EST. 1937

JONES & NICHOLSON LTD

PRESS AND PUBLIC RELATIONS

TEMPLE CHAMBERS
LONDON, E.C.4
TELEPHONE: FLEET STREET 4424-5

CF/ELC

13th October, 1960

Dear Grace,

The most handsome - as well as the most expensive - motor car on view at the Motor Show at Earls Court next week will be the Rolls-Royce Phantom V Sedanca de Ville on Stand No. 76, occupied by James Young Ltd., coachbuilders.

The price of the car is over £10,000.

To match this luxury, I have arranged for a suitable background, together with a model wearing a £10,000 chinchilla coat. Together they should make an outstanding Motor Show picture which I hope you will find of sufficient interest to include in your schedule for Tuesday's preview.

The car, the chinchilla and the girl (price unspecified) will be available on the James Young stand from 9.30 a.m. onwards at the Press preview on Tuesday.

Yours,
Charles.

X-7147201

GF/TB

Charles Fothergill, Esq.,
Messrs. Jones & Nicholson, Limited,
Temple Chambers,
London, E.C.4.

14th October, 1960

Dear Charles,

Thank you for your letter and we will be covering the Motor Show and of course we will look at the Rolls-Royce Phantom V Sedanca de Ville on Stand No. 76.

Best wishes,

Yours sincerely,

GRACE FIELD

Price List For Berkeley Cars

B.95 Soft Top	£442 8 8
Plus Purchase Tax	£185 9 9
	£627 18 1
B.95 Hard Top	£464 8 8
Plus Purchase Tax	£194 12 9
	£659 1 5
B.105 Soft Top	£459 2 0
Plus Purchase Tax	£192 8 4
	£651 10 4
B.105 Hard Top	£481 2 0
Plus Purchase Tax	£201 11 8
	£682 13 8
Berkeley B.65 Soft Top	£334 10 0
Plus Purchase Tax	£140 10 0
	£475 0 0
Berkeley 'Bandit'	£562 17 0
Plus Purchase Tax	£235 13 0
	£798 10 0

18th September 1960.

SPECIFICATION £585 - 10 - 0.

FIAT "500 GIARDINIERA" STATION WAGON.

ENGINE	OHV. 4 stroke; 2 cyls. in line, air-cooled, mounted horizontally under rear floor. 67.4 mm bore x 70 mm stroke, 499.5 cc., compression ratio 7.1 to 1, 17.5 b.h.p (21.5 SAE) at 4600 r.p.m; RAC rating 5.60 h.p; aluminium cylinder head; aluminium crankcase with separate finned cast-iron cylinder barrels; 2 bearing crankshaft; camshaft actuated push-rod OHV gear; "Weber" 26 o.c. horizontal carburetter with starter, combined air filter and silencer, choke lever on floor tunnel; camshaft driven diaphragm fuel pump; forced lubrication by gear pump; centrifugal oil filter; thermostatically controlled air-cooling by axial fan drawing air through ducts from grilles behind rear quarter lights; automatic advance distributor; 3 point resilient suspension of combined engine/gearbox/differential unit.
CLUTCH	Single dry plate.
GEARBOX	Central change 4 speed and reverse; quick engagement constant mesh 2nd, 3rd and 4th gears, overdrive in top. RATIOS:- 4.48, 6.66, 10.59, 18.96 and reverse 26.34.
TRANSMISSION	Through 2 swinging half-axles with resilient block universal joints; differential with 8/41 spiral bevel final drive incorporated in gearbox.
STEERING	Worm and helical sector, ratio 13:1; 2 arm steering wheel.
SUSPENSION	Independent on all four wheels; FRONT by wishbones, double-anchored stabilising leaf spring and telescopic hydraulic shock-absorbers; REAR by coil springs, flexibly pivoted wishbones and telescopic hydraulic shock absorbers.
BRAKES	Hydraulic; pedal operated on all four wheels with self-adjusting brake shoes; central floor-mounted handbrake by cable to rear wheels.
WHEELS	Steel disc; 3½" x 12" rms, re-inforced 125 x 12 tyres, hub embellishers.
ELECTRICAL EQUIPMENT	12 volt; 230 W dynamo with AVC; 32 amp/hr. battery; built-in cowled double-dip headlamps; twin-light parking and self-cancelling winker lamps on front panel below headlamps; electric horn with control button on steering wheel; dual-arm self-parking windscreen wipers; cowled illuminated speedometer embodying signal lamps for parking lights, dynamo charge, fuel reserve and oil pressure; key-type ignition switch operating parking lights and primary headlamp circuit; steering column finger-tip actuation of main and dipped headlamp beams and winkers; separate facia toggle switches for panel lights and screenwipers; driving mirror map light with switch.
BODY	Integral construction, under-body protection; roll-back plastic sunshine roof; 2 wide rear-hinged doors with drop pull-handles, swivelling draught

Continued.

