

ADVANCE INFORMATION

With Compliments.
Patrick Murphy,
161 Queen Victoria Street,
London, E.C.4.

More than 3,000,000 people will have spent their holidays in caravans by the time the summer has ended. At the same time more than 250,000 people spend their lives permanently in caravans.

Today life in a caravan is vastly more refined and pleasant than it could have been made even five or six years ago by reason of the greatly improved design and the space-saving and labour saving equipment which is now available.

Indeed, for young folk set upon purchasing a home of their own a caravan has, economically, certain inherent advantages over, shall we say a bungalow. When a caravan is acquired it is furnished. The bungalow is empty. Whatever the comparative merits of bungalow or caravan as residences this is a factor of considerable importance when a first home is being sought.

But developments both in design and in the invention and adaptation of every form of furnishing and domestic equipment has become so very rapid that improvements and even luxuries come into existence and are enjoyed by the few before the ordinary individual is aware of their existence.

At the third International Caravan Exhibition, which will open at Earls Court on September 20, everything that is newest in the whole caravan world will be seen displayed in a really brilliant setting.

Over 200 caravans, covering the whole range of size and design, will be shown against a background as natural and true to life as can be devised in an exhibition hall.

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On passing through the main entrance visitors will find themselves walking through a beautifully laid out garden filled with colourful blooms and shrubs, an environment by no means unusual in the location of caravans.

At the opposite end of the long aisle will be seen a village of shops in front of which a semi-circular parade is made by the presence of a large circular green lawn.

Between these two attractive features enclosing each end of the Hall will be the long lines of Stands upon which will be exhibited the vast varieties of caravans which are the very essence of the Exhibition.

The refinements and amenities of life are of as much interest and significance to caravan dwellers as to those whose domestic lives are spent in more permanent dwellings. Therefore, the Organisers of the Exhibition have enriched it with displays designed to implement all the most important aspects of home life.

At least three times a day visitors will be able to see a fashion show presented by Acrilan in the ample space in front of the Village of shops. The emphasis of design in the fashions shown will, naturally, be on casual wear. Formal wear is common to all of us.

In the Village Fanny and Johnnie Cradock, of Bon Viveur international fame, will give demonstrations of cooking particularly suitable both of substance and method to the caravan kitchen. Fanny and Johnnie Cradock's experience is really great and one will learn as much from them on the subject of the foods to buy when living in a caravan as concerning the art of making them nourishing and toothsome.

One of the most interesting features at the Exhibition will be that in which a caravan will be seen in various stages of construction. All day and every day throughout the duration of the Exhibition two caravans will be seen growing to completion under the handiwork of craftsmen.

A caravan similar to these will be offered as a prize to the winner in a competition which is open exclusively to visitors to the Exhibition. The value of this caravan, with some extra equipment, will be £500.

The National Caravan Council has issued special invitations to all Town Clerks and Deputy Town Clerks in the country to attend the Exhibition.



THE INTERNATIONAL CARAVAN EXHIBITION

ORGANISERS

THE NATIONAL CARAVAN COUNCIL
THE DAILY MAIL

ASSOCIATED NEWSPAPERS LTD NEW CARMELITE HOUSE LONDON EC4
EXHIBITION OFFICES: 12-15 BOUVERIE STREET LONDON EC4 FLEET STREET 6000

EARLS COURT
20TH-30TH SEPTEMBER 1961

OK.

Dear Sir,

A Press Preview of the International Caravan Exhibition will be held on Tuesday, 19th September, from 3 p.m. to 6 p.m. and I am happy to invite you to be present or represented and enclose two tickets which are valid for the Preview though yours may not bear this date through error.

There will be full facilities for press photographers at the Press Preview which will be limited to the hours arranged after which the Exhibition will close.

During the period of the Press Preview there will be a performance by Bon Viveur (Fanny and Johnnie Cradock) at which they will show, with delightful dexterity, how to cook quickly in keeping with the whole theme of caravan life. In The Village, there will be a Fashion Parade in which models will show a wide selection of casual wear suitable to outdoor life and a caravan will be seen in its early stages of construction with every detail visible to the visitors.

May I point out here that a certain amount of work will be in progress during the Preview as the Exhibition will not be completely finished at that time.

Journalists and photographers will be welcome throughout the Exhibition when press tickets and any other help may be obtained from Mr. Patrick Murphy, The Press Representative, and Mr. Ian McBride, P.R.O. of the National Caravan Council who will be in the Press Office at Earls Court.

Yours faithfully,


C. E. Pepple
Organiser

Sept 19.

DAILY MAIL.
THE EVENING NEWS.
WEEKEND.
DAILY SKETCH.
PHONE: FLEET STREET 6000.

Associated Newspapers
Limited.

CARMELITE HOUSE,
LONDON, E.C. 4.

PLEASE REPLY TO

DEPARTMENT

Miss Grace Field,
Pathé News,
Film House,
Wardour Street, W.1.

9th August 1961.

Dear Grace,

I thought you might be interested in some general information about this year's International Caravan Exhibition, organised by the "Daily Mail", which will take place at Earls Court from 20th to 30th September. The Press View will be from 3 to 6 pm on the 19th.

