

September 23rd — October 3rd, 1959

FIRST INTERNATIONAL CARAVAN EXHIBITION

Under the Patronage of H.R.H. The Duke of Edinburgh

Earls Court, London, S.W.5

ORGANISED BY NEWS CHRONICLE AND NATIONAL CARAVAN COUNCIL



Wheels for Freedom

National Caravan Council

37, Bedford Row, London, W.C.1.

News Chronicle Exhibition Offices:

12/22 Bouverie Street, London, E.C.4

Telephone Fleet Street 5000

To which all communications should be addressed
11th September 1959

Dear Sir,

I enclose a Press pass for the First International Caravan Exhibition at Earls Court. Press Preview Day is 22nd September, from 10 a.m. to 6 p.m.

The exhibition is indicative of the growth of the industry, which last year enjoyed a record production of over 36,000 caravans. Now well established at home - this year over 3,000,000 people took a caravan holiday and 250,000 live permanently in caravans - the industry is increasingly looking to new export fields. Last year exports rose to £1,500,000.

At the Exhibition there will be caravans ranging from under 10ft in length to giant mobile homes up to 44ft in length and 10ft wide. Many will be new models incorporating revolutionary ideas in design, construction, standards of comfort and amenity.

In addition, there will be a comprehensive Service and Supplies section where the latest components and accessories will be displayed.

I would be grateful if you will make yourself known at the Exhibition Press Office (immediately on the right as you pass through the turnstiles, Warwick Road entrance). The Press Office telephone number is FUL 1234 where I can be contacted from August 21.

Yours sincerely,

K.L. Sheppard
K.L. Sheppard.

Pre-Exhibition enquiries to:

K.L. Sheppard,
Howard S. Cotton Ltd.,
171 Queen Victoria Street,
London. E.C.4.
(Telephone: CItY 7101/3)

*possible and somebody to
look see & cover if it stands
up.*

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KLS/MM

14th September, 1959.

Miss Grace Field,
News Editor,
Pathe News,
Production Division,
142, Wardour Street,
London, W.1.

Dear Miss Field,

By now you will have received Press passes for the Press Preview Day - September 22nd - of the First International Caravan Exhibition.

If you would like me to arrange any facilities for special lighting please let me know. Incidentally, the Exhibition will be officially opened at 12 o'clock on September 23rd by Lord Brabazon of Tara. Would you kindly contact me if you should also wish to cover this official opening.

Yours sincerely,

K. L. Sheppard
K. L. Sheppard

Directors: S. Cotton Viscount Addison T. C. Grahame Borrie J. Cotton

X-858801

Sept 22

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Sand

16th September, 1959.

K.L. Sheppard Esq.,
Messrs. Howard & Cotton Ltd.,
Bridge Chambers,
171, Queen Victoria Street,
LONDON.E.C.4.

Dear Mr. Sheppard,

Thank you for your letter and press passes for the Caravan Exhibition. I will certainly send along, but it is difficult at the moment to finalise arrangements. We would also like to cover the actual opening by Lord Brabazon.

Yours sincerely,
ASSOCIATED BRITISH-PATHE LTD.

GRACE FIELD.
NEWS EDITOR.
PATHE NEWS

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NATIONAL CARAVAN
COUNCIL

CC

NEWS

PRESS INQUIRIES TO:-

Howard S. Cotton Ltd.

171, Queen Victoria Street, London, E.C.4.

Telephone: City 7101/3

FIRST INTERNATIONAL CARAVAN EXHIBITION
EARLS COURT, LONDON.

September 23 - October 3, 1959.

BACKGROUND TO THE INDUSTRY

The First International Caravan Exhibition is, in itself, indicative of the growth of the British caravan industry. British caravan manufacture has grown from two or three firms in the immediate post-war years to an industry which has firmly entrenched itself at home and is increasingly seeking new export fields.

Production of British caravans in 1948 was only 3,600. Last year, 1958, production reached the all-time record of 36,500 caravans.

Export figures were also an all-time high - ten per cent of the total caravan production being exported, earning Britain some £1,500,000 in foreign currency. Britain, in fact, is the leading caravan exporting country in the world.

GROWTH OF CARAVANNING HOLIDAYS

The tremendous growth in the cult of caravanning is one of the phenomenas of post-war Britain. Pre-war, caravanning was the pastime of a few. Today, caravanning has become the form of holiday for the masses.