Continued:- FIAT "500 GIARDINIERA" Station Wagon.

vents and wind-up windows; rear side-windows with fixed and sliding glasses; curved windscreen; manual spray-type windscreen w shers; dual sun-visors; central shelf below facia; 2 adjustable forward tilting front bucket-seats; rear bench seat with foam-rubber cushion; rear seat squab folds forward to give 28 cub. ft luggage area; access to engine by hinged metal panel flush with luggage floor; single full-width half-glazed rear door; imitation leather trimmings; rubber mats to driving, passengers and rear luggage compartments; rear-hinged bonnet accomodating spare wheel, petrol tank, battery, fluid reservoir and toolkit; interior heating from rear engine compartment via controlled floor tunnel outlets with two knob-operated shutters below facia for demisting and driving compartment heating; Bumpers front and rear; portable jack, side location.

DIMENSIONS

Overall length 10' - 5¼", width 4'-4⅛", height unladen 4'-5½", wheelbase 6' - 4⅜", TRACK:- front 3'-8⅛"; rear 3'-8½". ground clearance 5 ¼"; turning circle dia 28'-2½"; loading platform height from ground (unladen) 1'-9⅞"; platform length with rear seat folded 3'-11½"; platform width 3'-3⅜"; internal height 2'-7½"; petrol tank capacity 4½ galls; kerb weight 11 cwts; maximum load 440 lbs plus driver.

PERFORMANCE

Max. speed over 60 m.p.hr; average fuel consumption approx 55 mp gall; cruising range about 225 miles.

All door locks are of the press-button type, the controls being incorporated in the chromium-plated waist moulding, and all windows and the radio aerial are electrically operated. Even the petrol filler cover is controlled from the driving seat.

Price: Body, £2,995: Chassis, £3,200: Purchase Tax £2,582. 7. 6. Total: £8,777. 7. 6.

x x x

THE SEDANCA DE VILLE

Also for the first time at the Show - it is the only example of its kind exhibited - is a sedanca de ville coachwork on a Rolls-Royce 'Phantom V' touring limousine for owner or chauffeur driving which was introduced for the first time last year.

Here again is seen the sort of craftsmanship that made our industry world-famous in this field. The hand-built sliding de ville extension to the front driving compartment is operated by a quick release handle at the head of the windscreen, and when in the open position it is totally concealed in a hinged lid in the roof, panelled in heavy gauge aluminium.

In the furnishings and fittings of this car, which is finished in midnight blue with upholstery in beige leather, are also seen the James Young special touches - lovely figured walnut veneer cabinet work in the rear compartment, two extra seats and folding tables with mirror backs concealing a cocktail cabinet, loud speaker, clock, etc.

The price ~~will be announced later.~~ £10,669-12-9.

x x

THE CONTINENTAL STYLE

The James Young foursome of the world's finest cars is completed by the Bentley 'S.2. Continental' four-door saloon. Here the coach-work has been specially developed to retain the special characteristics of the "Continental" chassis, and much of the luxury equipment available with the Rolls-Royce models is carefully copied.

The car is finished in two tone colours of opal and violet, with fine gold lines to the wings and wheel discs. The upholstery is in beige leather, with deep pile carpets and nylon rug.

Price:- Body, £3,070: Chassis, £3,080: Purchase Tax, £2,563. 12. 6. Total, £8.713. 12. 6.

cont'd.....

Simms

NOW BRING TO

YOU

ALL THE MANY
ADVANTAGES OF

PETROL INJECTION

Automotive engineers have always known that the carburetter imposes limitations upon performance since it is at best a compromise component. Icing-up in cold weather, choked jets and filters and uncertain starting are all inherent in even the most expertly designed carburetter because the average motorist does not know enough—or does not care enough—to service it regularly.

Simms Petrol Injection is fool-proof and self-servicing.

Petrol injection is not new. Many systems have been applied over the years with successful results, but the obvious benefits derived have been restricted to the most expensive Continental luxury cars and to regardless-of-cost racing cars because the price factor has hitherto prohibited quantity production.

The system now introduced by Simms Motor Units Ltd. constitutes a major break-through and brings Petrol Injection within the reach of all, thus taking the internal combustion engine many steps nearer to perfection.

