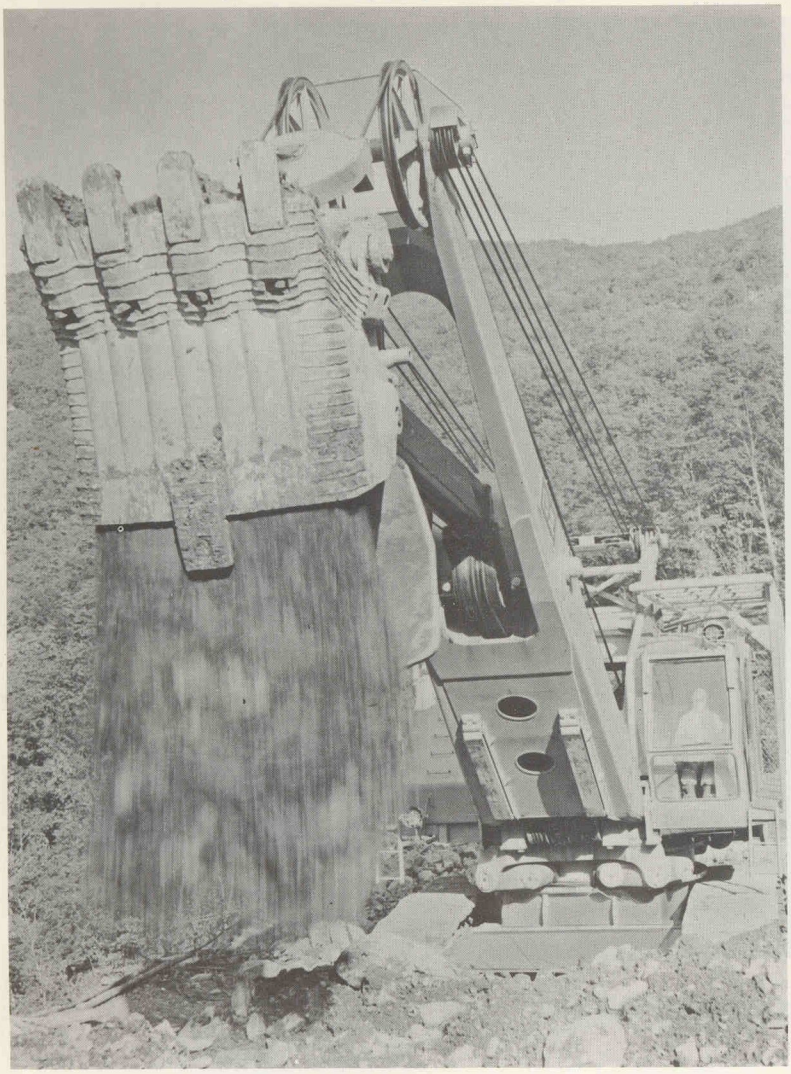
WORLD'S LARGEST TO-PLANT. Hitachi delivered a 10,000 Nm 3/h TO-Plant to the Muroran Works of Fuji Iron and Steel. Besides large capacity, this TO-Plant offers the advantages of complete remote control from one room.



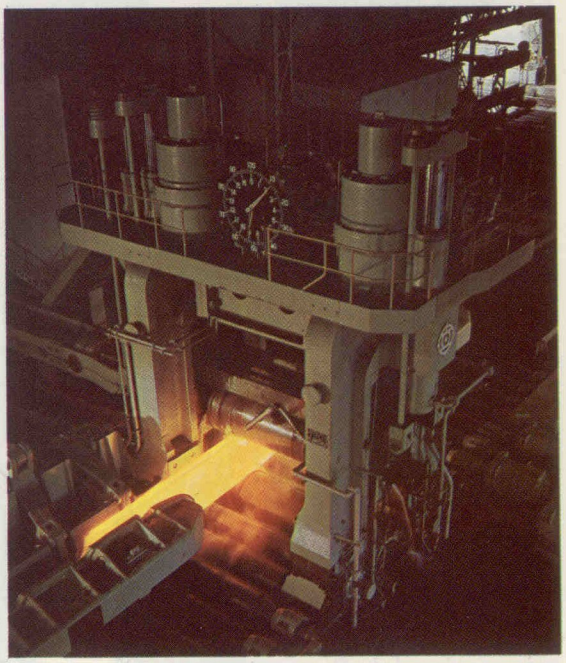
Number Two Milling Machine.



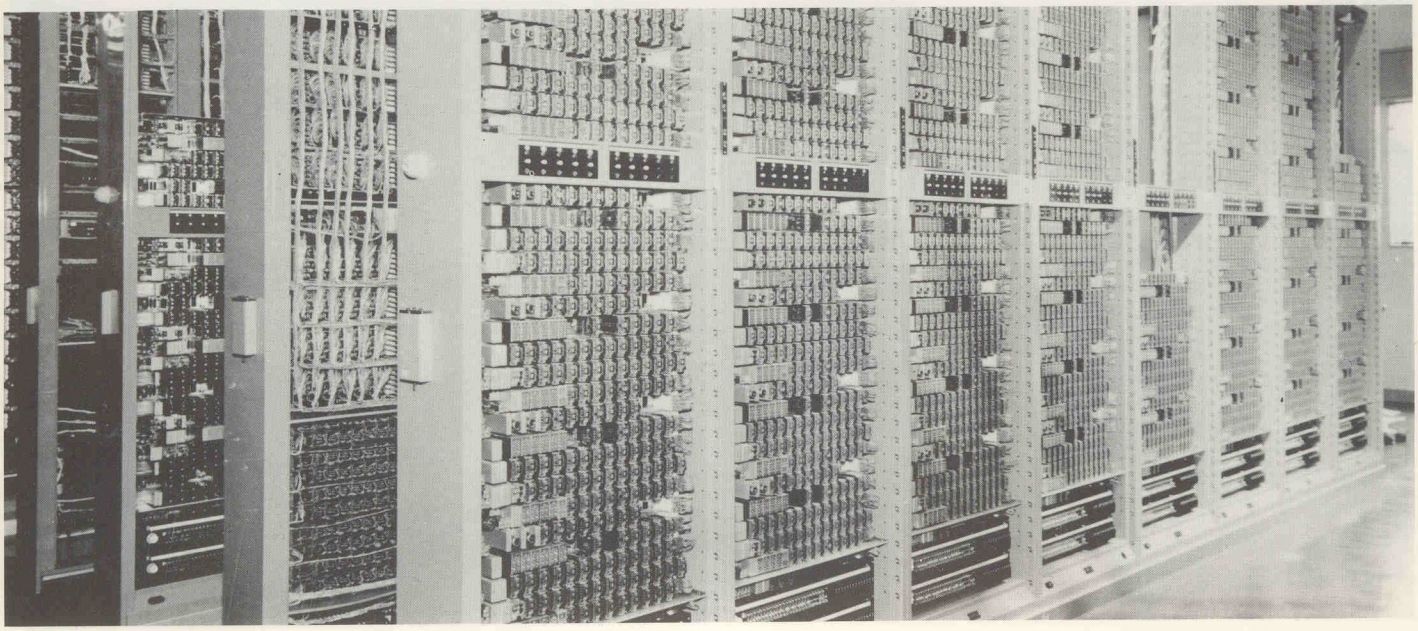
HITACHI POWER SHOVEL can transverse 90° for flexible operation. Hitachi builds bulldozers, truck cranes and other equipment for the construction industry.



