

SB. 2311.

B.I.F.

24th Feb. 1956

London: Royal encouragement for the vital export drive, when the Duchess of Kent and her daughter visited the British Industries Fair, at Earl's Court.

For the first time in its long history, the Fair is being staged in two instalments, and incorporates the British Toy Fair - a reminder that we are one of the world's biggest <sup>TOY</sup> exporters.

Princess Alexandra was interested in another branch of <sup>OUR</sup> industry that has ~~sk~~ ticked up record progress - the manufacture of clocks and watches.

Famous for its Royal Hallmark of quality, ~~Crown Derby~~ Crown Derby China is ~~DESTINED~~ <sup>TYPICAL OF THE FINEST IN BRITISH CRAFTSMANSHIP.</sup> destined for the ~~Mass~~ East.

<sup>AN ENCOURAGING</sup> ~~A heartening~~ industrial shop-window, <sup>AS WE RENEW</sup> ~~to support~~ our efforts to capture world markets.

Meanwhile, at Hurn, the doors open on an export success-story; another Vickers "Viscount" is ready - to maintain growing prestige on the skyways of the world.

The Production Line adds to the international fame of a great British aviation triumph. For the famous turbo-prop airliner (the first of its kind in the world) is on order <sup>in</sup> ~~for~~ sixteen countries.

To ensure prompt delivery, <sup>so vital</sup> ~~(a vital aspect)~~ in these days of all-out competition, the factory has two production-lines. One of these is entirely occupied by orders for an American airline - making the Viscount one of our biggest dollar-earners.

~~While already, the plane's operational record in the United States testifies that Britain really can "deliver the goods."~~

~~And now comes news that a further eleven~~

And now comes news that a further eleven Viscounts have been <sup>ordered</sup> ~~ordered~~ by the Canadian company that pioneered the airliner <sup>in North America.</sup> ~~in North America.~~