

January 4, 1960.

Lloyd's San Francisco Exhibition

This exhibition which was on view in San Francisco in October last as part of London Week there has now been brought back to this country, and is being erected in Lloyd's own premises so that the Lloyd's Members and others at Lloyd's as well as the public here can see it.

Attached is a copy of the brochure issued in San Francisco, which also acted as a catalogue, and sets out what there is to see and gives information about the exhibition. As will be seen the exhibition is an historical presentation of the original coffee house and by contrast modern Lloyd's.

The visitor first of all sees the diorama depicting Tower Street in which the first coffee house was situated and then the coffee house. This is furnished as it would have been in the 17th century, and captures the feeling of that period with the pulpit for the "kidney", the benches for the frequenters who became the underwriters, the coffee bar, the notices of the "Coffinsmaker" soliciting business and the stationer who would write the funeral cards, as well as Proclamations of the period.

Stepping out of the coffee house the visitor comes to the present day and faces a photographic panorama some 32 ft. long by 9 ft. high of the modern Underwriting Room, with a modern underwriter's box and a Casualty Board. There is also a three-quarter scale model of the Rostrum in which the Caller sits ~~at Lloyd's and the Lutine Bell house, and a working model of the~~ indicator by which brokers can be found in the 55,000 sq. ft. which the Underwriting Room occupies. In addition, there will be heard a recording of the noise of the Room in action, and of the sound of the Lutine Bell. Finally there is the Loss Book of 1912 containing the entry of the loss of the "Titanic", which by reason of the recent film and the book has once again become of current interest.

A feature of the exhibition which interested San Franciscans greatly was the two red-cloaked, top hatted Waiters who attended the exhibition there, as this was not only the first occasion on which Lloyd's had sent an exhibition abroad, but the first time that Lloyd's Waiters had been sent on such a mission. They took part in some nine or so television and radio shows and might well provide an interesting feature here. One of the Waiters concerned will be on duty in the exhibition at Lloyd's.

The exhibition will be open to the public from 1 p.m. to 4.30 p.m. on January 11 and thereafter from 10 a.m. to 4.30 p.m. on Mondays to Fridays until January 29. It will then be closed so that it can be altered and sent to the British Exhibition which is being held in the Coliseum Building in New York from June 10 - 26, 1960.

Revised 9/16/60

TELEPHONE: MINCING LANE 7644

EXTENSION NO. 10

TELEGRAMS: LLOYDS LONDON



Jan 11

LLOYD'S,

LONDON, E.C.3

PLEASE QUOTE REFERENCE:-

Inf. /EGC/DKT.

Copy 17-100

January 4, 1960.

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Mr Kirby Room 360  
(Mr Chapman)

Dear Sir,

Lloyd's "San Francisco" Exhibition.

A Press Preview of the above exhibition, particulars of which are attached, will be held on Monday, January 11, at 10.30 a.m., when it will be possible to see and photograph the exhibit which has now returned to this country.

2.30 p.m.

If you would care to send a representative perhaps you would be good enough to let me know by Thursday, January 7.

Yours faithfully,

*D. Greenall*

for Clerk to the Committee.

H. J. Field, Esq.,  
Associated British-Pathe Ltd.,  
Film House,  
142, Wardour Street,  
London, W.1.

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These people are important to us and if you found the story interesting it will be a great help to us.

*Henry Field*