

1953 SMITHFIELD SHOW AND AGRICULTURAL MACHINERY EXHIBITION.

Summary showing NEW products and other exhibits of special interest which have been notified to the Press Department of the Smithfield Show Joint Committee at the time of going to press. This list does not purport to be complete, and the details, before being quoted, should be confirmed with the Exhibitors concerned.

FOR A FULL LIST OF EXHIBITORS AND OF PRODUCTS SEE THE OFFICIAL CATALOGUE.

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
31	AITKENHEAD, WILLIAM, LTD.	NEW Chain or flexible Harrow transporter.
148	ALLEN, JOHN & SONS (OXFORD) LTD.	Motor scythes with NEW front-mounted cyl. mower and NEW "composter" attachment.
105	ALLMAN, E. & CO. LTD.	NEW Model 100 Universal sprayer. "Genimec" twin barrel spraying rig. "Plantector" sprayer. John Bean "Spartan" portable sprayer. NEW front mounted, fertiliser placing drill.
192	ALVAN BLANCH DEVELOPMENT CO.	Improved range of driers and farm implements including new "Cascade" grain drier Mk.III.
353	ANDOVER TIMBER CO. LTD.,	NEW "Mylan" pig-battery, NEW pig grate.
297	ANGEL TRUCK CO. LTD.	NEW Albion lifting truck No.1460 claimed cheapest product in its class, 12-15 cwt capacity.
210	ARNES, H.L., & CO.(ENGINEERING).	NEW 12 h.p. "Hanomag-Combitrac" tractor with 1 cyl. diesel engine.
9	ATKINSON'S AGRICULTURAL APPLIANCES LTD.	NEW "Renown" Farmyard Manure Spreader, a smaller version of the Universal model, a special feature is the alternative Tow Bar of Ferguson Quick-Hitch Ring type to suit Ferguson Tractors.
268	AVERY, W. & T., LTD.	NEW "Optiscope" Scale for butchers, one price-band only.
144	BALL, W. & SON LTD.	NEW 2-wheel Hydraulic Tipping Trailer for new Fordson Major diesel tractor.
73	BAMFORDS LTD.	NEW "Manford-Long" BL60 Automatic Pick-Up Baler, claimed capacity of 10 tons and over per hour with 6 to 8 sixty lb. bales per minute.
127	BARFORD (AGRICULTURAL) LTD.	One-man operated ditch cleaner.
251	B.E.N. PATENTS LTD.	NEW model Spray Gun working on low pressure.
236	BLACK & DECKER LTD.	NEW 8" "Ripsaw" electric saw. NEW $\frac{1}{2}$ " heavy duty "Hulgun" electric drill.
101	BOMFORD BROS.	NEW and alternative form of the "Any-angle" mower for the Ferguson tractor. NEW "Any-angle" mower for fixing to loader arms. "Hedgemaker" on new mounting for Ferguson tractor.

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
217	BRADIS NASH TYZACK (SALES) LTD.	NEW range of Knives and Shears.
274	BRAMMER, G.	NEW mains operated, electric fence controller.
241	BRITISH ANZANI ENGINEERING CO. LTD.	Motor Hoes with modifications.
295	BRITISH ROPES LTD.	NEW No.0 "Red Star" baler twine.
257	BRITISH THOMSON-HOUSTON CO. LTD.	NEW "Stavolt" close-regulation alternator.
6	BROCKHOUSE, J., & CO.LTD.	NEW "President" Tractor designed for Fruit and Hop Growers. NEW Front mounted blade for President Tractors.
275	BROWN-CLEMENTS PRODUCTIONS.	NEW "Rolliton" paint roller for use instead of brushes.
189	B.S.A. CYCLES LTD.	NEW models of industrial engines suitable for farm use, redesigned models F. and G. and NEW PUM 20.
158	BRUCE RODERICK & CO.	The "John Percy" NEW Automatic Pig rearer, demonstrated with live piglets (British made).
243	BURT, BOULTON & HAYWOOD LTD.	Exhibit demonstrating identification of crop pests.
213	CAMERON GARDNER, H., LTD.	NEW Double-action "Rearloda" claimed entirely new form of hydraulic loader.
33	CARTER BROS.(BILLINGSHURST) LTD.	NEW "Carter" Patent Ditch Cleaning Machine. NEW 25 ft. low Hopper Dual Purpose Elevator.
8	CATCHPOLE ENGINEERING CO.LTD.	NEW "Shotbolt" Potato Harvester with revolutionary design for the separation of potatoes from clods and stones. NEW "Shotbolt" mid-mounted Pulveriser designed to pulverise potato haulms and seeded sugar beet tops.
346	CHAMPION SPARKING PLUG CO.LTD.	NEW range of plugs for agricultural machinery.
20	CHRISTY & NORRIS LTD.	NEW "Essex Major" Mill on low level Grain Hopper.
139	CLAY, JAMES,(WELLINGTON) LTD.	Combined grain and fertiliser drill on rubber-tyred wheels. Artificial manure distributor. "Wrekin" pig weigher. Wrekin-Goodall Grass Bruiser.
21	CLIFFORD AERO & AUTO LTD.	NEW "Clifford" Mk.IV Cultivator with B.S.A. 8 h.p. engine and new Tool Frame.
288	CLUCAS, J.L., LTD.	NEW varieties of seeds, etc.
89	COOK, WM.	NEW "Convette" conveyor and lighter version of the "All-Purpose" conveyor.