This year, it is estimated that 3,000,000 Britons will have taken a caravan holiday. The large majority of these will have been on static sites of which there are over 3,000 throughout the country.

Touring, both at home and abroad, is also becoming increasingly popular and it is now possible for those who own neither a car nor caravan to enjoy the delights of the open road by hiring a complete outfit.

GROWTH OF PERMANENT RESIDENTIAL CARAVANNERS

In addition to holiday caravanners, there are 250,000 Britons who live permanently in caravans all the year round. Demand for permanent caravan residence is increasing despite the easing in the shortage of traditional housing. Last year, there were a potential 40,000 new recruits to permanent caravanning.

Young married couples; retired people who no longer wish to run a six or seven-room house; and those whose work demands mobility, find in a caravan the ideal home.

CONTINENTAL CARAVANNERS

The cult of caravanning amongst Continentals is also increasing and it is to European countries that the bulk of British caravan exports are sold.

Continental demand is for light, fast touring models capable of being towed for prolonged high speeds. British manufacturers have set out to meet this demand and many of the touring models on show have been designed with an eye on the export markets.

Many foreign buyers are attending the Exhibition and it is anticipated that British exports of caravans may double as a result.

CARAVAN TRENDS

The larger British caravans have tended, over the past few years, to become even bigger and more luxurious until, today, the term 'Caravan' is outmoded and is giving way to the term 'mobile home'.

'Mobile Home' is a truer description of the new permanent residential models on show which compare favourably, in the comfort and amenities provided, with a traditional luxury flat.

Incorporated as standard in many of these mobile homes are full-size baths, flush sanitation, electric light, hot and cold water systems, full-size gas or electric cookers, refrigerators, washing machines and television sets.

Touring caravans have also been greatly improved, not only to meet the needs of the European market, but also to meet the demands of British customers who are increasingly taking their caravans to the Continent.

Improved couplings, braking systems, better suspension and high-speed tyres are now features of many touring models enabling them to stand up to the rigours of the high-speed towing allowed on Continental roads.

In Britain, no caravan may be towed at more than 30 m.p.h. The length of a caravan which may be towed behind the ordinary car is limited to 22ft.

PURPOSE-BUILT MODELS

Although all the models exhibited are domestic, British caravan manufacturers also provide purpose-built commercial models for a wide variety of uses, including mobile clinics, photographic darkrooms, laboratories, drawing offices, mobile display units and engineering workshops, both for home and overseas.

In fact, purpose-built models form the more romantic side of Britain's caravan exports. British caravans now dot

the age-old desert caravan routes. Whole caravan villages are used to house the European personnel of Oil and Engineering companies.

One model of a fully tropicalised caravan, with double-roof, air-conditioning, insect guards and sand tyres is on view.

WHAT YOU WILL SEE.....

1. The largest range of caravans ever gathered under one roof - from tiny tourers under 10ft in length and costing under £200, to giant 'mobile homes' up to 44ft in length and costing up to £2,000.

(Many of the new models on show are prototypes and until production is commenced, some prices are not available).

2. Everything for the comfort and convenience of campers and caravanners in the Sales and Services section. Accessories and components, from a complete chassis to the latest-type lighting, cooking and heating appliances, are on show.
3. Stands where information on sites, towing, maintenance, holidays, permanent homes and hire purchase can be obtained.

WHAT TO LOOK FOR.....

Some of the highlights and sidelights of the exhibits are:

- * Full size kitchens equipped with cooker, refrigerator, washing machine, water heater, sink unit and ample cupboard space and easy-to-clean working surfaces.
- * Bathrooms with house-type bath and shower attachments.
- * Flush sanitation.
- * Hot and Cold Water systems.
- * Spacious lounges with free-standing as well as built-in furniture.

- * Luxury bedrooms with full-size beds.
- * Under-floor space heating.
- * New chassis-less touring model.
- * Half caravans-half tents, which bring caravanning within reach of the bubble-car or even scooter and motorcycle combination owners.
- * Fully tropicalised caravan designed for use in the desert.
- * New accessories bringing higher safety factors and new standards of comfort and convenience to the caravanner.

The Exhibition will be open to the public from 10 a.m. to 9 p.m. each day, except Sunday, from September 23 to October 3 inclusive. Prices of admission are: Adults 2/6d; Children 1/6d.

The official opening ceremony will be performed by Lord Brabazon of Tara at approximately noon on September 23.

