

BRITISH INDUSTRIES FAIR

3. 5. 54

PRESS NOTICE

BIF/6/54

BRITAIN'S ORIGINAL JET ENGINE ON DISPLAY

HISTORIC RELIC FOR BIF

Britain's first aero jet engine, historic relic and pioneer of a revolutionary era in aviation, will occupy an honoured place in Olympia at the 1954 British Industries Fair to be held from the 3rd to 14th May.

The engine, known as WU, will be displayed on the Patent Office stand in the Grand Hall, having been loaned by its owners, Power Jets (Research and Development) Ltd., a Government-owned company which succeeded the private firm, Power Jets Ltd., who were the original designers of Whittle engines. The Patent Office regard the engine as "a shining example of British inventive genius".

WU was built for Power Jets by the British Thomson Houston Co. at Rugby and its birth has an interesting connection with the BIF. It was at the 1936 Fair that Flight Lieutenant (now Air Commodore Sir Frank) Whittle toured the stands seeking assistance in the solution of combustion problems he was meeting in his efforts to develop the world's first aero gas turbine engine. How, 18 years later, the result of these early efforts form a proud and unique feature of the Fair.

The engine on view is actually the last of three designs which had much in common and incorporated many of the self-same components. Testing of the original design ceased in April, 1937, through lack of funds for reconstruction.

Pre-War Tests too Hazardous

Testing of the re-built form was considered by its builders to be too hazardous for the Rugby factory and operations were transferred to a disused foundry at Lutterworth, known as Ladywood Works and rented to Power Jets by B.T.H.

Serious turbine failure brought the second series of tests to an end in April, 1938, and many of the old parts were incorporated in the third version in which the external appearance of the engine had evolved to a pattern now familiar all over the world.

In this final form WU first ran in October, 1938, and an immense amount of knowledge and experience was gained with it during the next two years, until the engine was finally wrecked by turbine failure in February, 1941. By this time the valuable prototype was no longer the only one of its kind and progress was continued under Government contract on engines of later design.

Evidence of Honourable Wreckage

Visitors to the Fair will see WU as it was after its final wrecking, the damaged turbine disc and sadly mis-shapen blades being clearly visible to those who peer between the combustion chambers.

Besides their continued ownership of the Whittle and other patents the present Company operates a consultancy service on the use and application of gas turbines, and also a School of Gas Turbine Technology, both at Farnborough, Hampshire. World-wide interest in the school is emphasised by the fact that a recent international course was attended by students of eighteen different nationalities.

NOTE TO EDITORS: "News Leads", a document giving preliminary information about exhibitors and the products they propose to show at the 1954 BIF, is available for distribution. The references are classified under trade groupings in alphabetical order. As a limited number only is available, those interested are invited to write, or telephone CHAncery 4411, extension 844.

Brief paragraphs on over 300 items of household interest and a selection of photographs of exhibits can also be obtained at BIF Press Office.

BIF Press Office,
Lacon House,
Theobalds Road,
London, W.C.1.

March, 1954.

BRITISH INDUSTRIES FAIR

PRESS NOTICE.

3rd-14th May

BIF/11/54

LONDON AND BIRMINGHAM PLANS

The 33rd British Industries Fair will open simultaneously at Earls Court and Olympia, London, and at Castle Bromwich, Birmingham, on Monday, 3rd May. It will be open each day, except Sunday, until Friday, 14th May, at 4 p.m.

Home and overseas buyers will be admitted to the Fair daily from 9.30 a.m. to 6 p.m. (4 p.m. on the closing day), and it is open to the public at all centres from 2 p.m. daily and all day on Saturday, 8th May, at a charge of 2s. 6d.

Thirty Trade Sections

The locations of the various trade sections this year is as follows:

Earls Court: Commonwealth; Foodstuffs, Beverages and Tobacco; Footwear; Furniture and Furnishings; General, Transport and Sales Services; Prefabricated Buildings; Suction Cleaners; Textiles and Clothing.

Olympia: Amusement Equipment; Boats and Small Craft; Brushware; Caravans; Chemists' Supplies; Fancy and Leather Goods; General, Transport and Sales Services; Jewellery, Silverware, Cutlery, Clocks and Watches; Musical Instruments; Office Appliances; Organs; Packaging and Printing Machinery; Paper, Stationery and Printing; Pottery and Glassware; Scientific and Optical Instruments; Sports Goods; Toys, Games and Baby Carriages.

