

HOWARD S. COTTON LTD.

88/92, Rochester Row, Westminster, S.W.1.

PUBLICITY CONSULTANTS

Directors
S. Cotton
J. Cotton

Telephone
VICtoria
3753/4

SC/JP.

16th September 1955.

Miss Gracie Field,
News Editor,
Pathe News Ltd.,
Pathe House,
133 Oxford Street,
W.1.

*Howard
Cotton
is getting permit
for us. H*

My dear Gracie,

You will remember I wrote to you previously regarding the British Clock and Watch Week, and you said you were interested.

I have now arranged a special preview for Newsreels and T.V. at 3 p.m. on the Thursday at the Goldsmiths' Hall, Foster Lane, London, when all the exhibitors have promised to have their stands ready. This, I thought, would give you an opportunity to include the shots in Monday's newsreel to co-incide with the opening of the Exhibition.

There will be a lot of first-class photographic British material, including watches valued at £500 wholesale; the smallest watch made in Britain; novelty watches to be worn as ear-rings; as necklaces; to be buttoned into handbags; to be worn on chains around the ankle, all with lovely girls to display them.

In addition, there are some 200 historic watches and clocks, many of which have never been seen in public, and they are priceless and irreplaceable. Not a very great attraction, perhaps, from the cinema point of view except that several of them are from the Queen's own collections at Buckingham Palace and Windsor Castle.

The whole Exhibition, incidentally, is beyond value, but I am calling it a "million pound show", and such security precautions are being taken which prompts a suggestion that another shot might include a "bobby" on guard.

Bill (Contd.)

(SEPT 20)

Miss Gracie Field.

2.

I hope the idea appeals to you, and if it does, would you be kind enough to let me know by Monday next, as I have to obtain a pass for you from the Goldsmiths' Hall. Unfortunately, they have century-old rules which have not yet caught up with the newsreels, and they insist that the holders of cameras have permits to enter the hall. Please don't hold this against me.

Yours, as ever,

A handwritten signature in cursive script, appearing to read "Sam", with a large, sweeping flourish underneath.

Sam Cotton.

Sept 29, 29

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17th August 1955.

Miss Gracie Field,
News Editor,
Pathe News Ltd.,
Pathe House,
133 Oxford Street,
W.1.

*Good for you
Bill
Thurs*

Dear Gracie,

For your advance information, from October 3 - 8 the British Clock and Watch industry will be staging its first ever National Week, and will have as the focal point an exhibition at the very beautiful Goldsmiths' Hall, Foster Lane, London.

I do hope you will be able to give coverage to this event, because it is all British, and is to tell a story of the revival of this industry, which first began in Britain five centuries ago, since the end of the war.

I am certain there is some extremely lively material, and I hope you will consider taking advance shots so that they appear on the screen to coincide with the opening of the Exhibition.

My suggestions for shots are:

- (1) In South Wales or at Cheltenham, where there are the new craftsgirls of the Watch and Clock industry handling screws, pins, etc., which are practically invisible to the naked eye. These girls are selected, not for their beauty of face or figure, but for the beauty and dexterity of their hands. I thought that shots of these girls' hands might help to tell the story.
- (2) A mannequin parade in the Goldsmiths' Hall, with girls wearing the latest in British watches and novelty items such as ear-ring watches, necklace watches, anklet watches etc.
- (3) The models showing some of the centuries old timepieces, such as the Mary Queen of Scots skull watch, the size of a boy's fist, is beautifully if fantastically engraved, and was given by the Queen to Mary Seton just before she died on the scaffold.
- (4) Items from the Royal Collection at Buckingham Palace which I cannot describe at the moment because agreement has not been finalised on them.
- (5) A fantastic clock, a photograph of the dials is enclosed.

(Contd

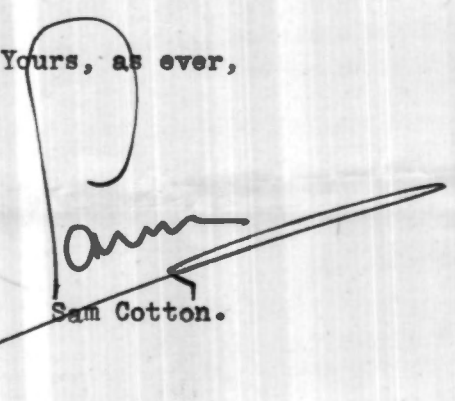
- (6) A whole range of modern watches, including a skeleton watch (this has a perspex back so that you can see all the workings without removing the case lid); the smallest watch made in Britain; lavish watches with jewel encrusted cases; watches on car-key rings; a fob watch which can be converted to a desk watch or bedside watch; oven clocks; radio clocks; pigeon clocks; special clocks for transport, and almost anything else you can think of in the timekeeping world.

Retailers throughout the country will, incidentally, be staging their own displays, and funds raised as a result of the Exhibition, dances and other events throughout the country will be given to the National Fund for Polio Research.

This event, from October 3 - 8, incidentally, has no connection whatsoever with any similar event at about the same time.

Hoping once again for your co-operation, and promise you every possible help.

Yours, as ever,



Sam Cotton.

HOWARD S. COTTON LTD.

(Sam Cotton & Charles Fothergill)

88/92, Rochester Row, Westminster, S.W.1.