The Press Office will be staffed throughout the Exhibition and your Press pass will admit you any time. The Press Office telephone number is FULham 1234.

UNIVERSAL CARAVAN TRAILERS LIMITED

Tel:
MAL: 3215 (Office)
MAL: 4314 (Works)

61 Blagdon Road,
New Malden,
Surrey.

Our ref: SG/MD.

PRESS COPY

PENGUIN MINOR

Designed to fulfil a demand which we believe exists for the 500 c.c. motor cycle combination and three wheeler car owners. Legally the maximum weight that can be towed by these vehicles is 5 cwt. Confident that owners of vehicles in this class were, due to weight restrictions, unable to enjoy caravanning, the PENGUIN MINOR was designed. Although we have been manufacturing the PENGUIN range of lightweight caravans for some considerable time, the lightest so far built was the PENGUIN CARWIDE at 7½ cwt.

However, after some six months of experimenting the MINOR was produced. The chassis is of steel angle mounted on a tubular axle with 400 x 8 tyres. The whole unit is independently sprung. Aluminium sheet forms the exterior of the shell with a lightweight ply wood interior lining. There are two berths of foam rubber covered in moquette. A toilet compartment or wardrobe, together with sink and hotplate completes the interior layout. The shell is fully insulated with fibre glass and the unit is piped for calor gas. It is complete with road lights and number plates, price ex New Malden - £195. Weight, fully equipped - 5 cwt., body length 9', width 5' and height 6'9".

L/S + M/S EXTENSION EXHIBITION

M/S AS MAN WALKS INTO SMALLEST &

CHEAPEST CARAVAN ON SHOW \$195-

(PENQUIN)

C/O INSIDE PENQUIN

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LUXURY FLAT ON WHEELS

Pathfinder Caravan Co Ltd.
Stand No. 48.

An entirely new conception of the caravan as a permanent home is displayed in the Pathfinder 'Tenwide', which is making its exhibition debut at Earls Court.

Ten feet wide and 32' long, this new design concentrates on the amenities of modern living - constant hot water, air conditioning, central heating, flush toilet, full sized porcelain bath, electric oven, refrigerator and, almost unbelievably, a washing machine. Additionally there is, of course, a double bed-room and a 120 sq. ft. drawing room.

This revolutionary approach to the problem of the 'mobile home' is the brain-child of two brothers, Tony and Gerry Horton, caravan distributors, of Tedburn St. Mary, near Exeter.

Forced by constant demand in the post-war years to study the problem of the caravan as a permanent home with all its substandard associations, Pathfinder decided there was no reason why potential users should be without any of the amenities of the traditional home. The result of their thinking was to increase the size of their design from the accepted standard of 22' by 7' 6" to 32' by 10', which enabled them to instal normal household plumbing and kindred facilities. At the same time the greater width obviated the necessity of having the front door open direct into living quarters, thus enhancing the sense of space and privacy which is a striking feature of the 'Tenwide'.

The majority of models so far sold have gone to retired business and professional people accustomed to a high standard of comfort and elegance, who find that they are able to maintain their accustomed standards at far less cost, and with much less effort.

Additionally, within recent weeks, enquiries showing yet another application have begun to flow into the Hortons' office. Oil companies and other firms whose executives must be housed in out of the way places, are looking to the 'Tenwide' as a solution to their housing problems.

How else do you get a luxury flat in the desert?

E N D

FAIRHOLME NEWS

COLCHESTER AVENUE

CARDIFF

Telephone 45535

THE "HOUSEMASTER"

THE ALL-ELECTRIC, ALL MAINS COMPLETE TRANSPORTABLE HOME WITH THE TOMORROW
LOOK.

- * CENTRAL HEATING.
- * COMPLETE MODERN BATHROOM.
- * LOW LEVEL FLUSH TOILET.
- * HOT & COLD DOMESTIC WATER.
- * ELECTRIC COOKER.
- * ELECTRIC REFRIGERATOR.
- * ELECTRIC WASHING MACHINE.
- * HEATED CLOTHES DRYING CABINET.
- * VITREOUS ENAMEL TWIN DRAINER SINK.
- * DOUBLE FLOOR AND COMPLETE INSULATION.
- * BEDROOM WITH BOUDOIR SUMPTUOUSNESS.
- * LOUNGE WITH SUN-TRAP LUXURY.

THE HOME THAT IS HEATED, POWERED AND ILLUMINATED BY THE PRESS OF A BUTTON.