Stand Nos.	Exhibitors.	Remarks.
115	COOPER PEGLER & CO.LTD.	NEW "Eclair" tractor-mounted low-volume sprayer. Hand-power low-volume weed sprayer. NEW "Toxaver" power duster. "Rex" 2-3-4 jet lance for weed spraying.
65	COOPER-STEWART ENGINEERING CO.LTD.	NEW Mark IV "Fencemaster" Electric Fence unit operated by a 120 volt dry battery.
91	CULNERWELL, Z.O., LTD.	NEW Manure turner for mushroom growers.
280	DALE ELECTRIC (YORKSHIRE) LTD.	NEW type B/1/DX semi-automatic 1250 watts generating plant, claimed to be the smallest and cheapest of its kind.
30	DASHWOOD ENGINEERING LTD.	NEW "Colwood" Motor Hoe Model B(Mk.2) claimed to be the only single pneumatic wheeler machine made in this country which permits the choice of rotary or static hoeing implements. NEW "Colwood" Motor Hoe Model "C" on two pneumatic wheels.
80	DAVID BROWN TRACTORS (ENG.) LTD.	NEW "David Brown 25D" diesel 4 cyl. engine claimed to be the most economical tractor yet made. NEW "David Brown/Bentall" adjustable off-set disc harrow designed for overseas markets where hard and stoney ground is encountered. NEW "Boughten HD2" American type totally enclosed heavy duty winch with exceptionally powerful brake capable of holding and towing any load up to 9,000 lbs. Suitable for forestry equipment, etc.
162	DENINGS OF CHARD LTD.	NEW 5 ft. 6in. Tandem disc harrow suitable for light tractors.
253	DEWDROP PRODUCTS.	NEW "Dewdrop" Hen specs. to prevent feather-picking, etc.
206	DISS FOUNDRY LTD.	NEW Mounted harrow with replaceable duck foot tines. NEW Sugarbeet Elevator.
200	DORMAN SPRAYER CO.LTD.	Two NEW models of the Dorman spraying equipment.
122	DRAKE & FLETCHER LTD.	NEW D. & F. "Cob" platform grain drier. Kingston junior sprayer. "Mystifier" Knapsack sprayer.
78	FERGUSON, HARRY, LTD.	NEW Ferguson Implements for the Ferguson system.
191	FINCH, B. & CO.LTD.	"Unimer" tubular steel buildings.
39	FISHER HUMPHRIES & CO.LTD.	NEW Range of "F.H." Mounted ploughs for Tractors. "F.H." Mounted Folding Tractor Harrow. "F.H." Mounted Sub-soiler.
130	FISHLAIGH, J.A., & SON LTD.	NEW Hydraulic Rotary Cultivator. NEW Left hand hydraulic mounted Plough. NEW Screw adjustment for Ferguson plough.