18 TON INGOT can be rolled by this Hitachi High Lift Slabbing Mill, built for Fuji Iron and Steel.



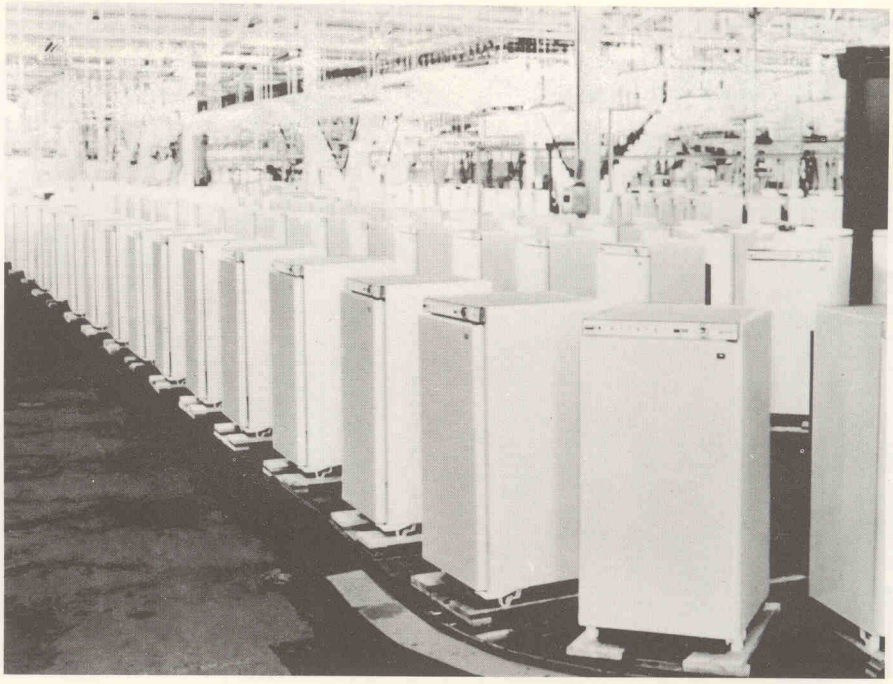
CROSSBAR SWITCHBOARD for city telephone service has simplified design ; can be remote-controlled from a master station.



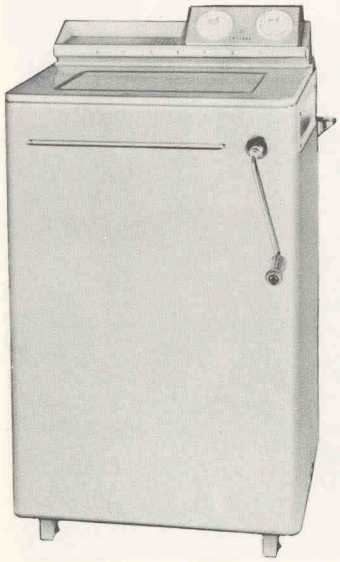
REFRIGERATORS are hand-cleaned to be sure they'll be spotless when they reach the consumers. Next stop : crating. Then, the units are conveyed on lines feeding into Hitachi freight cars for transport.

ASSEMBLY LINE OF HITACHI WASHING MACHINE.

RISING CONSUMER DEMANDS are answered by mass production in Hitachi's modern factories.

