



LONDON COUNTY COUNCIL

PRESS BUREAU

ROOM 9 - SOUTH BLOCK - COUNTY HALL - SE1

WATERloo 5000

Extensions 7700 · 7667 · 7668

CORONATION SOUVENIRS IN THE MAKING.

In a building just off Prince of Wales Road, Kentish Town, men and women are busy - drilling, cutting, tapping, polishing, stamping and assembling nearly five million pieces of plastic, metal, rubber and pencil lead which, in about three months from now, will be packed and stored under lock and key in one of the L.C.C.'s Supplies depots, all ready for distribution in May, 1953, to about 432,000 London school children. And through the L.C.C. and its school organisation, all these children will each have presented to them a Coronation Souvenir in the shape of a propelling pencil. The estimated cost of the souvenirs is £60,000.

When the Council decided to adopt this form of Coronation Souvenir for school children over 5 years old (the choice has yet to be made for the under 5s and for children in the Council's care who are deprived of a normal home life) the enquiries issued to 59 firms to make offers for the contract resulted in about 150 different samples of propelling pencil being submitted by a total of 29 firms.

From these was selected the one which is now in course of production by the Selsdon Fountain Pen Company, Ltd., at 14-18, Weedington Road, N.W.5.

On 13th November, 1952, the first batch of finished souvenirs will be leaving the assembly line - an occasion on which the Chairman of the L.C.C. (Mr. Edwin Bayliss, D.L., J.P.) is to take the opportunity of visiting the workshop and meeting those who are engaged on what may well be the biggest single contract of its kind. The Chairman of the Council will be accompanied by Mr. I. J. Hayward, Leader of the L.C.C., Mr. Victor Mishcon, Chairman of the General Purposes Committee, Mr. R. McKinnon Wood, Chairman of the Education Committee, Mr. John Brown, the Council's Education Officer and Mr. T. J. Jones, Chief Officer of the Council's Supplies Department. The visitors will be received at the factory at 11.15 a.m. by Mr. Ralph Selsdon, the Managing Director who, with his works manager, will show the visitors round the workshops.

The souvenir pencil is being made of royal blue plastic, with rolled gold bands and gold plated clip. Spare leads and an eraser are in the screw-on cap. Incised in gold on the barrel will be the Royal Crown (to a design issued by the Council of Industrial Design) and beneath it "Queen Elizabeth - Coronation - 1953". On the cap will be inscribed "London County Council" surmounted by the Council's coat of arms.

The Press are very cordially invited to be present and there will be facilities for taking photographs. It would be appreciated if the Press Officer could be informed (by telephone will do) whether you hope to send a representative, because space is limited and temporary rearrangements might need to be made in the workshops.

10th November, 1952.