THE HOME THAT IS SAFE, FUNCTIONAL, EASY-TO-RUN, MODERN AND BEAUTIFUL.

THE HOME THAT CAN BE DELIVERED, READY TO USE, COMPLETE WITH HOME ATMOSPHERE.

THE HOME THAT CAN BE PURCHASED AS ONE PACKAGE ON ONE HIRE PURCHASE AGREEMENT.

THE "HOUSEMASTER" ANSWERS THE NEEDS OF THE MANY THOUSANDS OF BRITISH PEOPLE WHO TURNED TO CARAVANS FOR HOMES AND RECREATION IN POST WAR YEARS WHEN THE URGE FOR FREEDOM, THE DESIRE TO MAKE PRACTICAL THE DREAM OF THE COUNTRY OR SEASIDE COTTAGE AND THE NEED FOR HOMES CREATED THE CULT OF CARAVANNING WHICH EXPANDED THE BRITISH CARAVAN INDUSTRY FROM 3,600 CARAVANS IN 1948 TO 36,500 IN 1958. CONGESTION OF THE ROADS LESSENED THE URGE TO TOUR AND FROM THIS

CAME THE PRACTICE OF USING LARGE CARAVANS ON STATIC RECREATIONAL SITES. THE CONSEQUENT DEMAND FOR CARAVANS FOR THIS AND FOR ALL-YEAR-ROUND RESIDENTIAL USE HAS HITHERTO BEEN MET WITHIN THE RESTRICTIONS OF THE CONSTRUCTION & USE REGULATIONS WHICH LIMIT TOWING ON THE ROAD TO 22' x 7'6". THE "HOUSEMASTER" IS 33' x 9'3" AND IS INTENDED TO BE TRANSPORTED FOR THE VERY SMALL PART OF ITS LIFE THAT IS SPENT ON THE PUBLIC ROADS. IT BRINGS THE FULLEST COMFORTS OF MODERN LIVING TO THE MOBILE PUBLIC IN A MANNER NEVER BEFORE ACHIEVED IN THIS COUNTRY.

WHY IS THE "HOUSEMASTER" NEWS?

- * BECAUSE IT IS BIGGER THAN THE NORMAL RESIDENTIAL CARAVANS BUILT IN BRITAIN TO DATE.
- * BECAUSE IT MEETS THE NEW TREND OF LIVING AS FORECAST BY A RECENT CHANCELLOR WHO SAID THAT WE MUST GET USED TO THE IDEA THAT AT LEAST 10% OF OUR POPULATION MUST IN FUTURE BE MOBILE.
- * BECAUSE IT BRINGS NEW COMFORTS AND AMENITIES TO THE MOBILE POPULATION.
- * BECAUSE THESE AMENITIES COMPLY COMPLETELY WITH PUBLIC HEALTH STANDARDS.
- * BECAUSE ITS EXTERIOR LINES AND COLOURING KNIT IT INTO THE LANDSCAPE.
- * BECAUSE IT UNCOMPROMISINGLY DEMANDS THE HIGHEST STANDARDS OF SITING.
- * BECAUSE IT IS THE NATURAL ANSWER TO THOSE WHO ARE ANTAGONISTIC TO CARAVANS.
- * BECAUSE IT OFFERS AT LAST THE ANSWER TO THE DREAM OF THE COUNTRY COTTAGE ON RETIREMENT, THE HOME FOR THE YOUNG COUPLE WHOSE PROMOTION RELIES ON MOVING FROM ONE BRANCH TO OTHERS AND BECAUSE IT SOLVES THE PROBLEM OF THE CONTRACT WORKER WHO MUST FOLLOW HIS OCCUPATION.

THE FEATURES OF THE "HOUSEMASTER"

THE EXTERIOR.

THE "HOUSEMASTER" IS DESIGNED FOR STILLNESS RATHER THAN FOR THE STREAMLINED MOTION WHICH IS SYNONYMOUS WITH CARAVANS. IT CONVEYS IMPRESSION OF WEIGHT, STRENGTH, DURABILITY AND PERMANENCY. IT IS A BLEND OF SAGE GREENS AND AUTUMN SHADE BROWNS, A MIXTURE OF RICH POLISHED "MAKORE" MARINE PLYS AND PATTERNED ALUMINIUM TO FIT IT INTO AND NOT ONTO THE LANDSCAPE. THE FULL WIDTH BAY WINDOW AT ONE END ACKNOWLEDGES ACCEPTANCE OF RECOGNISED HOUSING FEATURES WHILST THE MASSIVE LANDSCAPE FULL VIEW WINDOW PLACEMENT INCORPORATING TWIN FRENCH DOORS AT THE OTHER END EMPHASISE THE MOST CONTEMPORARY DESIGNS OF MODERN FLATS. THE HOUSE-TYPE GALVANISED STEEL WINDOWS AND THE HEAVY GAUGE, FULLY INSULATED CONSTRUCTION ENSURES LONG LIFE AND THE FULLEST EFFICIENCY IN USE.

