

Tilbury House, Petty France, London, S.W.1. Telephone: Whitehall 6322 +

Reference: 199/25/11/5

Please note new number: ABBey 7080

Release Date: Immediate

INDUSTRIAL DESIGN EXHIBITION FOR SOUTHERN RHODESIA

An Invitation to Manufacturers

J. G. P.

A selective exhibition of current British industrial design will be one of the main features of the United Kingdom Pavilion at the Rhodes Centenary Celebrations at Bulawayo, Southern Rhodesia, in June, 1953, which will be visited by Queen Elizabeth, the Queen Mother.

The British Council has been invited by the Commonwealth Relations Office to stage this display, and has appointed an advisory panel which will supervise the selection of exhibits. The members of the panel are:-

Sir Colin Anderson

Sir Hugh Casson, R.D.I., F.R.I.B.A.

Lynton Lamb, F.S.I.A.

Herbert Read, D.S.O., M.C.

Gordon Russell, C.B.E., M.C., R.D.I.

The Lady Sempill, A.R.C.A.

Wyndham Goodden, O.B.E., has been appointed organizing secretary of the exhibition.

In preparing this exhibition the British Council will work in close collaboration with the Board of Trade and with the Council of Industrial Design.

At its first meeting the panel drew up a list of the main industries that it would like to see represented if space permits. The list includes:-

Textiles (fashion and furnishing)

Costume jewellery and accessories

Clocks and watches

Pottery

Glass

Cutlery

Mr. Slagg

Domestic hardware

Sports equipment

Luggage

Wallpapers and floor coverings

Furniture

Gramophones

Radios

Electric light fittings

The principal selection will be made from products that have been accepted by the Council of Industrial Design for "Design Review", the illustrated index of well-designed goods that is maintained at its headquarters. To ensure that the best current designs are not overlooked the two Councils urge manufacturers to submit as soon as possible (and not later than 13th December, since the exhibition must be designed and assembled for shipment by the end of January) evidence, by photograph or flat sample, of their latest and best work.

Submissions should be addressed to "Design Review", Council of Industrial Design, Tilbury House, Petty France, S.W. 1., including, for the purposes of this exhibition, products such as textiles and sports goods that are not normally invited for "Design Review".

Enquiries about the exhibition to Wyndham Goodden, O.B.E., The British Council, 2-6, Bainbridge Street, New Oxford Street, W.C. 1. Tel. LANgham 1005.

Handwritten signature

BULAWAYO ATTENDS OPENING DAY OF EXHIBITION IN FORCE

President Eisenhower to Send Envoy

GREETINGS FROM SIR WINSTON CHURCHILL

BULAWAYO evidently thought it only right that the opening day of the Central African Rhodes Centenary Exhibition should be predominantly attended by Bulawayo: on Saturday 14,400 people passed through the turnstiles.

In a broadcast statement just after the opening, Sir Ellis Robins, Chairman of the Exhibition Board, announced that President Eisenhower was sending a personal representative of Cabinet rank to attend the Exhibition, as a mark of America's gratitude for Rhodes Scholarships.

Sir Winston Churchill, Prime Minister of the United Kingdom, has sent the following telegram of congratulations to the Exhibition authorities:

"On behalf of Her Majesty's Government and the people in the United Kingdom, I send you our warmest greetings and best wishes for the success of the Exhibition. May the faith and vision which inspired Cecil Rhodes continue to guide the fortunes of the lands which are his legacy, and may the links of friendship and loyalty which unite our peoples grow ever closer with the passing years."

This telegram was read out over the internal communication system just before closing time on Saturday.

Though visitors were not numerous in the morning, by mid-afternoon the first great crowds filled the halls, pavilions, stands, rest gardens and restaurants.

The first official visitor through the main Selborne Avenue entrance was a Bulawayo schoolgirl, Freda Keet, 6 Gifford Avenue. In addition to being filmed and photographed more than ever in her life before, she received a big box of chocolates from Sir Ellis Robins, in charge of the turnstile for the occasion.

The simple ceremony was watched by Mr. F. L. Jonsson, General Manager of the Exhibition, Col. E. Maggs, chairman of the South African Tourist Bureau, the Mayor of Bulawayo, Col. Newman and the growing crowd outside the gate.

First through the lower Selborne Avenue gate was 13-year-old Gordon Ramsay, a pupil at Milton junior school. He received a box of chocolates from George Formby.

CHAIRMAN'S BROADCAST

In a broadcast statement made just after the opening, Sir Ellis, declaring the Exhibition open, said:

"The purpose and significance of this Exhibition are to celebrate the Centenary of our Founder and

to show the progress made in Rhodesia and in neighbouring countries during the past 60-odd years."

The 18 countries participating in the Festival had now been increased to 19 by the spontaneous desire of the United States of America to be included. Official confirmation of the coming of President Eisenhower's representative had been given by the Consul General, but it was not yet known who would come.

"Cecil Rhodes was our founder and our inspiration. To us has been entrusted the fulfilment of his plans. If this Exhibition can make another forward step in this progress it will have justified itself," said Sir Ellis.

Col. E. Maggs, Chairman of the South African Tourist Bureau, remarked that his first immediate impression of the Exhibition was that it would be a credit to any big city in the world.

There were two close ties between Rhodesia and South Africa. The tourist Corporation, of which he was chairman, was proud to see that so many of its visitors were from Central Africa. More important was the fact that South Africa shared Rhodes with Rhodesia because the greater part of his working life, in which the development of his mighty character took place, was spent in South Africa.

FRENCH RECEPTION

In the pavilion of Madagascar, La Reunion and L'Afrique Equatoriale Francaise, the consul for France, the Conte de Warren, and M. R. le Garreres, representing the Governor-General of Madagascar, entertained guests to tea and sundowners after a tour of the pavilion.

On Saturday night the Carousel Night Club was patronised by about 200 people. An excellent cabaret was presented.

Catering arrangements were not complete but when difficulties are overcome Bulawayo will have a first rate after-the-show rendezvous.

The Jubilee Choir, a group of Johannesburg non-European singers, will visit Bulawayo during the Exhibition. Most performances will be for Africans, but on Wednesday the Bulawayo City Council, which is meeting some of the cost, will consider a concert for Europeans.