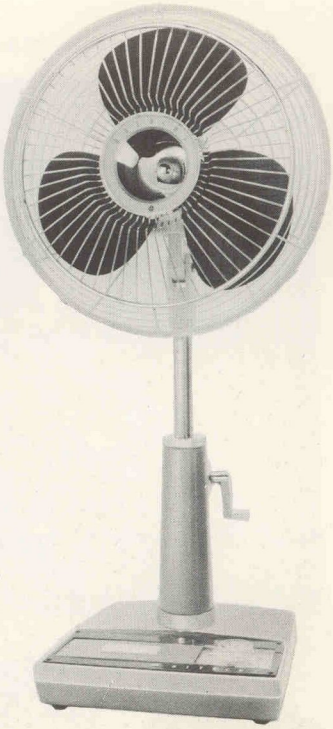


HITACHI WASHING MACHINE

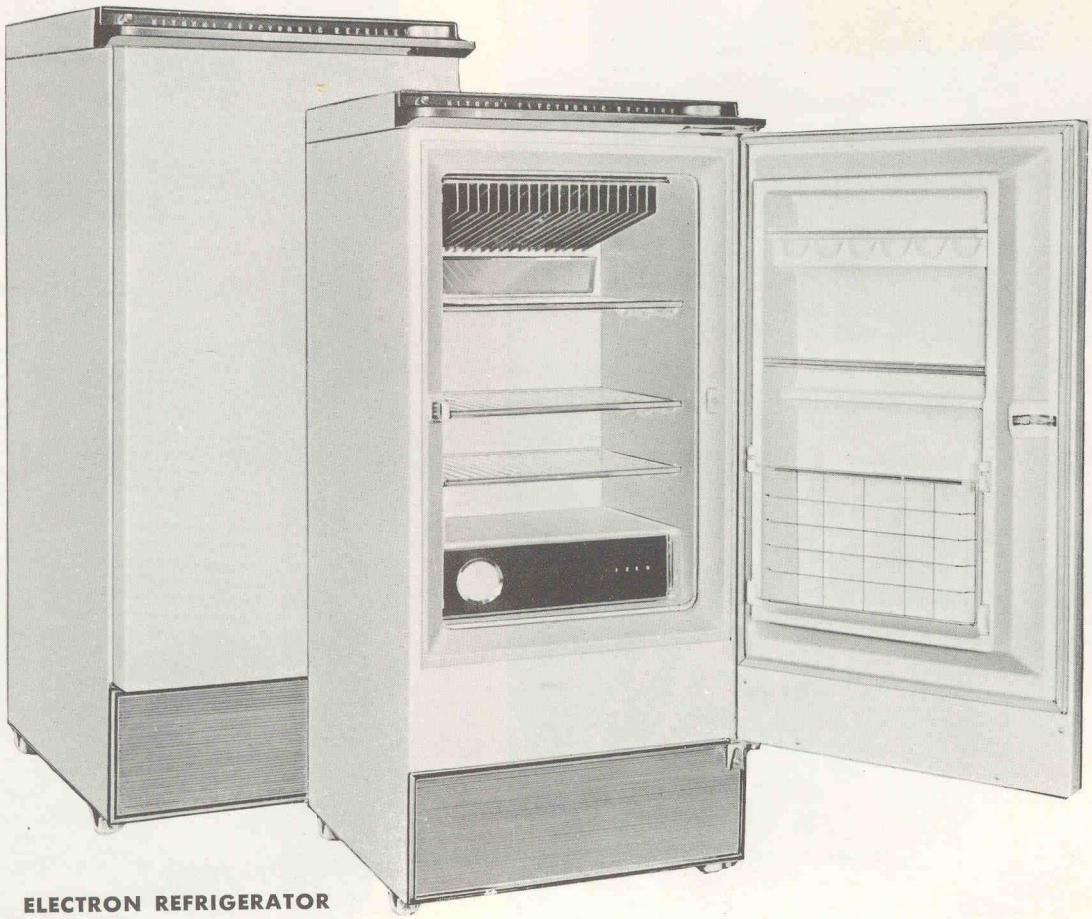


HITACHI TRANSISTOR RADIO

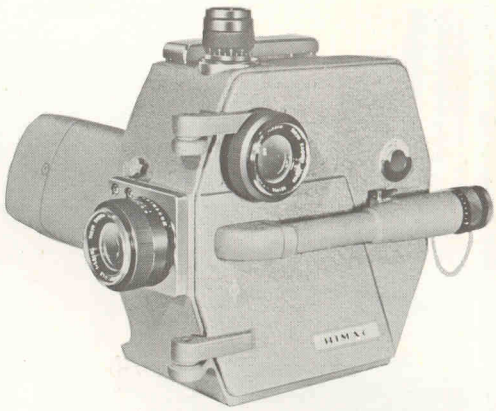
HITACHI TV



HITACHI FAN

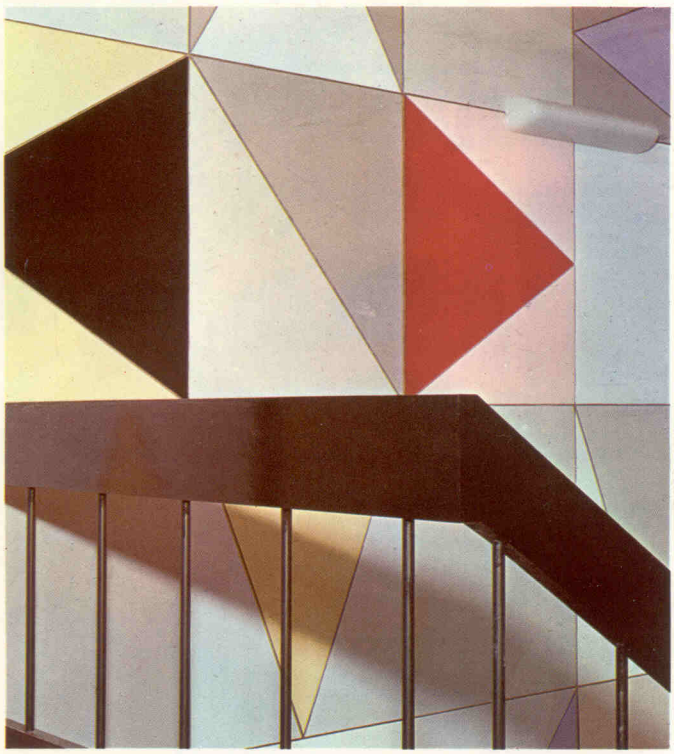


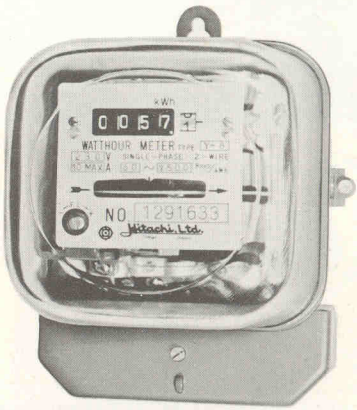
ELECTRON REFRIGERATOR



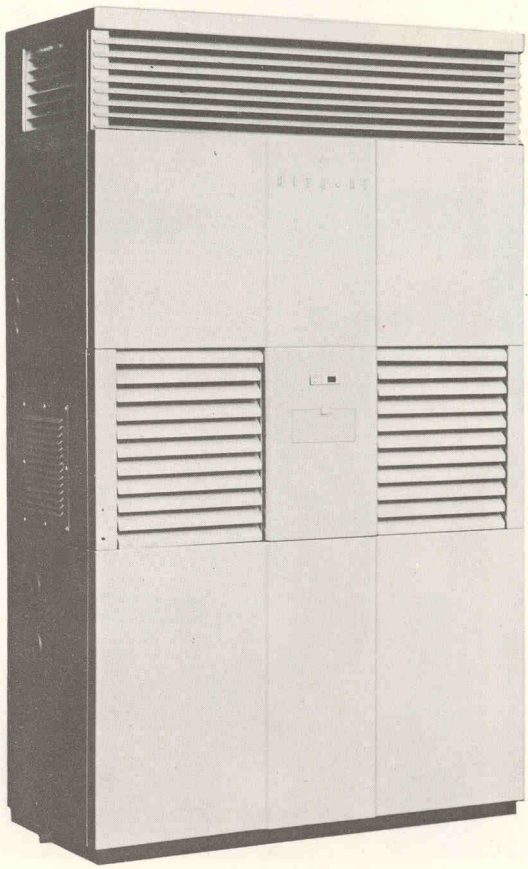
HIGH SPEED MOTION ANALYSIS CAMERA.

