

THE 1956 BRITISH INDUSTRIES FAIR

The British Industries Fair, Britain's biggest trade fair for home and overseas buyers, will be several fairs in one in 1956. Not only is the BIF being held at two different times of the year, but some of the trade sections are being organised as "fairs-within-the-Fair".

These big changes are the result of two post-war developments. Firstly, there has been increasing competition from a growing number of British "one-trade" fairs. Secondly, it has been found that May - the sole month in which previous BIFs have been held - is too late for the buyers of many consumer goods.

The first BIF in 1956 will be held at Earls Court in London from February 22 to March 2. It will be opened by Lady Eden, wife of the Prime Minister. The second BIF will be held at Olympia in London and Castle Bromwich in Birmingham simultaneously from April 23 to May 4.

The Olympia Fair will be opened by Mr. R.A. Butler, ^{Lord Privy Seal.} ~~Chancellor of the Exchequer.~~

X One of the most important results of the introduction of the February BIF is that the British Toy Fair, previously held at Brighton, will be staged at Earls Court as part of this BIF. With more than 200 exhibitors occupying 120,000 square feet of floor space, it will be one of the largest toy fairs in the world.

Other consumer goods on show at Earls Court, where 250,000 square feet will be occupied, will include brushware, chemists' supplies, glassware, fancy and leather goods, pottery, stationery, jewellery, cutlery, watches and clocks.

The April-May Fairs at Olympia and Castle Bromwich are mainly for engineering and technical equipment.

The engineering, hardware, building and heating sections will be at Castle Bromwich, Europe's biggest single-floor exhibition hall.

X At Olympia a revived chemical section will occupy 50,000 square feet of one of the three main exhibition halls, and will have a special decor and lay-out. This "fair-within-the-Fair" is sponsored by the Association of British Chemical Manufacturers, and the leading firms will make it fully representative of the British chemical industry.

Another self-contained exhibition will be made up by electrical and electronics sections, which will occupy the largest hall at Olympia. This will be the first time that the British electrical industry - hitherto exclusively represented at the Birmingham BIF - has appeared at the London Fair. An area of 100,000 square feet will be used to display a wide range of electrical products, from power station and industrial plant and equipment to lighting and domestic appliances.

The British Electrical and Allied Manufacturers' Association and other trade groups within the industry are supporting the new sections, together with many large electrical firms known throughout the world.

Electrical firms will also be exhibiting in Birmingham.

A major feature of the electrical section at Olympia will be the "Atoms for Britain" exhibition presented by the United Kingdom Atomic Energy Authority. This will be the first time that this exhibition, which created world-wide interest when originally staged at Geneva during the recent atom conference, has been seen in Britain. It covers 7,000 square feet and will show by means of models, films, diagrams and sample apparatus Britain's progress in harnessing nuclear power and in using atomic energy in industry, agriculture and medicine.

The display of electronics equipment is believed to be the first attempt to bring purely electronic exhibits together to form a section at a British trade fair. With electronic manufacture and research rapidly becoming an industry in itself, it is hoped that this electronics section will expand in the future.

Other technical products on show at Olympia, in addition to chemicals and electrical and electronic equipment, will include office appliances, printing, packaging and scientific instruments.

One section which will be absent from the 1956 BIF is that of textiles. At recent Fairs the section has not been fully representative of the industry, so it has been decided to concentrate instead on building it up into a large and comprehensive textile fair in 1957.

The 1956 BIF will be the 35th since the first was held in London in 1915. Since then there has been a BIF every year except from 1940 to 1946. The Birmingham section, which is organised by the Birmingham Chamber of Commerce, was started in 1920.

In 1954 the management of the London sections of the Fair was transferred from the Board of Trade, which had run the BIF in London since its inception, to British Industries Fair Ltd. The company had been formed on the recommendation of a Government committee.

The Government continues to assist the company in financing extensive publicity campaigns to attract buyers to the BIF from overseas. Press advertisements appear in 50 countries, and letters of invitation to the Fair are sent in nine languages to 120,000 trade buyers in 130 countries and territories overseas. BIF posters, showcards and leaflets are also distributed by British Government and commercial agencies in 400 towns and cities abroad.

Since 1947 more than 135,000 buyers from overseas, 800,000 from Britain and nearly a million of the general public have visited the Fair. More than 10,000 overseas buyers visited the single-date BIF in 1955, and it is confidently expected that many more buyers will attend the three 1956 Fairs held at two dates.

The changes in date are designed to suit both exhibitor and buyer alike, and will undoubtedly result in the continued growth of the BIF. Part of the expansion may result from existing trade shows joining the BIF while retaining their own identity. The important part that various trade associations have played in the staging of the 1956 Fair may well be a pointer to the future.

Whatever lies ahead, the purpose of the BIF remains the same - to promote trade, to develop contacts between British businessmen and their colleagues abroad and to show that the quality and value of British goods are unsurpassed throughout the world.

From the BIF Press Office

British Industries Fair Ltd.,
Ingersoll House, 9 Kingsway,
London W.C.2.

November 1955

Tel: COVent Garden 1461

BRITISH INDUSTRIES FAIR

Future

3RD BRITISH TOY FAIR

Earls Court, London

22nd February — 2nd March



Organizer T. V. THOMAS

Telephone: CHAncery 9158

President: A. E. BANGHAM
Chairman: A. KATZ
Director: H. E. BRYANT
Secretary: Miss. A. M. SIMPSON
M.A., OXON

BRITISH TOY MANUFACTURERS ASSOCIATION

Limited (by guarantee)
93-94 HATTON GARDEN,
LONDON, E.C.1

THIRD BRITISH TOY FAIR, 1956.