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
96	FLEMING, R.J.(STONY STRATFORD) LTD.	Self-levelling attachment for Fleming Hedgecutter.
83	FORD MOTOR CO.LTD.	NEW 4-furrow F.R. Mounted Plough.
258	FRIGIDAIRE DIVISION OF GENERAL MOTORS LTD.	NEW Frigidaire frozen food cabinet, model JFT-90, 7.5 cu.ft. capacity.
11	FULLWOOD, R.J., & BLAND LTD.	NEW Fullwood Track Recorder for in-churn milking in cowsheds. NEW Fullwood Electric Fencer operating from a radio H.T. type dry battery claimed to operate the Fencer for approx. 4 months continuous use. NEW Fullwood "Coldflow" Cooler, a chilled water unit designed for in-churn cooling or surface type cooler.
205	GARNER MOBILE EQUIPMENT LTD.	NEW 10 h.p. light tractor.
254	THE GAS COUNCIL.	Gas heated Ham cooker, incorporating gas heated immersion tubes in which it is claimed that 85% of the cooking is done after the gas is turned off.
15	GASCOIGNES (READING) LTD.	NEW "Bulkholder" Rotorfreeze conversion unit. NEW scale for Pig Weighers which gives both "live" and dead weights. NEW "Offweight" Feed Trolley.
168	GUEST INDUSTRIES LTD.	NEW 1½ h.p. motor truck with tipping body. Pig-weighing machine on a lever principal.
42	GLOSTER TRACTORS LTD.	NEW mounted machine for fertilizer distribution embodying the "Glotrac" patented conveyor system. NEW type of cab for Ferguson and Fordson Tractors the "STA-DRI".
172	GRAY'S OF FETTERANGUS.	NEW Mounted Potato digger. Mid-mounted Tractor Mower.
299	GRIFFITHS, JOHN & SON (GRIFF CHAINS) LTD.	NEW Towing Chains and Cow ties.
312	GUILDCRETE LTD.	NEW designs for pigsties and farm equipment.
170	HARDY & COLLINS LTD.	"Arco" modified range of crop sprayers.
87	HARRISON, MCGREGOR & GUEST LTD.	NEW Combine Harvester for small farmers, cutting width 4 ft. Combine grain and fertilizer drill, with fertilizer placement attachment.
208	HAYTERS LTD.	NEW Hayter Kale-cutter, tractor mounted.
219	HILLIER & COMPANY.	NEW range of equipment for farm and dairy.
313	INNES WALKER (ENGINEERING) LTD.	Range of auto-control pig-feeders.
183	INTERNATIONAL CRUSHING & GRINDING EQUIPMENT LTD.	NEW 1 SS "Hammanac" Mill, NEW horizontal 2 cwt. capacity Batch Mixer, and a 24" horizontal stone mill, power driven.

Stand Nos.	Exhibitors.	Remarks.
81	INTERNATIONAL HARVESTER CO. OF GREAT BRITAIN LTD.	NEW "B.T.D." Crawler tractor designed exclusively for crawler work. NEW "Farmall" Super Diesel BMD. NEW SD Combined Grain and Fertilizer Drill. NEW "Weedall" low volume sprayer for use with tractor.
114	JACK, ALEXANDER, & SONS LTD.	NEW 3-row manure distributing attachment with dibble wheels, for tractor mounting.
152	JOHNSTON BROS.(CONTRACTORS) LTD.	NEW Tractor mounted Topper with conveyor for sugar beet harvesting.
153	KENT ENGG. & FOUNDRY LTD.	NEW Kiekens-Dekker shoulder mounted Mist-Blower powered by 1 h.p. air-cooled engine, weight empty 51 lbs.
110	LANDMASTER LTD.	NEW models of power farm implements.
109	LEEFORD (LONDON) LTD.	NEW version of hydraulic Mule-Dozer. NEW V-Blade for mule-dozer..
120	LEVERTON, H. & CO.LTD.	NEW Lanz "All-Dog" tool carrier powered by oil engine.
84	LISTER, R.A., & CO.LTD.	NEW General Purpose Elevator. NEW type of Pressure Pump. NEW Jet pump adaptable for surface or deep well operation.
247	LODDON ENGINEERING CO.LTD.	NEW "Feedmaster" pressure cooker and power mixer for pig and poultry food, claimed only machine of its kind produced in this country. NEW LEC junior air compressor, operated by power take-off shaft of tractor. NEW "Jucan" Agrodisc.
29	LOW LOADING TRAILER CO.LTD.	NEW 6-ton, Short Haul Trailer, platform size 17ft. x 6ft. 8ins.
358	LUCAS JOSEPH LTD.	NEW LUCAS S.R. Magneto for agricultural use. NEW 24-volt "Freelite" Wind-driven lighting set.
154	MACKAY INDUSTRIAL EQUIPMENT LTD.	NEW Merton Over-loader. The Allis-Chalmers HD5G Tracto-Shovel.
77	MASSEY HARRIS LTD.	NEW Range of Combines. NEW Model 701 Baler fitted with Armstrong-Siddeley 2 cyl. diesel engine.
99	MCCONNELL, F.W., LTD.	NEW McConnell Jay windrower. NEW McConnell power-arm.
221	McMASTER, D., & CO.LTD.	NEW 4-tier McMaster automatic Cafeteria Laying Battery.
68	MITCHELL, COLMAN & CO.LTD.	NEW Tornado portable Grain Blower with conveyor and suction equipment, electric heater for ventilation. NEW P11 Model Petkus, seed cleaner and grader.