HITTERLITE . . . Hitachi's trade name for melamine laminated sheet.



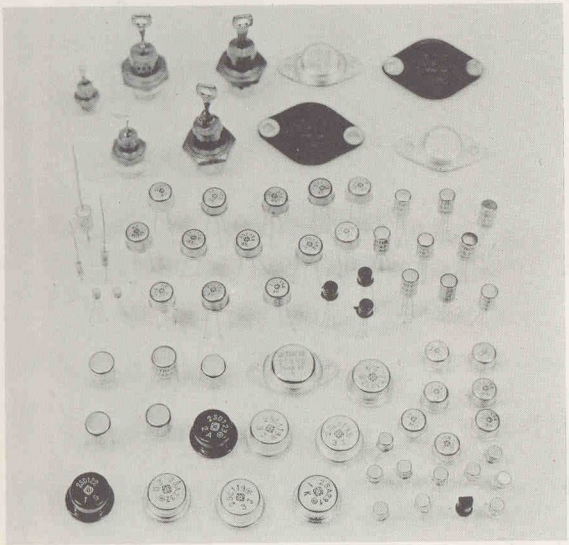


WATTHOURMETER



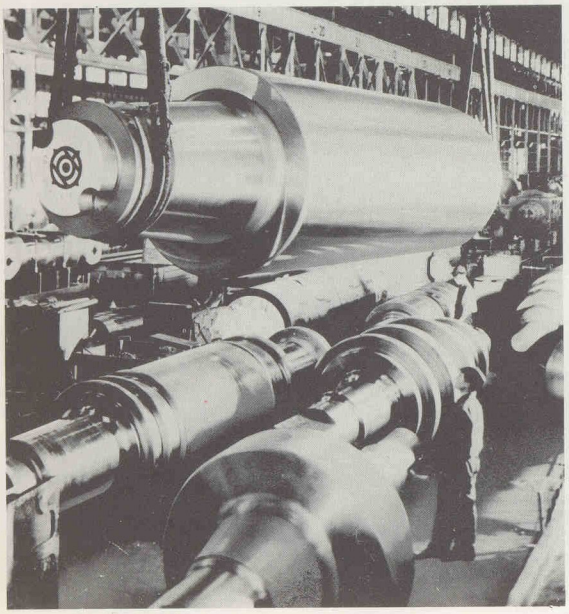
HITACHI PACKAGED AIR CONDITIONER

HITACHI TRANSISTOR AND DIODE

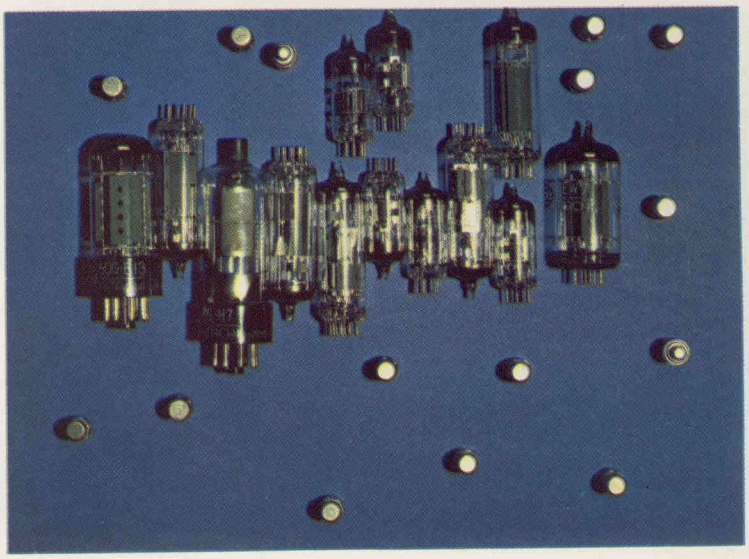


HITACHI IRON STEEL PRODUCTS include cast iron, special steel, alloy castings and aluminum diecast products.

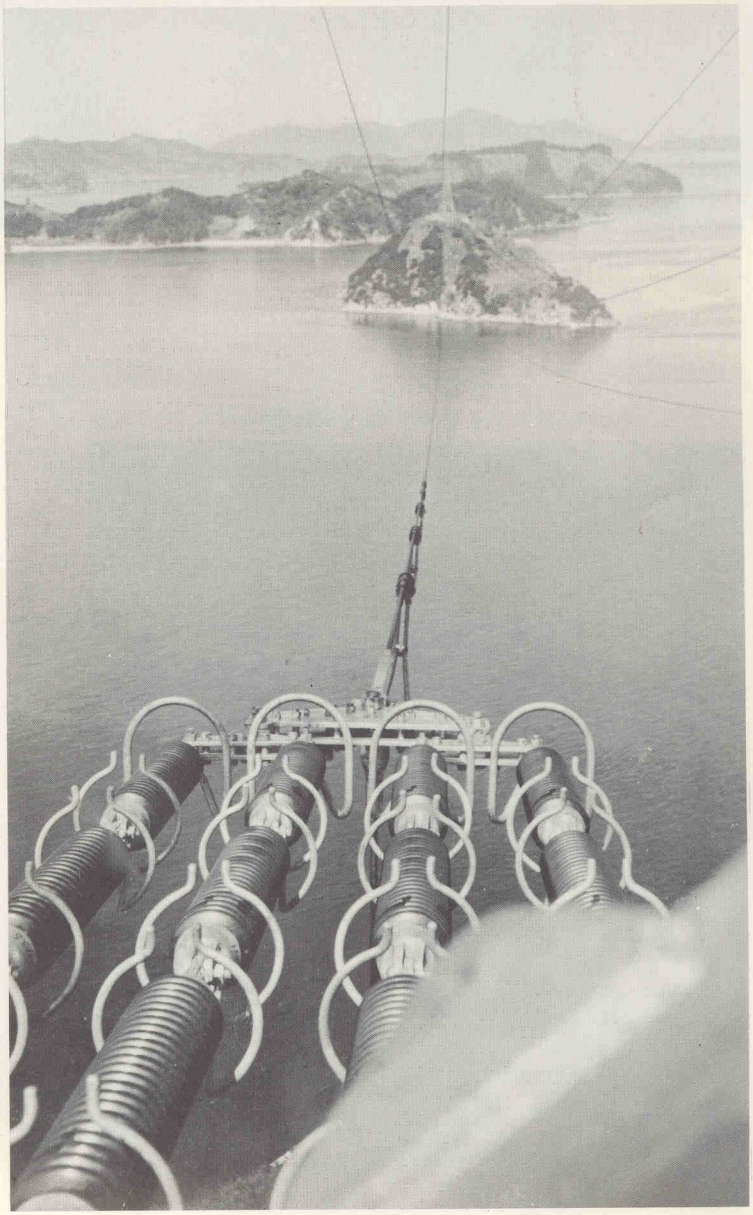
GIANT HITACHI ROLLS weigh up to 73 tons, will be used in steel works.