SIMPLICITY

The Simms system is an entirely new approach to the problem and provides this giant stride forward in automotive technology at little extra cost to that of the carburetter it replaces. The many advantages provided by Simms Petrol Injection are all achieved without complication or loss of reliability.

EFFICIENCY

Simms Petrol Injection rations the fuel supply in relation to air flow under differing atmospheric and driving load conditions and ensures maximum volumetric efficiency. At the same time a cooler charge is fed to the cylinders which, utilising the latent heat of the fuel, permits higher compression ratios to be used without "pinking", resulting in increased power with smoothness.

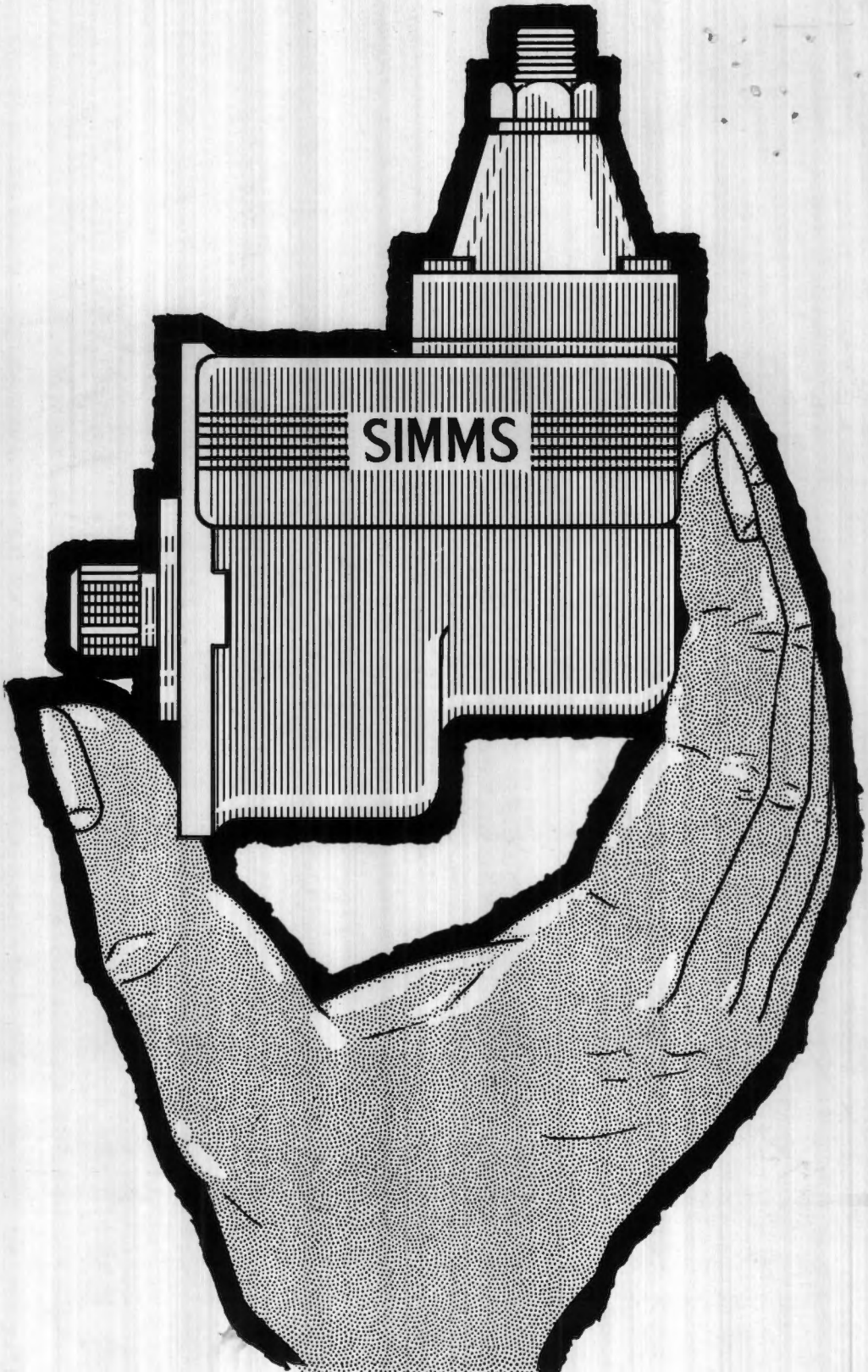
ECONOMY

Accurately metered quantities of fuel, fed to each cylinder and controlled to maintain optimum petrol/air ratios throughout all loads and speed ranges, provide notable economy.

Another immediate advantage is that an adequate supply of well atomised fuel reaching the engine at cranking speed enormously improves starting from cold.