THE INTERIOR.

THE LOUNGE. SIZE....11'4" x 8'8".

THIS IS THE ROOM WITH THE FULL WIDTH, FULL HEIGHT GLAZED END WITH THE TWIN FRENCH DOORS. FURNITURE CONSISTS OF A BEAUVALE "KINGSTON" UPHOLSTERED ARMCHAIR AND MATCHING 6ft. SETTEE WHICH LATTER CONVERTS TO A DOUBLE BED BY FINGER TIP ACTION, A 31" x 22" WARDROBE RECESSED INTO THE KITCHEN SO THAT THERE IS NO VISABLE SIGN BY DAY THAT THE LOUNGE IS ALSO A COMPLETE BEDROOM, A DROP-LEAF DINING TABLE, MODERN DINING CHAIRS AND A ROOM DIVIDER-SIDEBOARD WHICH IS MODERN AND LUXURIOUS.

THE WALL DIVIDING THE LOUNGE FROM THE KITCHEN HAS A LARGE SLIDING DOOR TO PROVIDE OPEN-PLAN ASPECT IF REQUIRED AND THIS WALL AND THE FURNITURE IS IN RICH STRAIGHT GRAINED AUSTRALIAN WALNUT VENEERS. THE SUITE IS A RICH BLEND OF DEEP VIOLET AND OLD GOLD, THE CARPET A MIXTURE OF GREYS AND VIOLETS, THE WALLS PAPERED IN LEMON/WHITE LINED PATTERN AND THE CURTAINS, IN HEAVY SILK BROCADE ARE A BLEND OF ALL THE DECOR COLOURS. THE ELECTRIC LIGHTING, OF A TYPE NEVER BEFORE SEEN IN A MOBILE DWELLING, COMPRISE A CENTRE 5-LAMP CLUSTER AND TWO TWIN LIGHT WALL BRACKETS OF ULTRA MODERN FLORAL DESIGN.

THE BEDROOM. SIZE....9'6" x 8'8".

THIS IS THE ROOM WITH THE FULL WIDTH BAY WINDOW WHICH IS DRAPED WITH OVER-CROSSED DOTTED WHITE NYLON NET AND OVERHUNG WITH RICH ROSE PINK VELVET CURTAINS. THE FURNITURE IS DEEP POLISHED, HAND FINISHED BIRDSEYE MAPLE VENEERS, THE CARPET DEEP ROSE AND THE WALLS PAPERED IN QUILTED, FLORAL PATTERN WHICH PICKS UP THE VARIOUS DECOR COLOURS. THE PINK-GLOW CEILING, AS THROUGHOUT THE "HOUSEMASTER" IS 7'6" HIGH.

THERE IS A 5'6" TRIPLE-SLIDE DOOR WARDROBE WITH 8'8" RUN OF LOCKERS ABOVE BUILT INTO ONE WALL AND A 6'8" DRESSING TABLE WITH 10 DRAWERS, 2 CUPBOARDS AND A TRIPLE HINGED MIRROR BUILT INTO ANOTHER. TWO FURTHER DRAWERS ARE FITTED BELOW THE BAY WINDOW AND A 6'2" x 4'2" INTERIOR SPRUNG ISLAND DOUBLE BED BY "BEAUVALE" IS LOCATED CENTRALLY. THE SPARE PROVIDED WILL TAKE TWIN SINGLES IF PREFERRED. THE BED HAS A LARGE, MODERN SHAPED BEDHEAD INCORPORATING TWO BEDSIDE TABLE LOCKERS. THE FURNITURE FITTINGS AND THE TWIN LIGHT BRACKETS (LATTER FITTED ABOVE BED AND DRESSING TABLE) ARE IN OLD BRASS. THE DECOR OF THE "HOUSEMASTER" ON DISPLAY AT THE CARAVAN EXHIBITION IS COMPLETED WITH A WHITE, PATTERNED CANDLEWICK BEDSPREAD BUT THIS IS NOT INCLUDED IN THE LISTED PRICE.

