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SHELVOKE AND DREWRY LIMITED
LETCHWORTH
HERTS

RMD/JW/LL.

MANAGING DIRECTOR'S OFFICE.

TELEPHONE: LETCHWORTH 234.

FRIDAY,
27th March,
1953.

G. E. Miller Esq.,
Assist. News Editor,
British Paramount News,
School Road,
LONDON, N. W. 10.

Dear Sir,

BRITISH INDUSTRIES FAIR 1953.
CASTLE BROMWICH.

Outdoor Section - Stand No. 1341/1240.

You may recall that in May last and at the suggestion of the C.O.I., Board of Trade, London, I invited you to the first demonstration of the S.D. "Freightlifter" Heavy Duty Fork Lift Truck.

It is our intention to exhibit two S.D. "Freightlifters" at the forthcoming B.I.F., and we shall demonstrate the ease of operation and efficiency of the Trucks when lifting loads of 5/7-tons to heights of up to 20-feet. This occasion will be the first time these Trucks have been exhibited at the B.I.F., and, in view of the great interest being displayed in mechanical handling equipment as an aid to increased productivity, it occurs to me that you might like advance knowledge of our arrangements.

Whilst there are several British manufacturers of small-capacity Fork Lift Trucks, the United States have had a virtual monopoly in the heavy Truck field, and the "Freightlifter" has been designed to be competitive in price and performance with any Truck of U.S. origin. That some success had attended our efforts is evidenced by the fact that orders have been received from Australia, New Zealand, South Africa, Norway, France, Sweden, French Morocco, Algeria, Portugal, Aden, the Gold Coast, and Holland. Home users include such well-known undertakings as the Anglo-Iranian Oil Co., Ltd. George Wimpey & Co., the London Brick Company, Alfred Holt Ltd., Pirelli-General Cable Works Ltd. the War Office, and the Ministry of Supply Atomic Branch.

As you will obviously be covering the B.I.F., I am taking the liberty of enclosing an illustrated brochure accompanied by a few photographs, to give you a clear indication of the nature of our exhibits.

Our Midland Area Manager, Mr. C. H. Jones, will be in daily attendance at our Stand, and if, as I hope, you consider the "Freightlifter" of general interest, he would be delighted to give you every assistance.

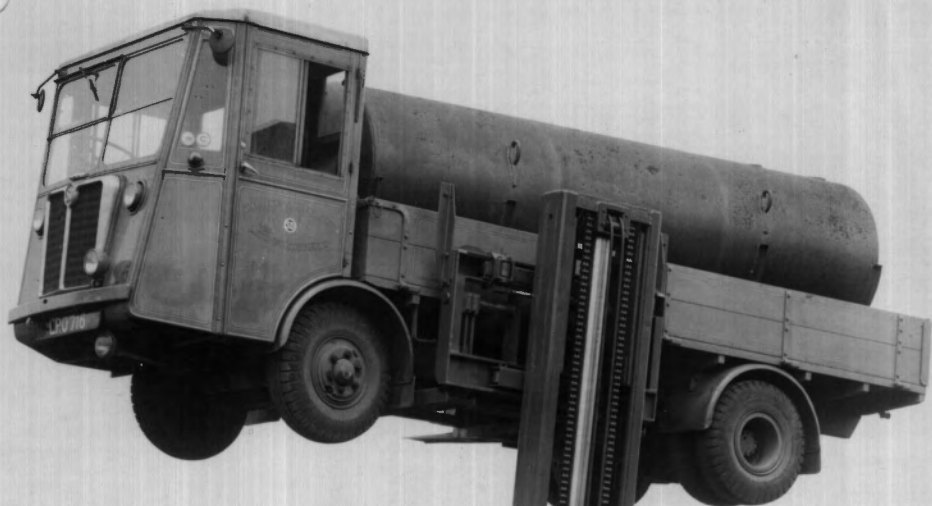
Meanwhile, I am,

Yours truly,
For: SHELVOKE & DREWRY LIMITED.

R. M. Davenport

R. M. Davenport.
MANAGING DIRECTOR.

*Thank
noted.
B.I.F. 1953.*



Sidney-Barton Limited

BROADWAY CHAMBERS, 7 LUDGATE BROADWAY, LUDGATE HILL, LONDON, E.C.4

CITY 5391 (5 lines)

22nd April, 1953.