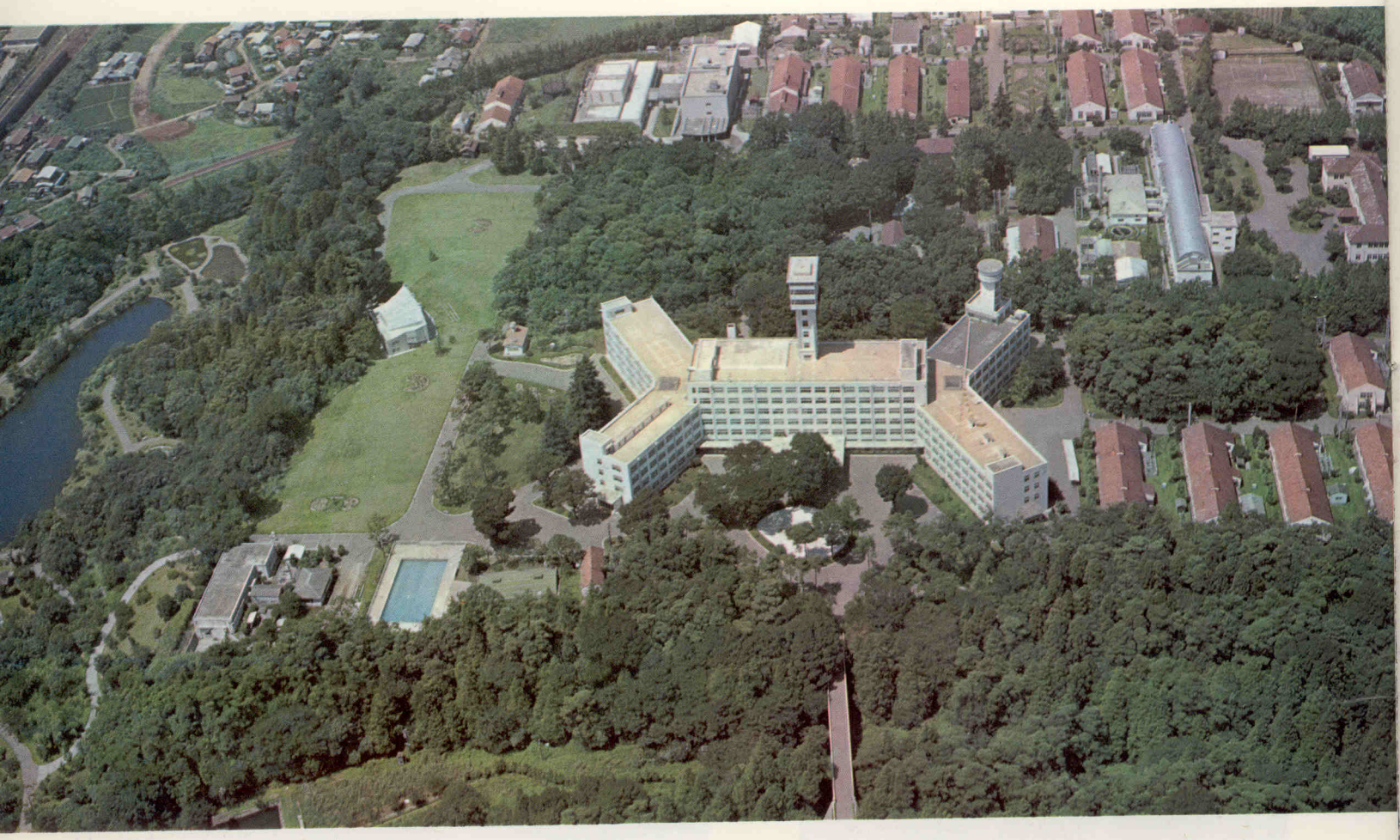


TRANSMITTING AND RECEIVING TUBES . . . now in research.

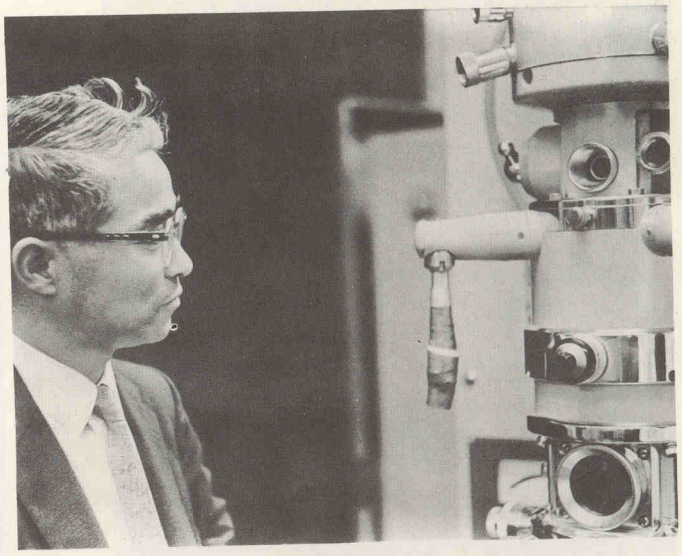


ALUMINIUM-CLAD STEEL STRANDED CABLE across the Seto Inland Sea, Japan.