The British Toy Fair, which was organized successfully by the British Toy Manufacturers at Brighton, Sussex in 1954 and 1955 will move to London in 1956 where it will form the Toy Section of the British Industries Fair. This will be held from February 22nd to March 2nd at Earls Court.

The 50,000 square feet of actual stand space which the British Toy Manufacturers Association, organizers of the Toy Fair, agreed to take has been exceeded already by the requirements of the applicants, and the B.I.F. have been presented with a request for additional accommodation. New entries are being received by each post and the organizers are making every endeavour to provide space for all the firms who wish to exhibit at this great display of British toys.

There is every indication that the British Toy Fair will provide the largest exhibition of toys ever to be seen at a British Industries Fair.

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PRESS PREVIEW

21st February 1956

P A R K L A N E T O Y F A I R

PARK LANE HOUSE

45 Park Lane, London.W.1.

February 22nd - March 2nd.

DAILY EVENTS

OPENING (to Trade only).... 10.a.m.
22nd February

INTERNATIONAL CHILDREN'S
TEA PARTY..... 5 to 6.30 p.m.
23rd February

(Our guests will be an international
group of children from High Commissioners'
Offices and Embassies in London.)

INTERNATIONAL DAY..... Cocktails
5.30 to 7.30 p.m.
27th February

(Our guests will be Trade and Commercial
Attaches from High Commissioners' Offices
and Embassies in London)

PRESS REPRESENTATIVES WILL, OF COURSE, BE WELCOME
ON ANY DAY OF THE FAIR.

This is the biggest exhibition of toys ever held by one firm in Britain.

It is staged by the Lines Bros. Group of Companies (the largest toy manufacturers in the world) which represents approximately one third of the toy industry in Great Britain.

The Group decided to hold an exhibition apart from the B.I.F. because they believe that by doing so they can provide a better service for their home and overseas buyers.

The Park Lane Toy Fair will incorporate over 2,000 items from the 3,000 different types of toys produced by Lines Bros., ranging from an electric 6 m.p.h. racing car costing £105 to the world's smallest mechanical toys - the push-and-go Minics at 9d. each.

A few examples of new models, in which realism is the keynote, are:

Radio-controlled toys;

Dolls with skin (called "magic flesh") and hair which can be washed and waved, like human's;

Cars of all types and imitation motor scooters;

New ideas in their electric railways;

Dolls' house vacuum cleaners and washing machines that really work like mummy's.

Model aeroplanes made for the first time completely from metal;

New models in inflatable toys, from swimming swans to garden pools;

In the Minic range of toys is the whole adult world of transport in perfect miniature as well as such amusing novelties as the elephant which will squirt water with its trunk;

The electrically propelled racing car with forward and reverse gears, the focal point of the show;

New Radar vans, diesel locos and London taxis in the push-and-go series,

And one space feature - a 2-inch long space ship with a flying saucer attachment which whizzes to the ceiling as the ship travels over the carpet!

(NOTE: There are only two space toys in the Lines Bros. range of 3,000 toys, because: "So far no father flies into space and children want what grown-ups have!")

The Group, which has taken two floors of Park Lane House covering 8,000 square feet for its exhibition, consists of 13 companies - in Belfast, Merthyr Tydfil, Birmingham, Margate, London, Richmond, and overseas in Canada, New Zealand, Australia South Africa and the United States of America.

It employs 15,000 people, 5,000 of whom work at the H.Q. Factory at Merton, S.W.19.

An idea of the vastness of the organisation can be obtained from the following figures regarding consumption of different commodities and the production of a few of their range of toys:-

<u>Commodities Consumed</u>	<u>Weekly</u>	<u>Annually</u>
Raw Plastic Powder	750 tons	39,000 tons
Paint (104,000 gallons are produced each year by the Lines Bros. Paint factory)	6,000 galls	312,000 galls.
Steel	(approx) 500 tons	25,000 tons
Timber		1,000 standards
Plywood and Hardwood		3,000,000 sq.ft.
Gear Wheels	1,150,000	62,500,000
Minic Mechanical Toys (a range of over 200)	200,000	10,400,000
Dolls	100,000	5,200,000
Dolls' Houses	250	13,000
Wheels (of all sizes) approx.	2,000,000	100,000,000
Tricycles, scooters, toy motor cars (each)	5,000	260,000
Metal Rocking Horses	5,000	260,000
Wooden Rocking Horses	10	520

The factory employs modern mass production methods - conveyor belts, etc.

It is a family business. The Lines have been making toys for over 100 years.

Since the end of the war the Group has achieved more than £15,000,000 of exports, a large proportion of which have been to dollar countries.

With Compliments:

Howard S. Cotton Ltd.,
88/92 Rochester Row,
London.S.W.1.

VICTORIA 3753/4.

Toy Fair

Take - Model Parlors

Model Washing Machine

Model ~~Washing~~ ^{VACUUM} Clean (books)

- Dolls (hair washing)

Dolls Room - milk haul

- Parlors - ?

Model for Mrs. Metcalf

Baby Machine

Dolls

Trains

How can I 12.00

make expense Toy

Reinforced Parlor
Tank

(Wednesday)

Prof. 9.15 am

Norman R. Letter Vents

Toy Fair at Park Lane House
3 pm

Vents for lighting

Thursday

Dinner of Kent at Mrs. Cat
shows on with children party from
Embassy

Thursday 23rd

Group of International Children from Embassy
have Tea party at Toys