Many motorists have been immobilised at some time by what is known colloquially as air-lock (vapour lock) in the petrol system. With Simms Petrol Injection, such vapour lock cannot occur.

The increased use of higher-octane petrol in modern engines has also led to more frequent instances of icing-up in and around the carburetter. Petrol Injection, by eliminating the carburetter, also eliminates this icing hazard.


SIMMS

Petrol Injection now comes within the reach of all motorists for the Simms system is inexpensive, compact and light and it gives, among others, the following advantages:—

IMPROVED PERFORMANCE

More rapid acceleration, greater maximum speed, smoother running engine

SAVING IN FUEL CONSUMPTION

Controlled mixture to each cylinder ensures economy

EXCELLENT COLD STARTING

Adequate supply of accurate mixture at cranking speed

FREEDOM FROM ICING

Vaporisation of the fuel at carburetter level eliminated

FREEDOM FROM VAPOUR LOCK

Due to constant vapour release on low pressure side of injection pump

REDUCED ENGINE WEAR

Through maintenance of constant ratio of fuel/air mixture giving more even running

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SIMMS MOTOR UNITS LIMITED · EAST FINCHLEY · LONDON N.2

TELEPHONE: FINCHLEY 2262 (20 LINES) TELEGRAMS: SIMOTUNIT, LONDON N.2

GREENAWAY · LONDON · NK 921

SIMMS PETROL INJECTION

Comparison of performance of Ford Consul Mark II fitted with normal carburation and Simms Petrol Injection System.

	* Normal Carburetter	Simms Petrol Injection System	% Improvement
ACCELERATION			
SPEED			
0–30 m.p.h.	6.7 sec.	5.4 sec.	19.4%
0–40 ,,	10.3 ,,	9.0 ,,	12.6%
0–50 ,,	16.5 ,,	14.1 ,,	14.5%
0–60 ,,	27.6 ,,	21.6 ,,	21.7%
0–70 ,,	48.4 ,,	36.4 ,,	24.8%
MAXIMUM SPEED			
GEAR			
Top	80 m.p.h.	85 m.p.h.	6.25%
Second	56 ,,	60 ,,	7.15%
First	29 ,,	32 ,,	10.3%
FUEL CONSUMPTION			
SPEED			
30 m.p.h.	38 m.p.g.	39.75 m.p.g.	4.6%
40 ,,	36.3 ,,	39.0 ,,	7.45%
50 ,,	31.7 ,,	34.0 ,,	7.26%
60 ,,	25.8 ,,	27.5 ,,	6.6%
70 ,,	19.9 ,,	21.5 ,,	8.04%

*** Vide. Autocar Road Test, published 3rd June, 1960**

SIMMS MOTOR UNITS LIMITED OAK LANE, EAST FINCHLEY, LONDON, N.2

COUPON PRIZES WORTH £125 FOR ALL WINNERS!!!

MOTOR SHOW SAFE DRIVING COMPETITION

Just answer the six simple safe driving questions below and win coupons worth £25 and £100 against the purchase of a new DKW Junior and new Auto Union motor car respectively.

When completed, post this form to: Auto Union (G.B.) Ltd.,
Great West Road, Brentford, Middlesex.
Telephone No.: Isleworth 5341/5.

Competition open until December 31st, 1960.

Answer here
A, B or C

(1) If you are dazzled by oncoming headlights at night do you

(a) Switch to high beam. **(b)** Slow down or stop.
(c) Sound your horn. .....

(2) When approaching a "Halt" sign at a major road junction where you can see plainly that there is no traffic, do you

(a) Slow down and carry on taking care. **(b)** Stop anyway.
(c) Drive on as though the sign was not there. .....

(3) When held up by police at a road junction do you

(a) Filter left when you can see that it is safe to do so.
(b) Wait for the policeman to wave you on.
(c) Sound your horn to let the policeman know you are there. .....

(4) When you stop your car to go into a shop for a moment do you

(a) Put the car in neutral and leave the engine running.
(b) Stop the engine and leave the car in gear.
(c) Stop the engine and put on the hand brake. .....

(5) After having been involved in an accident in which someone was injured do you

(a) Report the accident to the police within 24 hours.
(b) Report the accident to the police within 5 days.
(c) Not report it at all if it was definitely not your fault. .....

(6) When driving behind another vehicle where there is a double white line in the centre of the road do you overtake

(a) Sounding your horn. **(b)** When you can see it is clear to do so.
(c) Wait until the end of the double white line. .....

Signed .....

BLOCK CAPITALS Name .....

Address .....

.....

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