

MOTOR SHOW - EARLS COURT 1954

SUMMARY OF NEW PRODUCTS AND OTHER EXHIBITS OF SPECIAL INTEREST which have been notified to the Press Department of the Society of Motor Manufacturers and Traders 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

"NS" = New, introduced at the Show. "NR" = New, introduced recently

CAR SECTION

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
139	A.C. CARS LTD.	"Ace" sports car with re-designed body (N.R. 29/4/54)
121	A.F.N. LTD.	Frazer Nash "Sebring" (N.R. 16/7/54). Frazer Nash 2-litre Le Mans model.
114	ALLARD MOTOR CO., LTD.	2½ litre coachbuilt 2 str. saloon on Palm Beach chassis (N.S. 20/10/54).
128	ALVIS LTD.	"TC 21/100" coupe.
169	ARMSTRONG SIDDELEY MOTORS LTD.	"Sapphire" with 2 pedal control, fully automatic gearbox (N.R. 1/10/54).
124	ASTON MARTIN LTD.	"DB2-4" sports saloon and drop-head coupe with new 3-litre engine, saloon and drophead coupe (N.R. 25/8/54) and DB3 production version of racing car (N.R. 30/9/54).
154	AUSTIN MOTOR CO. LTD.	"Cambridge" A40/A50 (N.R. 28/9/54). "Westminster" A90 saloon (N.S. 19/10/54).
150a	AUTO UNION G.m.b.H.	DKW "Sonderklasse".
171	BENTLEY MOTORS (1931) LTD.	"Continental" sports saloon and "Continental" drophead coupe by Park Ward (N.R. 16/9/54).
149	BORGWARD, CARL F. W., G.m.b.H.	"Isabella 1500" 2 door 6 str. saloon (N.S. 20/10/54).
165	BRISTOL AEROPLANE CO., LTD.	"405" saloon and drophead coupe (N.R. 1/10/54).
168	CHRYSLER MOTORS LTD.	Plymouth "Savoy", Chrysler "Windsor" and Chrysler "New Yorker" (N.R.).
138	CITROEN CARS LTD.	Range of models.
140	DAIMLER CO., LTD.	"Regency Mk. II" saloon 3½ litre, "Sportsman's" saloon 4½ litre, "Regina" saloon (N.R. 30/9/54). "Conquest Century" saloon (N.R. March 1954).

Car Section (Cont'd)

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
167	DODGE BROS. (BRITAIN) LTD.	Dodge "Royal" and "Coronet" 4 door saloons and De Soto "Diplomat" (N.R.).
146	FIAT (ENGLAND) LTD.	500/C 2 str. coupe now available in Britain again.
137	FORD MOTOR CO., LTD.	Refinements to all existing models.
117	FORD S.A.F.	"Vedette", Versailles", "Trianon" and "Regence" 4 door saloons (N.R. 7/10/54).
135	GENERAL MOTORS LTD.	Range of Oldsmobile models.
156	GENERAL MOTORS OF CANADA LTD.	Range of Chevrolet models.
132	HEALEY, DONALD, MOTOR CO., LTD.	"100S" special competition model with disc brakes (N.S. 16/10/54). Modified production Austin-Healey "100" which attained 192.6 m.p.h. (subject to official confirmation) at Bonneville Salt Flats, Utah, U.S.A.
162	HILLMAN MOTOR CAR CO., LTD.	"Husky" estate type car with side valve engine (N.R. 7/10/54). O.H.V. short stroke engine in de luxe "Minx" saloon, "Minx" convertible & "Californian"; lower priced "Minx" special with side valve engine (N.R. 18/10/54).
164	HUDSON MOTOR CAR CO.	"Jet Liner" 4-door saloon, "Super Wasp" 4-door saloon.
158	HUMBER LTD.	"Hawk" Mk. IV saloon with o.h.v. engine & optional overdrive (N.R. 8/6/54). Super Snipe Mk. IV (N.R. 12/4/54).
129	JAGUAR CARS LTD.	"XK 140" drophead coupe, 2/3 str. fixed head coupe, "D" type competition model with disc brakes (N.R. 13/10/54).
143	JENSEN MOTORS LTD.	"541" saloon with plastic 4 str. body, overdrive and 4-litre 6 cylinder engine (N.S. 20/10/54).
122	KIEFT, CYRIL & CO., LTD.	"1100" 2 str. sports with fibre glass body (N.R. 18/6/54) and actual car which won International Class G in 21st International Tourist Trophy race at Dunderöd.
136	LAGONDA LTD.	4 door 100 m.p.h saloon with 6 cyl. engine used in "DB3S" Aston Martin (N.S. 19/10/54).
141	LANCHESTER MOTOR CO., LTD.	"Sprite" 4 door saloon, 2-pedal control fully automatic gearbox (N.R. 13/10/54).