Dear Sir,

If you are having the Castle Bromwich end of the B.I.F. covered on the Press Day (Friday, 24th April), I hope you will ask your representative to call at the Stand of A. C. Morrison (Engineers) Ltd. of Loughborough - No. 1330 in the OUTSIDE park.

It is easily distinguished because it has, as a background, a large caravan which looks like a beautiful "olde worlde cottage" with creepers and Cotton hanging round the door.

The firm's products are miniature power stations, and one, called "Tom Thumb" will, I think, make a picture. It can be carried rather like a small picnic hamper, while it is running, by two girls - the girls will be available all day Friday for photographic purposes! It is, incidentally, the smallest set of its type produced in Britain and is probably as small as any in the world.

I promise you one thing which is rather unusual on the Press Day at Castle Bromwich - the Morrison's stand will be completed with all the exhibits working! Moreover everybody there will be agog to help your representative!

With kind regards,

Yours sincerely,

Sam
Sam Cotton.

MR. STAGG

Sidney-Barton Limited

BROADWAY CHAMBERS, 7 LUDGATE BROADWAY, LUDGATE HILL, LONDON, E.C.4

CITY 5391 (5 lines)

2313

(Stand No. 1330, in the Outside Park, at Castle Bromwich).

"MINIATURE POWER STATIONS"

BIGGEST-EVER EXPORT DRIVE

The biggest export drive in the history of the Loughborough firm of A. C. Morrison (Engineers) Ltd., starts with the opening of this year's British Industries Fair.

Producers of compact, self-contained electric generating plants, generally considered to be for remote buildings and dwellings not connected to the public service, the firm will build any type of plant to suit individual specifications.

It has already supplied sets for such purposes as:-

- Balmoral Castle;
- Anglo-Swedish Antarctic Expedition;
- Malayan Village Re-Settlement Scheme;
- New Zealand Government Lighthouses;
- United Nations Blood-Banks in Korea;
- South African Railways;
- Australian G.P.O.;
- Turkish Navy Corvettes;
- Providing electricity for Oil Fields in Kuwait;
- British Diplomatic Radio Services throughout the world;
- Air Raid Siren Generators for Siam;
- Radio Generators for Hong Kong Police; and

for general work with both the Canadian and American Forces in Europe, in addition to large orders from the British Government for Military requirements.

At the moment the firm is engaged on two overseas orders - one for 350 sets for the Belgian Government and a large order from the Yugoslav G.P.O.

Delivery Dates

The problem of delivery dates - which has been a big handicap in Britain's post-war export drive - has been overcome by Morrison's.

Sets up to and including the 6KW size are available from the factory within two to three weeks of firm instructions having been received.

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We could do with one

Deliveries for units above 15 KVA, vary between 8 and 20 weeks from firm orders having been received.

Sets and their uses.

The following is a selection of the Morrison products. All are being shown for the first time.

1. For General lighting applications such as Caravans, Bungalows, Yachts, and other small vessels, also contracting, building and other outdoor work away from public supplies of electricity.

A small portable 300/450 watt, 6, 12 or 18 volt, D.C., low voltage, safety generating set, weighing only 86 lbs., easily transportable, it is ideal for contractors, builders and outdoor work due to the special low, safe voltage and the fact that standard automobile bulbs and fittings can be used. This plant is unique, the generator being flange-mounted direct on to the engine and, above all, the generator is entirely without bearings, thus making it ideal for use in sandy and dusty places. The firm has made similar machines for use by various Armies throughout the World.

A 2 kW. 230 volt, fully-automatic petrol/paraffin set which starts up on an eggcupful of petrol, and automatically switches itself over to run on paraffin. This set, being fully automatic, starts up when any switch in the house is switched on and stops automatically only when the last switch in the house is switched off. The use of paraffin gives a saving in fuel costs.