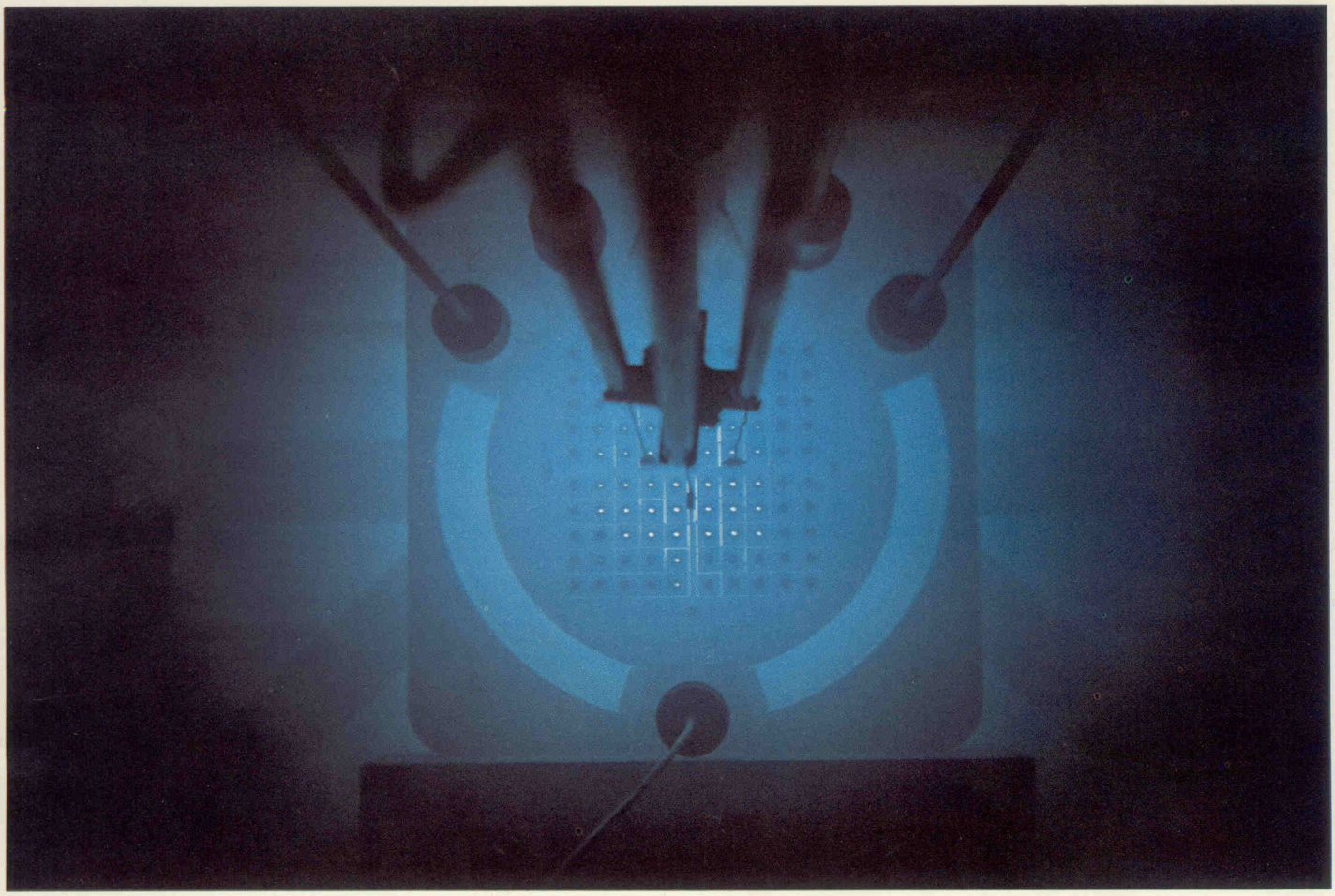




RESEARCH BY HITACHI is conducted in Japan's outstanding laboratories. The Central Research Laboratory (shown above) and the Hitachi Research Laboratory in Ibaraki Prefecture are the main centers of activity. Exciting achievements have been made in many areas, particularly these : ***electronics***—development of the 300 kv electron microscope . . . ***rolling stock :*** design and construction of a prototype super express electric train . . . ***atomic research :*** construction of the first all-Japan built atomic reactor. Also, the genius and vigor of Hitachi scientists have earned for the company 8,518 patent rights and utility model patents, more than any other Japanese company.



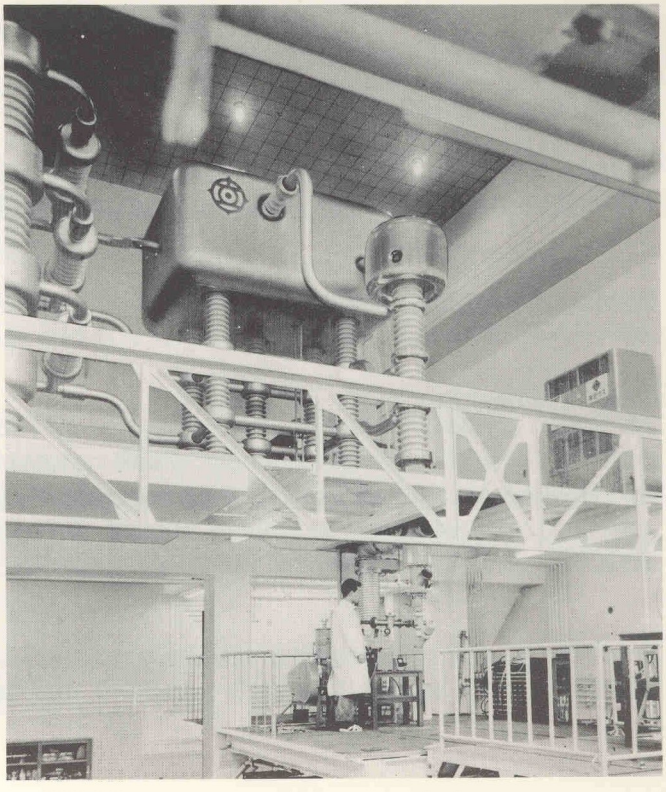
Dr. Bunya Tadano and the 300 kv electron microscope. Dr. Tadano is esteemed throughout the scientific world for his ingenious work. 130 of these instruments have been exported to the United States.