Car Section (Cont'd)

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
126	LANCIA (ENGLAND) LTD.	Series II "Aurelia" 4 door pillarless saloon (N.R. 30/4/54)
147	LENDRUM & HARTMAN LTD.	Cadillac "El Camino" car of the future 2 str. fibreglass hard top (N.R.).
148	LINCOLN CARS LTD.	Ford "Thunderbird" 2 seater sports, Lincoln "Capri" saloon (N.R.).
115	MERCEDES-BENZ (GREAT BRITAIN) LTD.	"300 SL" sports coupe 6 cyl. max. speed 165 m.p.h. with petrol injection engine, "300b" 6 str. 100 m.p.h. luxury saloon, and "220" medium powered saloon (N.R.).
155	M.G. CAR CO., LTD.	"T.F." and "Magnette".
119	MORGAN MOTOR CO., LTD.	"Plus 4" four str. coupe with Vanguard engine (N.S. 20/10/54).
159	MORRIS MOTORS LTD.	"Oxford Traveller" 6 str. with goods space, 1,489 c.c. engine (N.S. 15/10/54). "Oxford" saloon (N.R. 19/5/54). "Cowley" (N.R. 15/7/54).
113	NASH CONCESSIONAIRES	"Metropolitan" saloon with Austin engine, and "Rambler" 4 door saloon (N.R.).
142	PANHARD & LEVASSOR	Range of Panhard models.
131	PEUGEOT	Range of models.
150	PORSCHE K.G.	"Type 550 Spyder" open 2 str. with aluminium body (N.R.)
152	RAWLENCE L. C. & CO., LTD.	Skoda "1200" saloon and station waggon first time exhibited in this country.
130	RENAULT LTD.	Modified "750" and 2 litre models.
166	RILEY MOTORS LTD.	1½ litre & 2½ litre "Pathfinder"
172	ROLLS-ROYCE LTD.	"Silver Wraith" and "Silver Dawn" saloons.
144	ROVER CO., LTD.	Changed rear window and luggage boot to all models, larger 2½ litre engine on "75" (N.R. 7/10/54)
116	SIMCA	"Aronde" 55 saloon 1221 c.c. (N.R. 23/9/54).
170	SINGER MOTORS LTD.	"Hunter" with plastic bonnet and valances 13.2 h.p. engine (N.R. 1/10/54). Plastic hard-top available on "SM Roadster" (N.S. 19/10/54)

Car Section (Cont'd)

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
145	STANDARD MOTOR CO., LTD.	10 h.p. Estate car (N.R.15.10.54) 10 h.p. saloon (N.R. 22.3.54).
120	STEELE GRIFFITHS & CO., LTD.	Willys de Luxe Station Wagon, Willys "Eagle" hard top saloon, Willys "Ace" 4-door saloon.
153	STUDEBAKER CORPORATION.	"President State Hardtop", "President State" sedan (N.R.)
161	SUNBEAM TALBOT LTD.	Sunbeam Mark III range with modified engine and body; overdrive standard fitting in "Alpine", optional in convertible and saloon in this country (N.R. 7.10.54).
134	SWALLOW COACHBUILDING CO. (1935) LTD.	Swallow "Doretta" Mk 1 2 litre sports with Triumph 2 litre engine (N.R. 6.1.54).
112	THOMSON & TAYLOR (BROOKLANDS) LTD.	Alfa Romeo "Julietta" 2-door saloon (N.R.).
125	TRIUMPH MOTOR CO., LTD.	TR2 fibreglass hardtop saloon (N.S. 20.10.54).
118	U.S. CONCESSIONNAIRES LTD.	Pontiac "Star Chief" Coupe with power brakes, power steering (N.R.)
163	VAUXHALL MOTORS LTD.	"Cresta" 6 cylinder de luxe saloon (N.R. 7.10.54).
151	VOLKSWAGENWERK G.m.b.H.	"Micro-bus" de luxe (N.R.).
127	WILLIAMS LEONARD & CO., LTD.	Packard "5462" saloon (N.R.).
157	WOLSELEY MOTORS LTD.	"Six-ninety" saloon (N.S.20.10.54)

CARRIAGE WORK SECTION.