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
60	MONRO, GEO., LTD.	NEW "Monrotiller" with 3-speed forward and reverse gears and improved engine (for expert only).
79	MORRIS MOTORS LTD.	Nuffield Universal Tractors with more powerful and improved V.O. and petrol engines.
147	OLDING, JACK, & CO.LTD.	NEW "Wilmo" 10 disc fertiliser distributor. NEW Boby "Unidresser" grain and seed cleaning machine.
259	OPPENHEIMER CASING CO. (U.K.) LTD.	NEW range of synthetic sausage and meat casings.
198	PACKMAN MACHINERY LTD.	NEW Packman potato harvester, and Packman potato sorter.
118	PARMITER, P.J., & SONS LTD.	NEW Tubular Frame and Harrow for hydraulic lift. NEW "Dagger" Harrow for heavy arable work.
36	PENNEY & PORTER LTD.	NEW Mark 1 "Lincoln" Grain Drier with oil firing equipment for small farms without electric power.
337	PERKINS, F., LTD.	NEW P3 (TA) Conversion Pack for Allis-Chalmers "B" Tractor and full range of diesel engines.
92	PERKINS CLEAN MILK EQUIPMENT LTD.	NEW "Atom-block" hot-water boiler and "Mighty Atom" oil burner.
143	PETERS LTD.	NEW Petter all-purpose "Pazi" single cyl. air-cooled diesel engine 1½-2½ h.p. Outstanding model of All-Purpose Agricultural Machine, the Hogmuddle Rotary Niggler and Fidgeter.
142	PETTIT, F.W.	NEW 4-wheel, 3-way hydraulically operated tipping trailer, designed for overseas markets.
164	PIERCE, PHILIP, & CO.LTD.	NEW Combined side-delivery Rake and Swath Turner. NEW Land Roller.
124	PITT, CHARLES, (BARTON STACEY) LTD.	NEW "Pitt" 4-in-1" Trailer.
232	POULTMORE LTD.	NEW "Sonny" agricultural frame, can be folded for storage.
190	PRATERN, F., & CO.LTD.	NEW Pighouse model No. P.109.
86	RANSOME, SIMS & JEFFERIES LTD.	NEW "MG6" Riding Tractor for small-holder, etc. NEW potato harvester.
188	RIMER MANUFACTURING CO.LTD.	NEW "Rimer" dried air, grain drier.
264	ROBERTSON AGRICULTURAL SUPPLY CO.	NEW rectangular pre-cast concrete grain storage silos.
179	ROBINSON, THOMAS, & SON LTD.	NEW cleaning and grading plant, featuring the pneu-spout system.
165	ROOT HARVESTERS LTD.	NEW "Archer" Precision Seed Drilling Unit and NEW "Whitseed" Model Z 2-Row Beet Harvester.

