



BEAULIEU . HAMPSHIRE

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FOUNDED BY Lord Montagu of Beaulieu

BEAULIEU 375

Victoria 3753/4

CURATOR Michael Sedgwick

*Amicus
Hutton*

THE MONTAGU MOTOR MUSEUM

PROPRIETORS: THE BEAULIEU DEVELOPMENT CO. LTD.
DIRECTORS: LORD MONTAGU OF BEAULIEU (CHAIRMAN), B. HUBBARD

FOR IMMEDIATE RELEASE

Seems good possible provided we get enough international interest in exhibits to get it into French Government hands.

18th March, 1959

[Signature]

GREAT BRITAIN HAS ONE OF THE WORLD'S LARGEST TRANSPORT MUSEUMS

On Sunday, April 5th, when Lord Brabazon of Tara, P.C., G.B.E., M.C., open the new extension of the Montagu Motor Museum at Beaulieu, Great Britain will have one of the world's largest museums devoted solely to transport. Since it was formed in 1952 by the present Lord Montagu of Beaulieu in memory of his father, the famous motoring pioneer and journalist, the Montagu Motor Museum has grown from half-a-dozen vehicles to now nearly 500 exhibits.

In the new building erected at a cost of £25,000 are housed 100 cars, 100 motorcycles, 30 bicycles, and countless engines, accessories and models, not forgetting horse-drawn and commercial vehicles, two trams and a Spitfire. The cars range from the first petrol-driven car ever made in England to modern racing cars such as the 16-cylinder B.R.M. and the 1954 2½-litre Grand Prix Mercedes, once driven by world champion, Juan Manuel Fangio, which is specially loaned to the Museum by Daimler-Benz of Stuttgart.

A special new Racing Car Section has been established which includes no fewer than three World Record breakers: the late Sir Malcolm Campbell's 350 h.p. Sunbeam (1921-25) recently restored by the Museum; Sir Henry Segrave's 1,000 h.p. Sunbeam (1927) loaned by Rootes and the Segrave 'Golden Arrow' (1929) presented by C.C. Wakefield & Co. Ltd. Also in this section is a unique collection of 32 perfect scale models of all the Grand Prix winners since 1907. Specially constructed by Rex Hays, they were saved from export to the U.S.A. by the Montagu Motor Museum which purchased them in the nick of time.

In addition to important private collections such as those of James Allday, M.B.E., R. G.J. Nash and Francis Hutton-Stott, the

PATRON: Lord Brabazon of Tara, PC. GBE. MC. • CHAIRMAN: Lord Montagu of Beaulieu
CAR ADVISORY BOARD • Ronald Barker, Cecil Clutton, F. Hutton-Stott, St John C. Nixon, H. Widnell
MOTOR CYCLE ADVISORY BOARD • Graham Walker (Chairman), P. A. Clare, H. Karslake J. Greer, H. Twitchen

Museum also includes notable contributions from the British Motor Industry. As well as cars on loan from B.M.C., Vauxhall, Alvis and Lotus, the whole of the Rootes Museum was recently transferred from Ryton to Beaulieu, which is now its permanent home. Firms such as Dunlop, Shell-Mex and B.P., Castrol and Ferodo have prepared special displays on the development of their particular products.

The Motorcycle Section, which was initially opened by Geoff Duke, O.B.E. in April 1956, is now the largest and most comprehensive in the world. Exhibited are two World Record-breaking Brough Superiors as well as several T.T. machines including the Norton which won the twin-cylinder class of the first Trophy Race in 1937. Many historic machines have been generously loaned by the British Motor Cycle Industry as well as by many individuals. A unique collection of crash helmets belonging to famous racing stars is on show while a complete history of the T.T. in pictures can be seen. A special new attraction this year is five scooters of the 1920's, forerunners of one of today's most popular forms of transport. In the bicycle section is the world's largest Penny-farthing (84" wheel), and two Royal bicycles belonging to late Kings Edward VII and George V.

Many famous motoring personalities, among them Stirling Moss, Tony Brooks, George Eyston, Kaye Don and John Surtees, will be in the 1,00 odd guests expected to attend this historic official opening on April 5th. It will be preceded by a reception at which Lord Montagu will introduce his fiancée, Miss Belinda Crossley, to his many friends in the Motor Industry and Veteran and Vintage movements. Immediately after the official opening, Lord Brabazon will unveil a special joint memorial to the late Mike Hawthorn and Peter Collins which is being set up in the Racing Section with the full approval of Mrs. Leslie Hawthorn and Mr. and Mrs. P.A. Collins.