THE HALL. SIZE....3'8" x 3'5".

THIS PROVIDES PRIVACY AT THE MAIN DOOR AND OPENS TO THE BEDROOM, BATHROOM AND KITCHENETTE. A HALL WARDROBE FOR COATS ETC., IS RECESSED IN THE HALL

AND THE ELECTRIC METER AND SWITCH BOARD IS ENCASED WITHIN. THE MAIN DOOR IS FLUSH FACED IN "MAKORE" VENEERS AND IS FITTED WITH A COMBINATION LETTER BOX, LOCK AND KNOCKER IN OLD BRASS.

THE BATHROOM. SIZE....5'7" x 8'8".

THIS IS AS COMPLETE AS EXPECTED IN THE MOST MODERN HOUSE. THE WALLS ARE LINED IN BLUE TILED BOARD WHICH IS SET OFF WITH THE WHITE 5'0" PORCELAIN BATH, 22" WASH BASIN, LOW FLUSH TOILET, CURTAINS AND LINO IN MULTI TRIANGLES OF GREY, WHITE, PINK AND BLUE. THE BATH IS PANELLED AND THE WASH BASIN ON A PEDESTAL. A LARGE MIRROR IS FITTED OVER THE WASH BASIN, A MODERN SPHERE LIGHT ABOVE AND THE VARIOUS FITTINGS SUCH AS GLASS, TOOTH BRUSH AND TOILET ROLL HOLDERS, TOWELL RAIL ARE INCLUDED.

THE KITCHENETTE. SIZE....5'7" x 8'8".

THE ALL-ELECTRIC, EASY ACCESS MODERN KITCHEN IS EQUIPPED WITH A CREDA "STARGAZER" FULL SIZED COOKER WITH LARGE HOT PLATE, TWO BOILING RINGS, A HEAT CONTROL REGULATOR AND A LARGE OVEN WITH AN INSPECTION PANEL IN THE DOOR: A PRESTCOLD "PACKAWAY" REFRIGERATOR; A HOOVER MARK 3 ELECTRIC WASHING MACHINE WITH SELF-CONTAINED WATER HEATER AND ELECTRIC WRINGER; A VITREOUS ENAMEL TWIN DRAINER AND SINK, (54" x 18"), TWO WORKTOP AREAS FACED IN HEAT RESISTING PLASTIC, AND AN ABUNDANCE OF HIGH AND LOW LEVEL STORAGE CABINETS.

THE EQUIPMENT IS WHITE, THE WALLS PINK TILED BOARD, THE LINO AND CURTAINS A BLEND OF WHITE, GREY, BLUE, PINK AND LEMON TRIANGLES.

OTHER FEATURES.

THE "HOUSEMASTER" HAS BEEN DESIGNED TO OFFER THE MAXIMUM COMFORT AND AMENITIES WITH THE GREATEST SAFETY FACTORS. BLACK HEAT IS USED THROUGHOUT. H EATING IS BY CENTRAL HEATING WALL-FIN RADIATORS LOCATED IN LOUNGE, HALL AND BEDROOM. THE SYSTEM IS HEATED BY A "SANTON" 4 KILOWATT ELECTRIC WATER CIRCULATOR CONNECTED TO THE COPPER PRIMATIC-FORTIC DUAL COMBINATION TANK LOCATED BETWEEN BATHROOM AND KITCHEN. DETAILS OF THE SYSTEM ARE AVAILABLE ON REQUEST. THERMOSTAT CONTROL, WATER MIXER VALVES AND SILENT PUMP INCORPORATED MAKE THE SYSTEM HIGHLY ECONOMICAL AND EFFICIENT AND ALL THE PLUMBING AND HEATING EQUIPMENT IS LOCATED CENTRALLY IN ONE VERY SMALL AREA.

THE ELECTRICITY IS INSTALLED TO THE HIGHEST BRITISH ELECTRICAL INSTITUTE STANDARDS. IN ADDITION TO THE EQUIPMENT MENTIONED PREVIOUSLY, THERE ARE FOUR POWER POINTS FITTED IN EACH OF THE LOUNGE, BEDROOM AND KITCHENETTE TO COPE WITH T.V., RADIO, BED BLANKETS, ETC.ETC. THE "HOUSEMASTER" IS READY TO BE CONNECTED TO THE BOARD'S METER AND WITHIN 30 MINUTES OF THIS,

THERE IS A FULL SUPPLY OF HOT DOMESTIC WATER AND THE UNIT HEATED THROUGHOUT.