Stand Nos.	Exhibitors.	Remarks.
85	ROTARY HOES LTD.	NEW Wide Gauge model of the "Platypus" crawler tractor with 46" track centres. NEW "Howard" Trench-digger and Pipe-layer.
155	RUBERY OWEN & CO.LTD.	NEW mounted Tractor Capstan.
111	SALMON, JOHN, ENGINEERING CO. LTD.	NEW sugar beet cleaner-elevator driven from the tractor power take-off.
76	SALOPIAN ENGINEERS LTD.	NEW "Bulwark" Cantilever Traction Attachment which claims to give greater ploughing capacity to wheeled tractors.
66	SCOTTISH MECHANICAL LIGHT INDUSTRIES.	NEW "Scotmec" 3 h.p. flange mounted Blower with automatic blast control device.
248	SEAWEED AGRICULTURAL LTD.	Seaweed feeding meal.
316	SECURA INCUBATOR CO.LTD.	NEW electrically operated incubator, incubating and hatching in same compartment.
123	SIMPLEX DAIRY EQUIPMENT.	NEW Incan Cooler using air-leak to cool milk. Special Pig Pen equipment to fit Nissen type piggery.
7	SINGER MOTORS LTD.	"Monarch" Tractor, now produced and made by Singer Motors Ltd., fitted with 17 b.h.p. Ford Industrial Engine.
261	SMITHS ELECTRICAL VEHICLES LTD.	Mobile butchery shop fitted with washing facilities, chopping block, meat rails, counter, etc.
27	SMYTH, JAMES, & SONS LTD.	NEW Fertilising Placement Attachment mounted on 8 ft. Wheel Track "Nonpareil" Drill.
185	STANDEN, F.A., & SONS LTD.	NEW Universal Harvester, standard Mk.II model and the NEW Universal sugar beet harvester Mk.II with top windrowing attachment developed to suit the Canadian market.
135	STANHAY (ASHFORD) LTD.	NEW Seed-spacing drill with electric Hopper monitor and seed belt indicator.
207	STEEL FABRICATORS (CARDIFF) LTD.	NEW Horndraulic loader.
35	STEVENS BOES. (FLEET) LTD.	NEW Land Rover Cattle and General Purpose Trailer, with detachable top.
272	SWIFT & SWALLOW LTD.	NEW Swift "Nu-Clear 10" scale, capacity 10 lbs.
146	TAMPKIN HROS. LTD.	NEW Slew-stick suitable for the Ferguson tractor.
71	TASKERS OF ANDOVER (1932) LTD.	NEW 5-ton 4-wheeled sugar can trailer. Overall length 18 ft. width 7ft. 2in.
163	TELEHOIST LTD.	Improved Teleloader fully automatic hydraulic sack-lifter.

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
121	TRACTOR SHAFTS CO.LTD.	NEW the "Smallford" vegetable planter.
67	TRANSPLANTERS (ROBOT) LTD.	NEW "Robot" 24 ft. mounted fertiliser distributor which can be folded from drivers seat to a width of 8ft. 3ins., claimed low operating cost.
74	TURNER MANUFACTURING CO.LTD.	NEW 2 cyl. 2-stroke super-charged High Speed Diesel Engine, developing 37½ b.h.p. at 2850 r.p.m.
184	TWEEDY, GEORGE, & CO.LTD.	NEW Meal hopper attachment for use with the Peck-mix mincef and mixer.
125	TWOSE, E.V., LTD.	NEW Tool bar with new range of depth control wheels.
367	TYZACK, W.H., & CO.LTD.	NEW "Elephant" silage cutting knife.
256	VILLIERS ENG.CO.LTD.	NEW 1.6 h.p. model air-cooled 4-stroke engine suitable for cultivators, scythes, etc.
64	WALLACE, JOHN, & SONS LTD.	NEW Multimount Tool Frame designed to use the tractor hydraulic lift.
187	WATKINS & ROSEVEARE (LISKEARD) LTD.	NEW "Billing" bale collector. "Billing" mounted rake and modified range of products.
174	WATSON CROP SPRAYERS (L.H.WATSON) LTD.	NEW range of spraying equipment.
252	WEATHERSHIELDS LTD.	NEW Tractor cab for Ferguson and Fordson tractors.
204	WEBB, ERNEST A., LTD.	NEW tractor mounted Webb "Quiospread" fertiliser distributor,
212	WELDING INDUSTRIES LTD.	NEW British "Procall Rex" Hand rotary duster, can be fitted to back or chest.
195	WEYCROFT DAIRY EQUIPMENT.	NEW Single Milking Point, Parlour.
193	WESTERN MACHINERY & EQUIPMENT CO.LTD.	NEW "Welger" high density pick-up baler AP10. Welger Baler model WSA medium-low density, fully automatic pick-up.
211	WHEATLEY, F.W., (TRAILERS) LTD.	NEW Wheatley/Bonnel 4-wheeled trailer.
72	WHITLOCK BROS. LTD.	NEW "Dinkum Digger" Trench Excavator for tractor mounting, claimed capable of digging trenches from 10 ins. to 30 ins. wide with a maximum depth of 8ft. NEW Tractor Transport Box fitted in a few seconds to any tractor, for carting weights up to 15 cwts.
141	WILD, M.B., & CO.LTD.	NEW Muck-Spreaders and Forage Harvester.
162	WOLSELEY SHEEP SHEARING MACHINE CO.LTD.	Range of New farm implements including Wolseley truck. NEW 4" pump unit.