The core part seen from the above of the Hitachi Training Reactor, the first domestically manufactured reactor by Hitachi, Ltd.

SHORT-CIRCUIT TESTING EQUIPMENT

COCKCROFT WALTON ELECTRON ACCELERATOR



HITACHI, LTD. and Consolidated Subsidiaries

CONSOLIDATED STATEMENT OF INCOME AND RETAINED EARNINGS

For the year ended March 31, 1963

Net sales		$955,169,000
Cost of sales		664,133,000
Gross profit		291,036,000
Selling, general and administrative expenses		180,522,000
Operating profit		110,514,000
Other income:		
Interest	8,047,000	
Dividends	2,094,000	
Other	825,000	
		10,966,000
Other deductions:		
Interest	48,275,000	
Other	1,664,000	
		49,939,000
Income before income taxes		71,541,000
Provision for income taxes		33,852,000
Net income before minority interest		37,689,000
Minority interest in net income of consolidated subsidiaries		411,000
Net income		37,278,000
Retained earnings April 1, 1962		101,713,000
		138,991,000
Cash dividends		24,833,000
		114,158,000
Redistribution arising on sale of minority interest		389,000
Retained earnings, March 31, 1963		$114,547,000

THE BOARD OF DIRECTORS

Chikara Kurata	**Representative Director, Chairman of the Board**
Kenichiro Komai	**Representative Director, President**
Takeichi Matsuno	**Executive Vice President, Director**
Shinkichi Hashimoto	**Executive Managing Director**
Susumu Kiyonari	**Executive Managing Director**
Toshio Ito	**Managing Director**
Kiyoshi Nishi	**Managing Director**
Takatoshi Takemata	**Managing Director**
Takao Tonno	**Managing Director**
Takashi Amimori	**Managing Director**
Kamezo Shigehiro	**Managing Director**
Yosomatsu Matsubara	**Director**
Toshihiko Kubo	**Director**
Mitsuru Yabe	**Director**
Hirokichi Yoshiyama	**Director**
Hiroshi Homma	**Director**
Hayama Yoshida	**Director**
Osamu Morita	**Director**
Taketoshi Yoshida	**Director**
Tadashi Ouchida	**Director**
Shigeru Miyao	**Director**
Takayoshi Matsuura	**Auditor**
Ryuichi Nakamura	**Auditor**

MAIN PRODUCTS

HEAVY ELECTRIC MACHINES: Generators, Electric Motors, Switchboards, Circuit Breakers, Controlling Equipment, Electric Motors for Rolling Stock, Controllers for Rolling Stock, Rotary Converters, Rectifiers, Transformers, Induction Voltage Regulators, Batteries, Atomic Power Equipment.

PRIME MOVERS: Water Turbines, Boilers, Steam Turbines, Generators, etc.

LOCOMOTIVES AND ROLLING STOCK: Electric Locomotives (AC & DC), Diesel and Diesel-Electric Locomotives, Passenger Cars, Freight Cars and Wagons, Trolley Buses, Cable Cars, Industrial Rolling Stock.

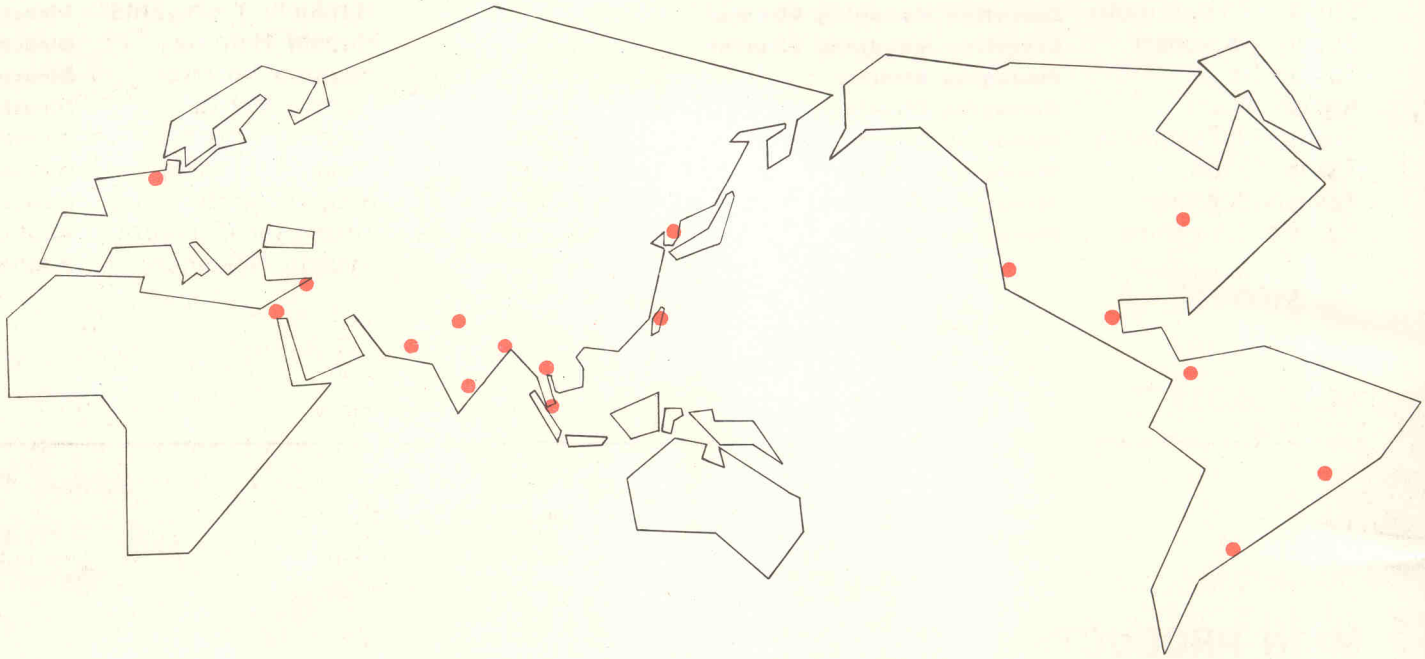
INDUSTRIAL MACHINERY: Cranes, Pumps, Civil Engineering and Construction Machines, Mining Machinery, Chemical Equipment, Electrostatic Dust Collectors, Rolling Mills, Compressors, Blowers, Pneumatic Conveyors, Refrigerating Machines, Printing Machines, Machine Tools.

