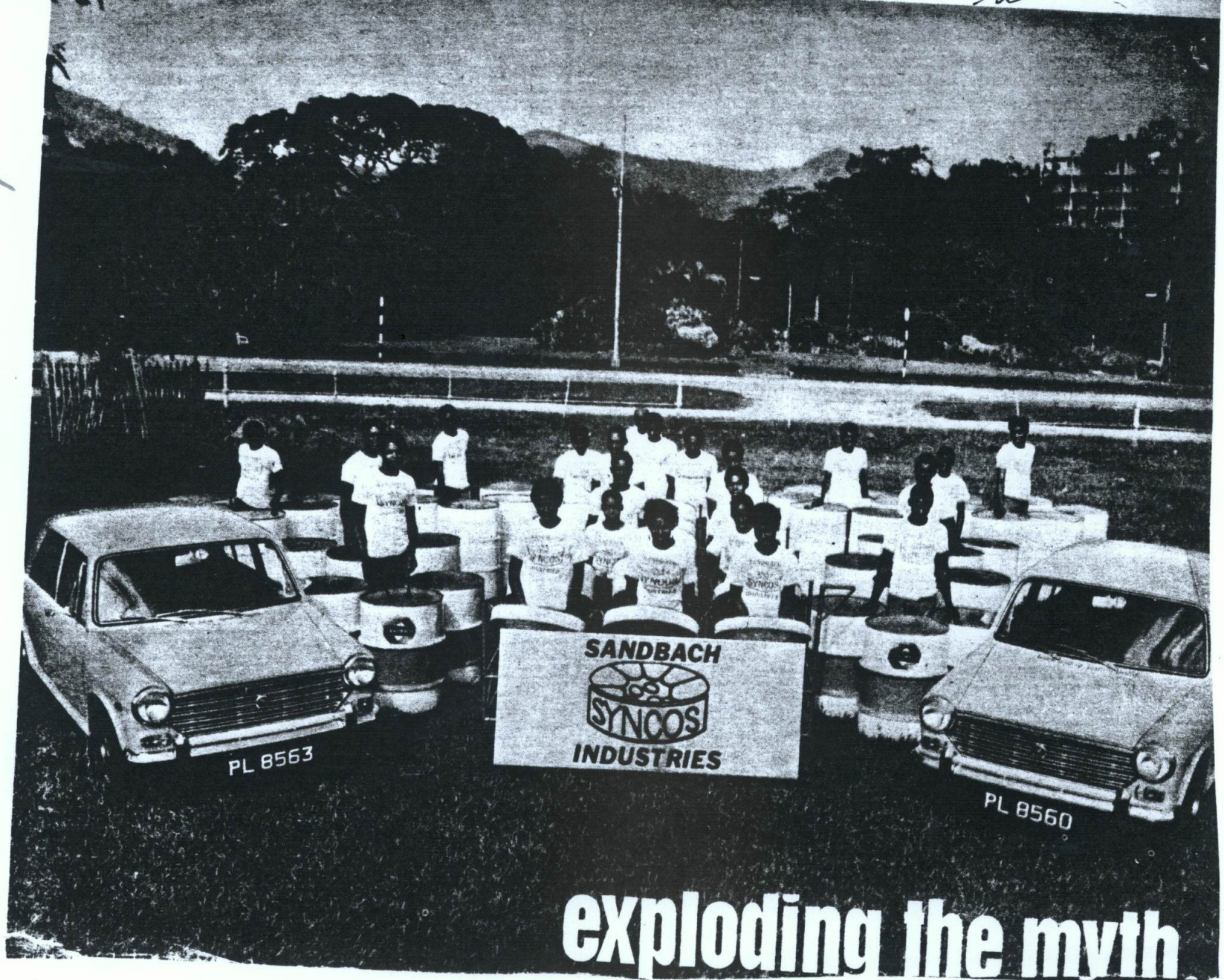


1969



# exploding the myth

tragedy  
tragedy  
tragedy

Suspicion - Suspicion

It has Been said that nothing of importance was ever created in the West Indies - a myth, a lie and a slanderous distortion.

## But what are the realities

In terms of sheer native ability we are no worse than other men — wherever they come from. But there is another dimension that must be considered. That of discipline and sustained effort.

Both Sandbach Syncos and Sandbach Industries have found out that excellence is only achieved through hard work. Here latent talent is not enough.

And so we find a popular myth being

eroded on two fronts — making music and assembling cars.

Any car that leaves the Sandbach Assembly line must bear the stamp of discipline and intolerance with anything less than the highest standards possible.

And any piece of music that leaves the pans of Sandbach Syncos must be on the highest level of creativity, and reflect thought, discipline and originality.

240 3530

After all, achievement comes, and or comes when talent is equally mixed with discipline, effort and experience.

We have created important things in the West Indies and in Trinidad. And we have the inward hunger to create more.

So taking cue from Sandbach Industries and Sandbach Syncos we shall continue to erode the myth — and all our cynical detractors be damned!

**SANDBACH INDUSTRIES LIMITED**

40 South Quay, Port of Spain • 168 Coffee Street, San Fernando