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
18	WOOD, WALTON A., & CO.LTD.	NEW Patent Mounted Folding Type Spring Tooth Harrow.
167	WRIGHT RAIN LTD.	Portable lightweight aluminium irrigation equipment, based on the rotary sprinkler principal.

Issued by :

The Press Department,
Smithfield Show Joint Committee,
Earls Court Exhibition,
London, S.W.5.

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THE SMITHFIELD SHOW JOINT COMMITTEE

2nd DECEMBER 1953.

For Release: IMMEDIATE
Release No.: 405

THE SMITHFIELD AND AGRICULTURAL MACHINERY SHOW

Release No.3

(The Smithfield Show and Agricultural Machinery Exhibition)

EARIS COURT, DECEMBER 7th-11th 1953.

Open Daily 10 a.m. - 7 p.m. (Opening Day 9 a.m. - 7 p.m.)

New tractors, special spectacles for hens, and gas heated ham cookers which cook after the gas has been turned off - these are but three instances typifying the immense variety of products in the Trades Sections at the Smithfield Show this year.

Some of the new and some of the more unusual and intriguing exhibits will be as follows :-

- (1) Plastic "spectacles" for hens! Opaque and fitting on the beak, these are for the prevention of feather picking, cannibalism, etc. (available also for cockerels and turkeys in a larger size).
- (2) An automatic pig rearer operated by electricity. This apparatus, housed in steel, feeds up to 14 pigs at a time and, by infra red lamps, keeps an even temperature while doing so.
Demonstrated on the Stand with live piglets.
- (3) An imitation plant standing about 4 - 5 feet high with various pests in life colours in plaster (highly magnified) on its leaves. These pests are identified and described, together with the methods of control required.
- (4) On the humorous side - the "Hogmuddle Rotary Niggler and Fidgeter" (designed by Mr. Rowland Emmett), a large composite machine demonstrating and satirising a number of agricultural processes including an automatic carrot rejector, and a Government form-filler and stamper.
- (5) Electric fence units operated by dry batteries.
- (6) A four cylinder diesel tractor claimed to be the most economical yet made.

- (7) A compact manual rotary duster, attachable to the chest or back of the operator, for spraying insecticide on fruit, crops, etc.
- (8) A gas heated ham cooker which requires only initial heating and then, with the gas turned off, cooks the ham overnight.

All the 370 machinery and supply and service Stands will take up about two thirds of the quarter of a million square feet of exhibition space at Earls Court; the remaining third will be occupied by nearly 1,250 of the country's finest cattle, sheep and pigs.

New tractors, special appliances for hens, and gas heated ham cookers

which cook after the gas has been turned off - these are but three instances

typifying the immense variety of products in the Trades Sections at the

Smithfield Show this year.