COMMUNICATIONS EQUIPMENT: Telephones and Switchboards, Wireless Equipment, Carrier Equipment, Transmission Equipment, Electronic Computors, Receiving and Transmission Tubes, Cathode Ray Tubes, Transistors.

LIGHT ELECTRIC MACHINES, MEASURING INSTRUMENTS: Electric Fans, Electric Washing Machines, Electric Well Pumps, Vacuum Cleaners, Electric Refrigerators, Room Coolers, Mixers, Electric Heating Equipment for Home use, Television Sets, Radios, Electric Phonographs and Record Players, Electric Lamps and Bulbs, Fluorescent Lamp Tubes, Dry Cell Batteries, Electric Sewing Machines, Measuring Instruments, Relays, Electric Appliances for Automobiles, Electron Microscopes, Precision Scientific Instruments, X-ray Units.

CHEMICAL PRODUCTS, METALLIC MATERIALS, ETC.: Plastics (Material & Products), Insulating Paint, Insulating Tubes, Mica Plates, Porcelain Insulators, Cast Iron Products, Cast and Forged Steel Products, Carbon Products.

OVERSEAS OFFICES



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Hitachi, Ltd., San Francisco Office, 100 California Street, San Francisco 11, California, U.S.A.

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Hitachi, Ltd., Insurgentes Sur No. 421-A1004, Mexico 11, D.F., MEXICO

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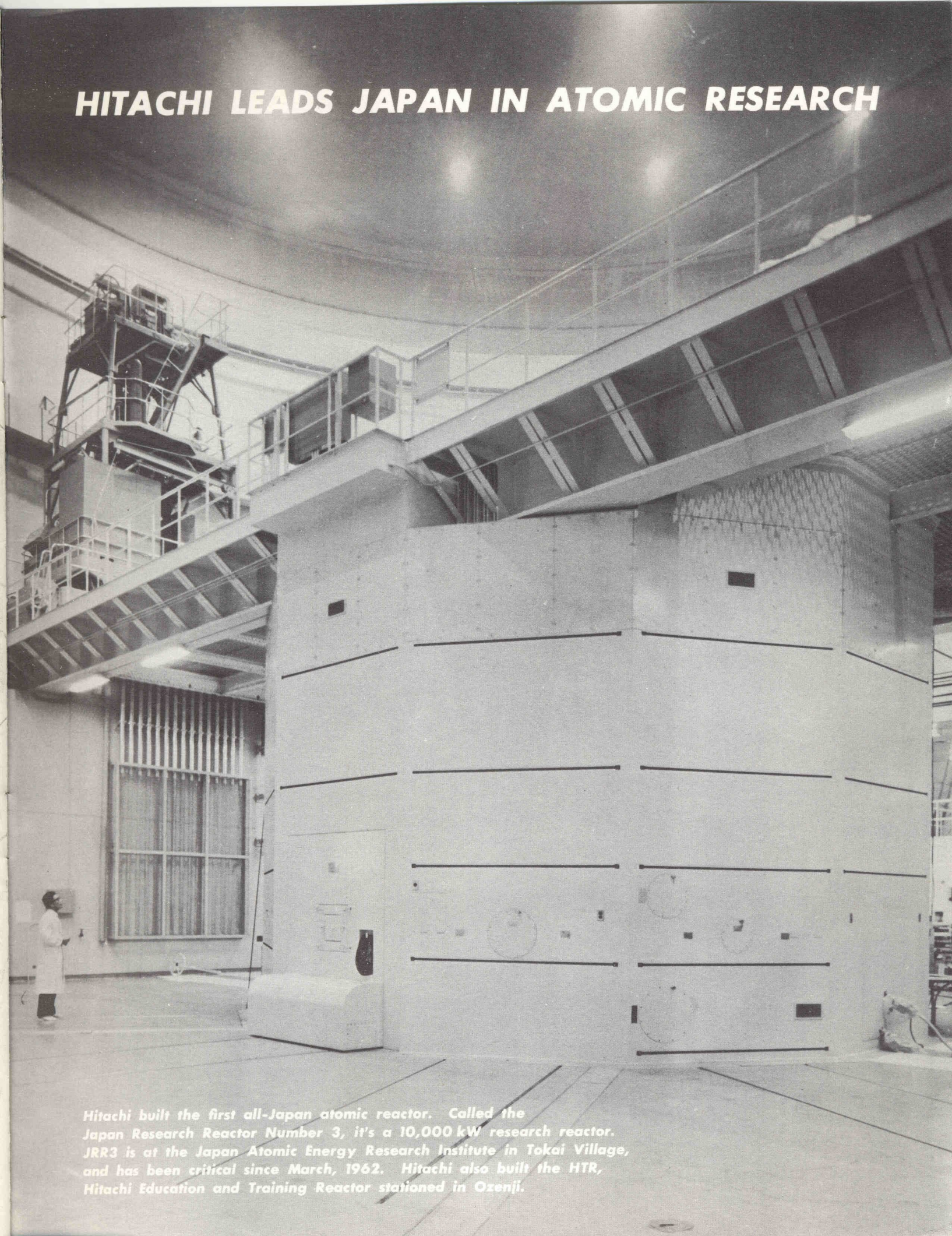
Mr. K. Kakurai, Graf Adolf Strasse 37, Dusseldorf, DEUTSCHLAND

SEOUL
Hitachi, Ltd., Seoul Office, 1, P.O. Box 1853 Seoul, KOREA

HITACHI LEADS JAPAN IN ATOMIC RESEARCH



Hitachi built the first all-Japan atomic reactor. Called the Japan Research Reactor Number 3, it's a 10,000 kW research reactor. JRR3 is at the Japan Atomic Energy Research Institute in Tokai Village, and has been critical since March, 1962. Hitachi also built the HTR, Hitachi Education and Training Reactor stationed in Ozenji.

Hitachi, Ltd.
Tokyo Japan

GM-E005A

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