105	PARK WARD & CO., LTD.	Bentley "Continental" Drophead Coupe Bentley "Continental" Saloon (N.S.).
99	RADFORD HAROLD LTD.	Rolls Royce "Silver Dawn Countryman" (N.R.1.6.54.).
103	YOUNG, JAMES LTD.	Modified coachwork on Rolls-Royce and Bentley chassis.

ACCESSORY AND COMPONENT SECTION

395	BARNACLE LTD.	Wing mirrors in 3 new types, anti dazzle visor and suction bakelite ashtray (N.R.).
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Accessory & Component Section (Cont'd)

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
316	BIRMETALS LTD.	"Filzall" body filling compound (N.R.).
255	BLUEMEL BROS., LTD.	"Scotchlite" reflector strip and "prismatic" reflex reflectors (N.R.).
267	BRITISH BELTING AND ASBESTOS LTD.	Exchange Girling brake shoes, Borg & Beck clutch units and fan belt emergency pack (N.R.)
250	BROWN, DAVID & SONS (HUDDERSFIELD) LTD.	5-speed gearbox with overdrive (N.S.)
282	BURGESS PRODUCTS CO., LTD.	Oil washed air cleaner (N.R.).
398	CAPE ASBESTOS CO., LTD.	HF7 non-fade brake lining, new packs for brake linings (N.R.).
393	CEAG LTD.	Lumax long range driving lamp (N.S.).
378	CHLORIDE BATTERIES LTD.	Flush top "Silver Exide" batteries (N.R.).
428	CLAYTON DEWANDRE CO., LTD.	3½ kw car heater and demister (N.S.) vacuum servo brake equipment and automatic chassis lubrication system (N.R.).
94	COLE, E. K. LTD.	6 radios designed for new Ford and Rootes Group cars and one for general use (N.R.).
264	CORNERCROFT LTD.	Super "Turbo-disc" wheel disc (N.R.).
265	DESMO LTD.	"Ace" Cigarette Ejector (N.R.). Folding table (N.R.).
222	DOVER LTD.	Capstan type steering wheels for Cabin Cruisers and small motor boats (N.R.).
300	FERODO LTD.	Four new brake lining materials.
326	FISH OPTICAL CO. LTD.	Safety lens spectacles for night driving, spectacles for day driving and others.
320	GIRLING LTD.	Power assisted steering shown in Armstrong Siddeley Sapphire chassis (N.R.). (release 14.10.54)
444	HILLS (PATENTS) LTD.	Hilshear with stock locator (for cutting metal) (N.R.).
449	HOBBS TRANSMISSION LTD.	Transmission with no clutch pedal.

Accessory & Component Section (Cont'd)

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
391	HOLT, DOUGLAS (EST. 1919) LTD.	Lytoil penetrating oil, Gasket Cement No. 2, Paint Remover, DDT 779 antifreeze (N.R.).
279	KAROBES LTD.	Courtex seat cover material (N.S.).
15	LATEX UPHOLSTERY LTD.	"Lultafoam" lightweight synthetic foam rubber for upholstery (N.R.).
230	LAYSTALL ENGINEERING CO. LTD.	Modified cylinder heads for Ford Consul and Zephyr engines (N.R.).
319)	JOSEPH LUCAS LTD.	"King of the Road" batteries. Rear lighting display Spares.
252)		
253)		
318)		
329	MARSTON EXCELSIOR LTD.	Reinforced plastic laminates for Singer "Hunter" (N.R.).
324	OLDHAM & SON LTD.	Heavy Duty and Major batteries with Fibrak separators (N.R.).
369	REMAX LTD.	Prism-sealed reflectors, combined reflector stop and tail lamp. (N.R.).
251	SMITH, S. & SONS (ENGLAND) LTD.	Diaphragm water temperature or oil pressure gauge (N.R.). Clocks with frontal controls (N.R.).
348	TRIPLEX SAFETY GLASS CO., LTD.	"Sundym" anti-sun glare safety glass with tinted underlayer.
459	TURNER MANUFACTURING CO., LTD.	Turner 2-stroke diesel engines (N.R.).
13	WAYTE, SMITH & CO., LTD.	"Mixshot" wonder car washer - sprays detergent on car (N.R.).
283	WICO-PACY SALES CORPORATION LTD.	3-bulb rear lamp - one rear and 2 stop (N.S.).

