

Although the British Industries Fair first removed the shutters from Britain's shop windows forty years ago, it was not until 1955 that it had what is known as an official opening. Admiral Earl Mountbatten of Burma accepted the invitation to come to London's famous Olympia, accompanied by Countess Mountbatten, to perform that important ceremony. [^] This was the first public function undertaken by Earl Mountbatten since he took up his appointment as First Sea Lord. [^] Apart from his naval service, the Admiral has travelled extensively; and his knowledge of many parts of the world made him a particularly suitable choice for the occasion.

After the official ceremony, the Earl and Countess made a comprehensive tour of the Fair. And theirs was not merely the conventional "walk-round." They wanted to see everything --- and they wanted to know something about everything they saw.

In the British Clock and Watch Industry, it is obvious that the products of our machine-age, can challenge comparison with the ingenious workmanship of the craftsmen of days gone by. Here's a comparison between the old pendulum clock --- and the new Floating Balance Suspension that works from all angles.

Here's the smallest wrist-watch --- compared with a penny.

The London end of the British Industries Fair, concentrates to a large extent on household needs; heavy engineering is mainly left to Birmingham; but there's an important amount of space devoted to rolling stock.

It's a far cry from the early days, when "plastics" often meant some particularly hideous kind of butter-dish. To-day, plastics fulfil an amazing variety of needs --- and there's even a Mystic Plastic, that can be blown up like a balloon and moulded into any ~~xt~~ sort of shape you ~~want~~ like.

Now let's see --- what shall we look for next? Textiles --- they're always in the news..... made up at a price you can afford, into a style you can't afford to be without. There's something here that's sure to appeal to foreign buyers --- or, come to that, even a home salesman. Isn't she sweet? Telephone? Dial

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PERHAPS

~~In case~~ by now you need a change from the industrious world where things are made --⁵⁰ here we are at the Rank Exhibition of a modern cinema --- the pleasant world of make-believe. Under the familiar sign --- here are some of the audiences that went in on opening day, to have a load of ~~ENNS~~ everyday care taken from their shoulders, and take the weight off their feet. Earl and Countess Mountbatten are enthusiastic patrons of the cinema; and before going in they met some of the attendant stars --- Peggy Cummins, Brenda de Banzie and David Knight.

In case you've never penetrated behind that little glass window high up at the back of the auditorium --- this is what goes on in the well-equipped projection-room of your cinema; the magic box that unspools the little strips of celluloid; to give you romance --- and thrills --- and the glamour of a world that is larger than life and not nearly so expensive.

Here you get a glimpse, too, of what goes on in the studios when the pictures are being made. And, in addition to the screening of films, there is a live programme, televised from another part of London. Yes --- ~~the picture things connected with every corner of~~ Britain's prospering industries are here to be seen at the B.I.F. Buyers have come to London from all corners of the world; and on every side, we hear that orders are coming in --- ~~in a steady stream~~ ~~activity~~ For home --- and for export --- the British Industries Fair, shows that British Goods are Best.