At approximately 2-15 p.m. there will be a parade of veteran and vintage cars in the grounds of Palace House. The ceremony will be televised from 1-30 to 2-25 p.m. by Southern Television.

With effect from March 25th, the Montagu Motor Museum will be open every day of the year. During 1958 nearly 115,000 visitors saw the Museum.

All enquiries: Beaulieu 375, or London, Victoria 3753

FERODO



news service

Further information is available from
Public Relations Department, Ferodo Limited,
Chapel-en-le-Frith, Stockport

Telephone: Chapel-en-le-Frith 2520

FERODO AT THE MONTAGU MOTOR MUSEUM

The Ferodo display in the new extensions of the Montagu Motor Museum to be opened at Beaulieu Abbey, Hampshire, on Sunday, 5th April, consists of a historical panel depicting the development of friction materials during the past 62 years.

Examples are shown of the 19th century friction blocks used on horse carts and carriages. These consisted of elmwood on its own or of elmwood with a leather friction facing. These were replaced as a result of Herbert Frood's experiments between 1897 and 1899 by a wooden block faced with a friction lining consisting of impregnated and laminated camel hair belting. The exhibit illustrates the introduction of cotton textile based linings in 1900, woven asbestos linings produced for the first time in this country in 1908, moulded linings, friction pads for disc brakes and the sintered metal linings introduced in 1958.

The importance of scientific research into the phenomenon of friction and into the basic constituents of friction materials receives its proper emphasis as does the contribution made by the sport of car and motor cycle racing and rallying to the improvement of brake and clutch linings through the years.

The exhibit includes photographs of the original wooden hut in which Herbert Frood began his investigation of braking problems, the first London horse and motor buses to employ Ferodo linings, the 1922 Austin 7 which was the first ^{popular} car to have four wheel brakes, the first disc-braked bus (the Midland Red) and the first disc-braked production saloon (the Jensen 541).

Montagu Motor Museum



OFFICIAL OPENING

April 5th, 1959

IMPORTANT—This Card does not Admit

IMPORTANT NOTES

Due to Lord Montagu's forthcoming marriage on April 11th being a private family affair, the Reception prior to the Opening of the Museum will be a pre-wedding party to provide Lord Montagu an opportunity of introducing his fiancée to his many friends in the Motor Industry.

Drinks and light refreshments will be served until 1.15 p.m. If required, light luncheons and teas can be obtained at the Beaulieu Abbey Restaurant.

ITV are covering the Official Opening of the Museum between 1.30 and 2.30 p.m. Consequently, the Museum Buildings will not be open to the general public until 2.30 p.m., but Palace House and Grounds will be open from 2 p.m.

Times of Trains

Depart Waterloo - - - 10.30 a.m.

Arrive Southampton Central - 12 noon

Return 5.20 p.m. - Arrive 6.50 p.m.

(Bournemouth Belle)

N.B.— Please notify the Secretary, Montagu Motor Museum, Beaulieu, Hants, if you are coming by train, as if there is a sufficient number British Railways will reserve accommodation.

Special transport will convey passengers from and to Southampton.

Lord Montagu of Beaulieu

requests the pleasure of your company

on

Sunday, 5th April, 1959

at 12 noon

for

A RECEPTION

prior to the Official Opening of the

Montagu Motor Museum

by

THE RT. HON.

Lord Brabazon of Tara

P.C., G.B.E., M.C.

M.187

2nd April, 1959.

MERCEDES-BENZ RACING CAR FOR MONTAGU MUSEUM

One of the world's most successful racing cars, the Mercedes-Benz W.196, has been lent to the Montagu Motor Museum at Beaulieu. Taken from the Daimler-Benz Museum at Stuttgart, it will stay in England for about a year.

The type W.196 Grand Prix machine was first introduced in 1954 and incorporated many revolutionary ideas. During that year it won five of the seven Grand Prix for which it was entered and gave racing ace Juan Manuel Fangio the World Championship.

Built for a Formula which limited cars to 2.5 litres unsupercharged, the W.196 has a straight-eight engine, developing some 300 bhp mounted at an angle to cut head resistance. The five-speed gearbox is part of the rear axle assembly which is a swing axle with lowered pivot.

This car was the first racing machine to be provided with direct fuel injection instead of carburettors. The desmodromic valves are opened and closed mechanically. Bore is 76 mm and stroke 68.8 mm. The cylinders are in two blocks with the timing gears and power take-off between them. Brakes are inboard and this model is fully streamlined.

ISSUED ON BEHALF OF: PRESS DEPARTMENT, DAIMLER-BENZ A.G.

With the compliments of:

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*This has up I have
with a story I have
already tried to cover
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