TYRE SECTION

209	FIRESTONE TYRE & RUBBER CO., LTD.	Tubeless tyre - first time shown in this country.
205	INDIA TYRE & RUBBER CO., LTD.	Tubeless tyre - claimed almost eliminates puncture delays and blow-outs (N.S.) (18.10.54)

TYRE SECTION (Cont'd)

(Cont'd) TRANSPORT SERVICE EQUIPMENT SECTION

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
211	PIRELLI LTD.	Speed Tyre for sustained speeds of 85 to 120 m.p.h. (N.S. 20.10.54).
<u>MOTOR BOAT SECTION</u>		
23	ANDREWS BOATHOUSES	25 foot Greyhound launch (N.R.).
52	BOATS AND ENGINES	Moulded fibreglass pram dinghy claimed to be unsinkable due to inbuilt buoyancy.
24	BRAY, ARTHUR.	Chrysler M45 V8 marine engine - probably largest in show, Mercury Mk 50 40 h.p. (s.a.e.) outboard motor claimed largest of its type. Mercedes Benz marine diesel engines (N.R.).
43	BRITISH ANZANI ENG. CO., LTD.	15 h.p. Unitwin outboard motor with electric starting (N.R.). 3/4 h.p. outboard motor claimed smallest in Show.
33	COVENTRY VICTOR MOTOR CO., LTD.	Victor "Vixen" 2-cylinder horizontally opposed marine diesel engine (N.R.).
34	DORMAN W.H. & CO. LTD.	4 and 6 cyl. marine engines (N.R.).
22	OSBORNE, WILLIAM LTD.	Twin screw diesel cruiser to sleep four.
37	PARSONS ENG. CO., LTD.	"Porbeagle" 4 cyl. marine diesel 52 b.h.p. at 2,250 r.p.m. (N.R.).
30	PERKINS F. LTD.	14M Diesel 58 b.h.p. at 2,000 r.p.m. claimed cheapest for its power in world (N.R. 1.10.54).
53	TOD, W. & J. LTD.	12 ft. Fibreglass speedboat, 20 ft. fibreglass 2-berth cabin cruiser; both with plastic hull, cabin, decks, 9 ft. fibreglass dinghy, 12 ft. fibreglass dinghy.
25	WRIGHT & SONS (IPSWICH) LTD.	"Utility" runabout - fast hull at low cost (N.R.).

TRANSPORT SERVICE EQUIPMENT SECTION

515	AUTOMOTIVE PARTS AND ACCESSORIES	Kits for repairing tubeless tyres and rubber wings.
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TRANSPORT SERVICE EQUIPMENT SECTION (Cont'd)

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
516	BARRUS, E.P. (Concessionnaires) LTD.	"Reck rack" equipment for metal work; Hydrax auto-washing appliance, A.R.O. portable lubricators (N.S.).
471	B.E.N. PATENTS LTD.	Air Compressor AKN30 and PX5 portable spray equipment (N.S.).
526	BRADBURY, JOSEPH & SONS LTD.	D.P. Lift Master, lifts vehicles by wheels or frame (N.R.).
524	FISHER & LUDLOW LTD.	Unit Construction platform (N.R.).
476	H.E.C. COMPRESSORS & ENGINES LTD.	Air compressor with 3½ h.p. Lister oil engine (NS)
505	HOBDAY BROS., LTD.	"Sprayt" spraying device for car owners (N.R.).
504	JENKS BROS. LTD.	"Britool" tools and tool sets (N.S.).
494	LISTER EQUIPMENT LTD.	Foam master vehicle shampoo equipment, Listergent Autofoam shampoo, Lister silicone treated dry mop (N.R.).
467	MANN, EGERTON & CO., LTD.	Universal engine transporter, (N.R.).
470	MCFADDEN & BARRON LTD.	BEN PX5 portable compressor, Easobol wheel balancer (N.R.).
537	MERLIN ENGINEERING CO., LTD.	Calimaster Diesel Fuel Injection Pump Calibrator (N.S.).
461	NATIONAL CASH REGISTER CO., LTD.	Class 51 small size electrically operated model (N.R.).
525	RICHES, G. T. & CO., LTD.	"Hotspray" spraying technique claimed to save 20% to 25% man hours and also materials (N.R.).
484	RYLEY, J. A. LTD.	Hydraulic brake doctor (N.R.).
544	TRIANGLE PRODUCTS LTD.	"Head-On" power decarboniser (N.R.). claimed to decarbonise in 40 minutes without removal of cylinder head.
506	TYRESOLES LTD.	New process for reconditioning tyres claimed to give mileage and appearance equal to new tyres. (N.R.).