Some of the new and some of the more unusual and interesting exhibits will

be as follows :-

- (1) Plastic "apostrophes" for hens: Opaque and fitting on the back these are for the prevention of feather picking, cannibalism, etc. (available also for chickens and turkeys in a larger size).
- (2) An automatic pig feeder operated by electricity. This apparatus housed in steel, feeds up to 14 pigs at a time and by infra red lamps, keeps an even temperature while doing so. Demonstrated on the Stand with live pigs.
- (3) An incubator plant standing about 4 - 5 feet high with various parts in life colours in plaster (highly magnified) on its leaves. These parts are identified and described, together with the methods of control required.

C. V. FORD,
 Press Office,
 Smithfield Show Joint Committee,
 148 Piccadilly,
 London, W.1.

- (4) On the humorous side - the "Honourable Rotary Nigger" as designed by Mr. Rowland Bennett, a large composite map of Great Britain and containing a number of agricultural processes including an automatic cereal reaper, and a Government four-tiller and stamper.
- (5) Electric fence units operated by dry batteries.
- (6) A four cylinder diesel tractor claimed to be the most economical yet made.

THE SMITHFIELD SHOW & AGRICULTURAL MACHINERY EXHIBITION 1953

DECEMBER 7th - 11th

The Smithfield Show Joint Committee have pleasure in enclosing herewith your Press Tickets for the Smithfield Show and Agricultural Machinery Exhibition at Earls Court. You will see that Season Tickets give admission to the Exhibition Hall before Opening Day, December 7th, as well as during the currency of the Show. Season Tickets, of course, entitle holders to admission to the Press Room.

THE PRESS PRE-VIEW TAKES PLACE ON SUNDAY, DECEMBER 6th FROM 10 A.M. ONWARDS. ALL EXHIBITORS HAVE BEEN REQUESTED BY THE PRESS DEPARTMENT TO HAVE A REPRESENTATIVE ON THEIR STANDS FROM 10 A.M. ONWARDS, TO DEAL WITH ENQUIRIES RAISED, AND TO HAVE SUMMARISED HANDOUTS AVAILABLE AS WELL AS THE NORMAL PRINTED LITERATURE. YOU SHOULD BRING YOUR SEASON TICKET.

THE PRESS ROOM.

Located in the Norfolk Lounge (1st Mezzanine Floor), the Press Room is best accessible via the staircase opposite Stand 56 on the right hand side, Ground Floor, on entering through the Warwick Road entrance.

Before the Show, the Press Room will be open from 9.30 a.m. to 5 p.m. from Friday, December 4th, to Sunday, December 6th, and from 8.30 a.m. to 7 p.m. on Monday, December 7th. Thereafter, during the currency of the Show, it will be open in conformity with the advertised hours.

The Press Staff consists of C. V. Ford, Press Officer, and H. B. Hicks, Assistant Press Officer.

Among the facilities at your disposal in the Press Room will be :

- (1) PRESS MATERIAL - a list of New and other Special Exhibits in the Trades Sections, Livestock Awards, Carcase Weights, etc.; Copyright Free photographs; Exhibitors' material; Releases as issued, etc. Available on application to the Staff.
- (2) TELEPHONES - nine direct line Telephones for outgoing calls, including one reserved for Toll and Trunk Calls as reversed charges. Incoming calls should be directed to the Press Room on FULham 1234.
- (3) WRITING AND TYPING - cubicles equipped with typewriter and stationery for those who write their stories on the spot.

N.B. Permits are required for news and commercial photographs taken in the Exhibition, those for NEWS SERVICE ONLY are issued by the PRESS DEPARTMENT. Commercial Photography Permits are obtainable from the Exhibition Department.

CATERING.

Special catering facilities are available to the Press.

Presentation of a Press Season Ticket, properly signed, secures admission to the special reservation in the Grill Room, where meals will be provided at reduced charges.

PLEASE VISIT THE PRESS ROOM ON ARRIVAL. WE ARE ANXIOUS THAT YOU SHOULD MAKE FULL USE OF THE FACILITIES PROVIDED FOR YOUR COMFORT AND CONVENIENCE.

Hempwood

Princ. Church

Devin Hart

John Swift

Chesland

Toby

Hick land Cattle

Anglo Cattle

Muffin tractor

Diesel $\frac{3}{4}$ gal
per hour

Emmett. Mach

Prop. Pickets

Hills Drway

Step Southdown