A DRYING CABINET IS LOCATED IN THE KITCHEN. THIS IS FITTED WITH A CENTRAL HEATING RADIATOR PLACED HORIZONTALLY WHICH CAN BE ISOLATED FROM THE REST OF THE SYSTEM. WHEN USED IN CONJUNCTION WITH THE HOOVER WASHING MACHINE THIS DRYING CABINET REMOVES ENTIRELY THE OLD PROBLEM OF CLOTHES LINES OUTSIDE.

GREAT CARE HAS BEEN TAKEN WITH THE INSULATION OF THE "HOUSEMASTER". ALL TIMBERS HAVE BEEN TREATED AGAINST DAMP, ROT AND TERMITE. THE FLOOR IS DOUBLE THICKNESS AND THE WHOLE EXTERIOR SHELL IS ENCASED IN A THICK BLANKET OF GLASSWOOL WITH A SECOND SUPPORTER OF "ALFOL" DEFLECTIVE INSULATION. THUS THE "HOUSEMASTER" IS MOST EFFICIENTLY ABLE TO RESIST THE EFFECTS OF ANY RAPID TEMPERATURE CHANGES.

THE CHASSIS OF THE "HOUSEMASTER" IS A GOOD FOUNDATION ON WHICH TO BUILD THIS 4 TON GIANT. IF A PURCHASER DOES NOT REQUIRE TO MOVE THE UNIT FOR VERY LONG PERIODS HE CAN RETURN THE TWIN AXLES, SPRINGS, WHEELS, TYRES, ETC., TO US FOR REFUND. THE UNDERGEAR IS DESIRABLE FOR MOVEMENT ON THE SITE AND FOR THOSE UNITS GOING TO EXPORT. THE "HOUSEMASTER" CAN BE TRANSPORTED ON ARTICULATED TRAILER OUTFITS BUT MUST NOT BE TOWED ON THE PUBLIC ROADS IN BRITAIN.

PRICE AND RUNNING COSTS.

THE RETAIL PRICE OF THE "HOUSEMASTER" IS ON DISPLAY AT THE INTERNATIONAL CARAVAN EXHIBITION IS £1985 EX WORKS. THIS INCLUDES THE FURNITURE, (LOOSE OR FIXED), THE EQUIPMENT BUT NOT THE TELEVISION SET, THE CURTAINS, VENETIAN BLINDS TO THE TWIN DOOR WINDOW PLACEMENT AND ALL ITEMS SEEN IN THE DISPLAY UNIT EXCEPTING THE BED COUNTERPANE, BLANKETS, BED AND OTHER LINEN, ORNAMENTS, LOOSE ELECTRIC LAMPS, CLOCKS, FOOD PACKAGES, KITCHEN UTENSILS ETC., USED FOR DISPLAY DECORATION.

THE "HOUSEMASTER" CAN BE PURCHASED ON HIRE PURCHASE TERMS AND CERTAIN FINANCE COMPANIES HAVE INDICATED THAT THEY ARE PREPARED TO OFFER EXTENDED TERMS OF SPECIAL NATURE. THIS IS BECAUSE OF THE OBVIOUSLY HIGH QUALITY AND THE LONG LIFE VALUE OF THE UNIT.

SITE RENTALS AVERAGE ABOUT 17/- PER WEEK FOR NORMAL CARAVANS. THEY WOULD BE SLIGHTLY HIGHER FOR THESE LARGER ONES. THE RENTAL INCLUDES RATES WHICH ARE GENERALLY CHARGED ON THE OVERALL PARK AND NOT ON THE INDIVIDUAL UNIT.