TRANSPORT SERVICE EQUIPMENT SECTION (Cont'd)

<u>Stand Nos.</u>	<u>Exhibitors.</u>	<u>Remarks.</u>
546	WEAVER MANUFACTURING & ENGINEERING CO., LTD.	Twin and single 4 post hydraulic lifts.
487	WESTINGHOUSE BRAKE & SIGNAL CO., LTD.	Range of "Westalite" battery chargers, "Westric" Home Charger (N.S.).
507	WOLF ELECTRIC TOOLS LTD.	Heavy Duty Valve Refacer (N.R.).

CARAVAN & LIGHT TRAILER SECTION

192	ALPERSON PRODUCTS LTD.	"Sprite 14" (N.R.).
187	CHELTENHAM CARAVAN CO., LTD.	"Impala" 2 berth 14' 6" caravan (N.S.).
191	COVENTRY STEEL CARAVANS LTD.	"Kampa Knight 55" (18.10.54). and "Coventry Knight 55" (N.S.).
175	ENSOR CARAVANS LTD.	"Elf" 2 berth 12 ft. caravan (N.S.).
185	MARSTON CARAVANS LTD.	32½ ft. caravan for U.S. forces in Europe and for export to U.S.A. (N.R.).
194	PALADIN COACHWORK LTD.	22 ft. Pacemaker living caravan (N.R.).
182	PASCALL, M. R. LTD.	Pilot "Panther Mk VII" caravan fitted with refrigerator.
196	PEARMAN BRIGGS LTD.	9 ft. Touring Caravan with 2 beds and tent attachment to sleep three more. (N.R.).
180	THOMSONS (CARRON) LTD.	Almond models fitted with tubeless tyres (N.R.)
188	WILLERBY CARAVAN CO.	Caravan 4-berth, 16 ft. long (N.S.).

X-SP020

STRICTLY CONFIDENTIAL UNTIL
19th OCTOBER

AUSTIN'S MOTOR SHOW SURPRISE.

Completely New High Performance Saloon Announced.

As a last-minute Motor Show surprise Austin to-day (October 19th) announce a completely new saloon which is remarkable for its low price and high performance. Named the "A.90 Six Westminster" its ex. Works price in Great Britain is £558 plus ⁵⁵⁸ £233. 12s. 6d. P.T. for the Standard model and ⁵⁸⁸ £588 plus £246. 2s. 6d. for the De-Luxe model. Although powered by a six cylinder engine, it costs fifty pounds less than the four-cylinder A.70 "Hereford" which it replaces.

The key to the "Westminster's" smooth 90 m.p.h. performance can be obtained from its specification - the 2,639 c.c. O.H.V. power unit develops 85 b.h.p. at 4,000 r.p.m. and its maximum torque of 130 lbs. ft. at 2,000 r.p.m. yet the complete car weighs only 26 cwt.

These facts give it great flexibility and smoothness, good pulling power at all speeds, and vivid acceleration. The same safe handling qualities which have already excited so much favourable comment in the new A.40-A.50 "Cambridge" are present in this car. The steering is light and positive, visibility excellent, and the brakes and headlamps fully match its performance potential.

Prototypes have undergone extensive testing both at home and abroad including a thousand miles of the Belgian pave track at the Motor Industry Research Association Proving Ground.

The "Westminster" bears a family resemblance to the "Cambridge" but quite apart from its greater size has many individual styling features. Chromium "flashes" emphasise its pleasing lines and its roomy interior is very fully and luxuriously equipped. The Standard model has seats trimmed in P.V.C-coated

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fabric; floor covered with rubber mat at front, carpet at rear; single sun visor and a single horn; with heater, radio and electric clock as optional extras. The De Luxe model has heater; seat facings of hide; carpets front and rear; armrests; twin sun visors; locking glove box lid; twin horns; chromium mouldings; and bumper overriders; with a radio and electric clock as extras.

Like the "Cambridge" the car has unitary construction, but it is a five/six seater and all models have four doors. Colour choices include:- Chestnut; Phoenix Beige; Spruce Green and Black.

ISSUED BY THE PRESS OFFICE, THE AUSTIN MOTOR CO.LTD.
LONGBRIDGE - BIRMINGHAM.