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BRITAIN HAS MADE IT

Here is your front-seat view of the exhibition which shows the world Britain Can Make It. This is the Hall of Fashion - and if it is filled with things you can't buy - well, at least there's the consolation they'll soon be in British shops with a ticket marked "Not for Export."

To open the Exhibition at the Victoria and Albert Museum come the King and Queen. With their Majesties were Mr. and Mrs. Attlee and Sir Stafford Cripps. For austerity-Stafford, so many luxuries must have been quite a headache.

And here is the King's formal opening of the Exhibition.

SPEECH

Said His Majesty, "British design must be a hall mark of pre-eminence in the eyes of the world." Assembled here are the models that will put that Hallmark back in its old place in the world's markets. In the future, when you say "Mind my bike," you'll mean something like this.

The Queen showed keen interest in plastics. Milady's shoes of tomorrow are made from Aircraft Turrets.

Most attention went to the lavish display of toys. Taking over from what was once almost a German monopoly, Britain's toy makers will meet the world's future buyers at the nursery stage.

And if you want music, you pick your spot and plug in on the wall radio.

Here's where you come right into the picture. Take a look, with the Queen, at every woman's dream. A kitchen that's convenient, clean, gadget-filled and easy to work in. You don't believe it? Well, this one really is a dream - and when you see one in your house, you can wake up.

On our new shop-window, the world looks down. Britain Has Made It.