OUR HEATING ENGINEERS HAVE ADVISED US THAT THE CENTRAL HEATING AND DOMESTIC HOT WATER SYSTEM COMBINED WOULD USE ABOUT 2/6d. WORTH OF ELECTRICITY PER DAY AT A COLD PEAK. THE THERMOSTAT WOULD BE EXPECTED TO OPERATE THE POWER

INTO USE FOR ABOUT FOUR TO SIX USER HOURS PER 24 HOUR PERIOD AT THE COLDEST PEAK. IT IS A 4 KILOWATT SUPPLY, USING 4 UNITS OF POWER PER HOUR WHEN IN FULL USE. THE POWER WOULD COME ON FOR ONLY VERY MINUTE PERIOD PER DAY WHEN ONLY THE DOMESTIC HOT WATER IS REQUIRED (WITHOUT THE CENTRAL HEATING). IT WILL THEREFORE BE SEEN THAT THIS OFFERS A VERY ECONOMIC SUPPLY. THE COST OF POWER FOR COOKING AND LIGHTING WOULD BE NORMAL AS IN A HOUSE ALTHOUGH THE SMALLER AREA TO BE LIT WOULD PROBABLY PROVIDE A COST SAVING OVER THE AVERAGE HOUSE.

THE "HOUSEMASTER" WILL BE ON DISPLAY ON FAIRHOLME STAND NO.25 FROM 10 a.m. TUESDAY, SEPTEMBER, 22nd UNTIL 9 p.m. SATURDAY, OCTOBER 3rd. FOR FURTHER INFORMATION CONTACT ANY OF THE FOLLOWING FAIRHOLME REPRESENTATIVES ON THIS STAND,.....MR. J.J.HENNESSY, MRS. B.F. MADDEN, MR.H.F.HENNESSY, MR.C. THOMAS, MR. P. TERRY.

INTERNAL AND EXTERNAL PHOTOGRAPHS ARE AVAILABLE IN THE PRESSROOM OR FROM THE FAIRHOLME STAND.

THE PARKSIDE GARAGE LTD.

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SOLE U.K. & OVERSEAS CONCESSIONAIRES.

September 22nd 1959.

PRESS INFORMATION.

ITS NEW! AND ITS DIFFERENT!!

THE UNIQUE VIKING CARAVAN

1. Full 3, or occasional 4 berth. Aero Preen cushions upholstered in Moquette.
2. All welded angle iron and angle aluminium chassis.
3. Full independent suspension, Bramber Flexitor system.
4. Five windows, three opening fully adjustable.
5. 7 cupboards. Gas stove. Washbasin. 4 seater table.
6. Full weather protection by special overlapping of all sections.
7. Mahogany furniture. Masonite panelled walls, fully treated.
8. Easy to tow. Easy to store. Easy to fold. Only 7 cwt.
9. 10' x 6'6" x 6'5" high. Packs down to 6'6" x 4'6" x 4'10" in 10 minutes.
10. 12 months guarantee. 5 Duotone colour schemes. £240 complete ex works with all accessories.

THE CARAVAN OF THE FUTURE TODAY.

Incorporating all that is best in British Engineering, design, and ingenuity, the Viking is a prelude of better things to come. This design that has eluded manufacturers for many years past, finally overcome with astonishing success and simplicity. Smaller as a trailer than any car, its towing characteristics are a winner. The 8 H.P. car will tow this caravan anywhere.

INTERIOR DETAIL

With over 420 cubic feet, comfort is assured for even the tallest caravanner and the floor space is where it is most needed.. Note the ultra smart appearance of the Mahogany furniture which includes a wardrobe 5' high, gas cooker and washbasin, cupboards, and 4 seater table.

EXTERIOR DETAIL

All walls panelled in top quality Masonite. 1 coat Primer, 2 coats undercoat, and 2 coats Lead Basw top ocat. Specially treated and stretched on spruce frames. 5 Duotone colour schemes. Rear lights, stop lights, and number plate lights fitted.

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ACCESSORIES

3 point calor gas cooker with griller - 5 windows,
3 opening fully adjustable - roof ventilators - electric
lighting with internal tumbler switch. Table to seat
4 adults - 4" deep aero preen cushions upholstered in
Moquette in various colours - ample storage space -
curtains to all windows - wash basin and draining board.
Whole floor area covered in linoleum - choice of 3
interior colours to walls.

TECHNICAL INFORMATION

Fully welded chassis. Front half, carrying suspension,
in angle iron, rear half in angle aluminium. Space design
with chassis extending up side walls to waist height. 6
fully adjustable jacks. Independent Bramber suspension on
the Flexitor system. Complete weather protection by special
over-lapping of all sections. Calor gas cylinder externally
mounted for safety, permanent piping connection to gas stove.
B. & B. ball hitch attachment with automatic overrun braking
and adjustable hand brake system. Tyres and hub bearings
guaranteed at speeds of 50 m.p.h. with tyre pressure of 50 lbs.
per square inch. Whole underside of caravan Bitumastically
treated.