Telephone : VICToria 3753/4

FIVE CENTURIES OF BRITISH TIMEKEEPING

EXHIBITION

at

THE GOLDSMITHS' HALL, LONDON

October 3 to 8, 1955

The "Five Centuries of British Timekeeping" Exhibition is the story of a great revival the revival of an industry which once led the world and then was brought very nearly to its death-bed.

It tells the story of how Britain has been put on time again.

In the 18th century we possessed the greatest clock and watch making industry in the world. It employed 70,000 people at a time when the population was only about 10,000,000.

The decline came when the industry, based on the magnificent hand-work of its craftsmen and steeped in centuries of tradition, failed to adapt itself to the machinery age. The two wars added further blows, and other countries took the lead.

The most bitter pill we had to swallow was that in doing so they employed British ideas, wrung from British brains because the most important horological inventions were born in this country.

In every watch today - wherever made - there is a lever or anchor escapement - in effect, the governor of the controlling mechanism which causes the tick - and this principle was evolved by Thomas Mudge, of London and Plymouth, about 1754.

His watch, made in 1759, might be described as the star of the exhibition; certainly it is regarded by the experts as "the most important watch in the world". Originally a gift

from King George III to Queen Charlotte, it is one of several priceless timepieces which have been loaned to the exhibition by the Queen.

Important Inventions:

Inventions which played a vital part in the growth of the clock and watch making industry in all parts of the world flowed from British workshops.

The horizontal and cylinder escapement used in clocks and cheap watches for many years, and the dead beat escapement were developed in the 18th century by George Graham, of London, who, with his uncle, is buried in Westminster Abbey.

The hairspring was invented by Dr. Robert Hooke about 1658; the first electric clock was made in Britain as were the first jewels for watch bearings.

The free pendulum device for extremely accurate observatory clocks now used the world over was invented by W. H. Shortt in 1921 and the first automatic (self-winding) wrist watch was made by John Harwood in 1928. Both are still alive, Mr. Harwood being in business in Harrow. It was John Harrison, another Londoner, who in 1761 found "longitude" and so enabled seamen to ascertain their actual position on the ocean instead of leaving it to guess-work.

These great British achievements in the world of horology will have their place in the exhibition and to stress their importance will be shown some of the Continental forgeries with which, during the 18th century and onwards, foreign rivals attempted to challenge British supremacy in this field.

Loaned by the Queen

The unsurpassed skill and imagination of the British craftsmen - even to the production of glass helical balance springs and balance - will be particularly evident in the historic section where has been assembled over 100 timepiece treasures, many of them being shown to the public for the first time.

Among the exhibits in this section will be:

The Mary Queen of Scots skull watch, most elaborately engraved and 'pierced' with scenes from the Bible. The jawbone is lifted to see the time.

X: An ornamental and inscribed clock (belonging to the Queen) which King Henry VIII gave to Anne Boleyn on the occasion of their marriage in 1532. X

A watch (also belonging to the Queen) which King Charles II gave to Jane Lane after she had helped him to escape from the Roundheads after the Battle of Worcester in 1651.

A beautifully enamelled Chatelaine watch made by J. Tregent in 1760 and loaned by the Victoria and Albert Museum.

A watch with 691 pearls and 25 diamonds made for Catherine the Great.

X: An early explorer's watch, and the chronometer owned by Captain Bligh of H.M.S. "Bounty", and the watch with which "Longitude" Harrison won £20,000 from the British Government. X

But the exhibition does not confine itself to pages of history, fascinating as they are. As the focal point of a national clock and watch week in which 5,000 to 6,000 retail jewellers are taking part, it presents behind the giant hands of Big Ben a comprehensive picture of Britain on time - a £1,000,000 array of timepieces of the present and the future.

Largest to the Smallest

There are great chiming clocks, such as those fitted in a city's town hall, and tiny tinkling clocks that lull one to sleep. There is the Synchronome-Shortt free pendulum type of clock, such as is installed in over 90 observatories, and which, without any attention for eight years, is accurate within .2 of a second per year, as well as the smallest ladies' watch with 17 jewels and no larger than a sixpence.

Nearly 40 exhibitors will cover every phase of the clock and watch making industry all the years which separate the 342 year-old long case (grandfather) clock with its perpetual calendar and picture of the heavens to the most modern

contemporary design clocks made from mirror glass to stand on mantleshelves less than three inches wide. All types of timekeepers for industry, ships, and even for world record breakers like Donald Campbell, will be on view.

There is all the evidence here to justify the industry's pride in claiming a tremendous post-war revival... a huge collection fully representative of the 8,000,000 fine timepieces now being produced annually by the 20,000 workers in the industry.

In 1948 the production figure was 5,380,200. Last year it totalled 8,412,700 and sales exceeded £10,319,500.

The section for modern and prototype timepieces ranges from the cheapest utility watch and alarm clock to the ear-ring watch and fabulous lady's novelty fob watches, and gem encrusted watches each costing several hundred pounds.

The Exhibition will be opened by the Lord Mayor of London, Sir Seymour Howard, J.P., at 12 noon on Monday, October 3, although the public will be admitted from 10 a.m.

The Exhibition is organised by the British Clock and Watch Manufacturers' Association under the auspices of the British Horological Institute and the Worshipful Company of Clockmakers.

Admission to the public is free.

ENQUIRIES:

Subsequent to the Exhibition
to
Howard S. Cotton Ltd
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London.S.W.1.

(Victoria 3753/4)