Castle Bromwich: Building and Heating; Electrical and Electronics; Engineering; Hardware; Outdoor Section.

In addition there will be two special features in London devoted to the contributions of British industry to exploration - Everest Court, situated in Earls Court; and Greenland Court, featuring the two-year British expedition to the ice-cap, in the Grand Hall at Olympia.

Travel and Facilities

British Railways will again be running special trains to Castle Bromwich from Euston and Manchester (Mayfield), and Olley Air Service, Ltd., are organizing a daily air service from Croydon Airport direct to Castle Bromwich airfield. There will be a service of special coaches operating continuously and free of charge to buyers and exhibitors between Earls Court and Olympia in London.

For the service of foreign visitors the Overseas Buyers' Clubs will again offer a large variety of facilities and amenities at each centre of the Fair. At all three buildings there will also be Exhibitors' Clubs providing facilities and light refreshments.

Copies of the final editions of the Fair catalogues - separate publications for London and Birmingham - will be available at 2s. 6d. each. They include floor plans, and are indexed in various languages for foreign visitors.

B.I.F. Press Office,
Lacon House,
Theobalds Road,
London, W.C. 1.

April, 1954.

INFORMATION FOR EDITORS

BIF/11/54

PRESS ARRANGEMENTS

The Press and Publicity Offices for the British Industries Fair, London, will transfer from the Board of Trade, Lacon House, Theobalds Road, W.C.1., to Olympia and Earls Court on Monday, 26th April. Those at Castle Bromwich, Birmingham, will be established on the same date. All Press inquiries from then onwards should be addressed to the following officials at those centres:

	<u>Press Officer</u>	<u>Assistant</u>
Olympia (FULham 3377):	Mr. J.C.D. Dodds	Mr. H.V. Wilson
Earls Court (FULham 1234):	Mr. W.E. Sloan	Mr. C.F. Barry
Castle Bromwich (Birmingham Fair 6):	Mr. E.C. Leach	Mr. J.L. Beaven

At Olympia the Press Office will be in its usual position beside the Addison Road entrance, and at Earls Court it will be again on the First Floor by the Warwick Road entrance. The Press Office at Castle Bromwich will be in the Administrative Block adjoining the Electrical Section.

Olympia "At Home" on Thursday next

Editors are asked to note that the BIF, London, will be "At Home" to Press representatives at Olympia on 29th April, the Thursday before opening day, from 11 a.m. to 1 p.m. and from 4.30. to 6 p.m. Although this will not be an official preview, as many stands will still be in course of erection, newspapers and magazines will thus be given an opportunity of acquainting themselves with arrangements for Press servicing during the Fair and of meeting administrative publicity and press officials for both Olympia and Earls Court. Inspection may be made of final preparations at Olympia. Refreshments will be available for those attending in the Press suite.

Birmingham Preview on Friday.

The annual Press Preview at Castle Bromwich, Birmingham, will be held on Friday, 30th April. Once again a special train will be available for London journalists, leaving Euston at 9 a.m. For last-minute applications a limited number of tickets will be available at the train, on production of professional cards. The party will assemble in the Dudley Suite at Castle Bromwich at 11.20 a.m. where a short address will be given by the Chairman of the Birmingham BIF Committee, Mr. A.B. Waring. During the afternoon there will be an inspection of the Fair during its final preparations. A buffet luncheon and tea will be served. The special London train returns at 4.15 p.m. arriving at Euston at 6.50 p.m.

Badges available at all Centres.

During the Fair press badges of admission to all three sections will be issued at any one building at any time on application at the Press Office and by presentation of a professional card. Pressmen visiting Castle Bromwich without badges are requested to pay the normal admission fee, which will be refunded to them on arrival at the Press Office.

The Press Offices at each building are provided with telephones, writing desks, reference material, a service of up-to-the-minute information and other facilities for journalists.

Prints of photographs of exhibits and day-to-day events at the Fair will be displayed in the Press Offices and copies can be obtained for publication.