

Special Events, Ltd. Mayfair House, 9 Hertford St. W.1.
GRO 2921

30th. September, 1958.

Dear Sir,

I have very much pleasure in inviting you to attend a ceremony of particular importance in the engineering world.

The ceremony will consist of a Luncheon followed by a demonstration of Europe's first fully automatic Gear Processing Link Line, 175 ft. in length at Blaydon-on-Tyne, Newcastle on October 14th., 1958.

This new Link-line, designed by the Churchill Gear Machine Company for use in the motor car and allied industries, includes 18 machines manufactured by a number of prominent machine tool makers. It will be "launched" by Sir Leonard Lord, Chairman of BMC, at the Churchill Gear Machine factory at Blaydon-on-Tyne.

Messrs. Churchill Gear Machines Ltd., a member of the Charles Churchill Group, place such importance on the revolutionary development, only possible by the closest co-operation between themselves and their customer, that they have invited leading figures in the British and European motor and engineering industries to watch this demonstration.

Specially chartered aeroplanes will fly visitors from London, Birmingham and Paris to Newcastle.

We hope sincerely that you will be able to attend this demonstration and would also ask you to complete the enclosed questionnaire and return it to us at your earliest convenience, so that we may reserve seats on the special flight.

A preliminary press release is attached herewith.

Yours faithfully,

Special Events Ltd.

NOT TO BE RELEASED
UNTIL OCTOBER 14th 1958.

Oct 14.

THE CHURCHILL GROUP

ES
BMS C. 7_r

Yes. Seems good
Possible. *[Signature]*
Make reservation
to our man or
then plans
are laid.

British engineers have designed a new and revolutionary Gear Processing Link-Line in a bid to capture a larger slice of the European machine tool market for Britain.

reservation
booked.

This Link-Line, which is 175 ft. long and involves 18 machines, 4 washing plants and 3 sets of automatic inspection gauges, will manufacture the layshaft - the complex backbone of the motor car gear box, from rough forging to final, finely finished component carrying four gears of different diameter without once being touched by hand.

It will be demonstrated for the first time before leaders of the British and European engineering and motor car industries at a special ceremony on October 14th. The ceremony takes place at the Blaydon-on-Tyne Plant of the manufacturers of the Link-Line - Churchill Gear Machines Ltd., ~~and Sir Leonard Lord, Chairman of B.M.C.~~ will inaugurate it.

It is estimated that 150 guests will attend this Ceremony and these will be flown to Newcastle by specially chartered aeroplanes from London, Birmingham and Paris.

The British machine tool industry has for many years been criticised for its conservative attitude, and in many cases unjustly so. For this reason the achievement at Newcastle is so encouraging as it provides evidence that as the days of the automatic factories draw closer machine tool manufacturers are prepared not only to collaborate with the customer but also to co-operate with each other.

The success of the British automotive industry is largely due to their continuing search for better and more economic methods of production.

Issued by
Special Events Ltd.,
9 Hertford Street,
London W.1.

On behalf of
Churchill Gear Machines Ltd.,
Blaydon-on-Tyne,
Co. Durham.