2. For Small Industrial Organisations or Large Farms; or for builders, contractors, public works, and Civil Engineers who demand portable power:

The firm is showing for the first time at the B.I.F. a modern 25 kVA set driven by

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the new Ford 38 HP Diesel engine. This will be the most compact and advanced set on show, as the famous new Ford Diesel is only the size of a car engine and runs just as smoothly.

A new design of portable set, mounted on a trailer and capable of being towed by any car, the engine used being the new Petter air-cooled Diesel. This set is particularly designed for the type of user specified and is being sold in large quantities to go-ahead builders who, in order to assist the National Housing Programme in Britain have portable lights for working at night.

3. To meet special requirements in the Canadian, Middle East and Far East Markets for sets for houses, farms, public works, A.R.P., camp sites, ships, docks etc.

A 3 kW, flange-mounted, air-cooled, diesel set designed primarily to meet the requirements of the above markets where American equipment is predominant. The design of this set makes it lighter in weight (no baseplate is required), more compact and easier to maintain than standard designs.

Training of Overseas Staff.

The firm makes a special point of training, technically, its Overseas Staff.

Several agents have sent students and engineers to Morrison's for intensive courses of instruction.

Most recent of these is Mr. Joseph Sadar, from the Lebanese agents, Aziz Tu'Meh Rahal & Co., of El-Maraad Street, Beyrouth.

Past Year's Exports

Since the last British Industries Fair, Morrison's have exported approximately £500,000 of sets, to the Belgian Congo; British Guiana; British West Africa; Burma; Canada; Ceylon; Fiji;

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Hong Kong; Indonesia; Eastern India and Pakistan; Western India; Lebanon; Malaya; Western Pakistan; Portuguese East Africa; Rhodesia; Saudi Arabia; Siam; South Africa; Turkey; and Yugoslavia.

General Points.

Wherever there is a motor to be driven, a lamp to be lit, or a wheel to be turned, Morrison's supply the answer.

Their comprehensive range of self-contained electric generating plants in capacities from 250 watts to 46 K.V.A. are automatic, with a control board which takes care of every contingency.

A flick of a switch brings the plant into operation, and when the last point has been switched off it automatically stops. Other controls are available if desired.

Economy is the keynote. The $2\frac{1}{2}$ kW set operates for $6\frac{1}{2}$ hours on a gallon of diesel fuel, and gives 16 units of electricity for only a penny per unit!

The "Tom Thumb" Set

A recent addition to the range is the Tom Thumb flange mounted low voltage petrol generating set, designed primarily to meet service department requirements.

Its low weight and compactness make it ideal for stowing in the back of a vehicle or transporting across country.

It is supplied for 300 or 450 watts outputs, and contractors find it invaluable for work under dark and difficult conditions.

A big asset is its low voltage, which eliminates danger from electric shock. For portable application it is mounted in a tubular cradle on flexible rubber feet, but for permanent installation the feet are omitted and the machine is arranged for bolting down to a suitable bed.

NOTE. Arrangements have been made for a Press Photographer to be on the stand (No. 1330 in the Outside Park), on Friday, 24th April. He will take pictures according to individual requirements, which will be posted to correspondents for Monday morning 27th April.

(All enquiries to John Bullock,
Sidney Barton Ltd., or at
RIVerside 7246 after 7.00 p.m.)

24th April, 1953.

Sidney-Barton Limited

BROADWAY CHAMBERS, 7 LUDGATE BROADWAY, LUDGATE HILL, LONDON, E.C.4

CITY 5391 (5 lines)

"TOM THUMB" POWER STATION

A miniature power plant which is expected to prove a big dollar earner is the Tom Thumb set being produced by A.C. Morrison (Engineers), Ltd., of Loughborough. (Outside Stand 1330.)

Although it is light and compact enough to be carried by a girl, the set is supplied for 300 or 450 watts outputs and can provide enough power to light a country cottage.

A big asset is its low voltage, which eliminates danger from electric shock, and for this reason it is particularly invaluable to contractors having to work under dark and difficult conditions.

Within its power range there is no limit to its sphere of usefulness.

It completely supplants the use of paraffin or carbide lamps for lighting, and will save hours in battery charging in transport service depots and bus stations.

The motor used is Villiers MK 10 petrol engine operated at a governed speed of 2,200 r.p.m.

24th April, 1953.