Amongst the highlights of the show are cookery demonstrations for caravanners by Fanny and John Cradock (the Bon Viveur team), and a Daily Mail Fashion Show of Caravan Casuals by Acrilan. The theme for the fashion display will be casual wear co-ordinates (the perfect capsule wardrobe for caravanning) for both men and women. The setting will be a colourful centre of a typical English village, with the mannequins parading on the 'village green'. There will be three shows daily - at 11.30 a.m., 3.45 pm and 7.15 pm. On Press Day it is at 3.30 pm only.

Also, Amstel will have a stand for foreign buyers who might require credit facilities of one kind or another, either to finance caravans or equipment pending sale, or to enable them to offer their customers, in turn, hire purchase or similar credit terms. This organisation, known as the Amstel Club, is a group of leading financial institutions (12 in Western Europe and one in the U.S.) who have entered into reciprocal agreements for the financing of imports and exports between their respective countries. The 13 members are Austria, Belgium, Denmark, France, Western Germany, Holland, Italy, Norway, Portugal, Sweden, Switzerland, the United States and the United Kingdom. The UK member is the United Dominions Trust.

Perhaps you will let me know if you require Press tickets for the Press View on the 19th September, or for subsequent days, and whether you are likely to be able to do anything in the newsreel.

be shown on the 19th as
Cover on Thursday inset
get it in Thursday morning
made up & dubbed on
Wednesday morning
but then we showed it
Yours sincerely,
MARY FINNEX
get be kits in subsequent
days in case we need
follow up
S. M. F.

DAILY MAIL.

THE EVENING NEWS.

WEEKEND.

DAILY SKETCH.

PHONE: FLEET STREET 6000.

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CARMELITE HOUSE,
LONDON, E. C. 4.

PLEASE REPLY TO

DEPARTMENT

Miss Taylor,
Miss Grace Field's Secretary,
Pathé News,
Film House,
Wardour Street,
W.l.

15th August 1961.

Sept 20

Dear Miss Taylor,

Further to my letter of 9th August and your telephone call, I have pleasure in enclosing, as requested, 8 tickets for the Caravan Show, which can be used either on the 19th or on any subsequent day. As you will see, however, they are not season tickets, but one-day passes.

I will forward the tickets for the Tennis as soon as they come to hand.

Kind regards,

Yours sincerely,

MARY FINNEY
FRANK COVEN'S OFFICE

HOWARD S. COTTON

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CAM/PAE

12th September, 1961.

Miss Grace Field,
News Editor,
Pathé News,
142, Wardour Street,
London, W.1.

Dear Miss Field,

Caravan Exhibition, Sept 19 (Press Day)

If you are covering this exhibition, Sam Cotton and I would be delighted if your boys could call at the Fairview Caravans stand from 3 p.m. onwards where we are trying something new in the way of presentation.

Fairview have five new models on show, and three of these are large, luxuriously appointed residential caravans with new features.

To show this off we are arranging for an evening dress dinner party scene, with two very attractive girls in party dress and two black-tie-and-dinner-jacketed gentlemen all set for cocktails and cuisine. We have had a non-publicised rehearsal of this and it looked good and photogenic. The largest caravan is 31ft long by 9ft 6" wide and 9ft 6" high, so there's plenty of room.

Anyway, we thought it a change from the bikini belles of yesteryear, and sincerely hope that the idea appeals to you. Sam and I will

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naturally give you all possible assistance.

Incidentally, hard newswise, Fairview have an export story (including a new tourer specially designed for the Continental market), a new caravan shape, and new features including a patented storm porch for residential caravans.

Yours sincerely,



C.A. Macartney
Deputy Managing Director

Associated Newspapers Limited.

DAILY MAIL.
THE EVENING NEWS.
WEEKEND.

DAILY SKETCH.

TELEPHONE: FLEET STREET 6000.

NORTHCLIFFE HOUSE,
LONDON, E. C. 4.

Miss Grace Field,
Pathé News,
Film House,
Wardour Street,
W.l.

14th September 1961.

Dear Grace,

I hope you had a good holiday, but no doubt, like me, have forgotten you ever had one after a short while back with your nose to the grindstone!

Further to my earlier correspondence and the 'phone confirmation from your end about your coverage of the Daily Mail International Caravan Exhibition next week, I thought I should let you know that on the Press View afternoon I shall have an office at Earls Court - ROOM 57 on the Mezzanine Floor (telephone FUL 1234) - should your cameramen wish to get in touch with me.

Actually if they do contact me just before the Press View begins at 3 p.m., I think I shall have some interesting information for them about various exhibits, things of note, etc., so it might be as well if they did pay me a visit.

If you would like tickets for yourself, or a few of your colleagues, to go along to the show, please let me know, and I will be happy to send them. I am, apart from the Press afternoon, as usual at FLE 6000.

Kind regards,

Yours sincerely,

MARY FINNEY

X-20801
Pat

GTC/DM

15th September, 1961.

Miss Mary Finney,
Associated Newspapers Limited,
Northcliffe House,
London, E.C.4.

Dear Mary,

Many thanks indeed for your letter regarding the International Caravan Exhibition next week. I am passing on the details you give to the cameraman.

Kind regards.

Yours sincerely,
ASSOCIATED BRITISH-PATHE LIMITED

GRACE FIELD
NEWS EDITOR
PATHE NEWS

I am will see you "hang on"
3% - - earlier if you like