

BRITISH FOOD FAIR - OLYMPIA - SEPTEMBER 7 - 18.

Reporting from Olympia

I have organised a Press Office down here and I now find myself in the midst of the birth of a fabulous city. From the bare floor spaces, the galleries, the arches - which go to make up the exhibition ground which is Olympia - spring stands, strange shapes, whole villages.

The concrete floors have known drills and breakers to pave the way for the essential services; cables and pipes are being laid - hundreds of feet of them - to bring water, gas, electricity and telephones to the stands and features.

As I write this the four sails of the giant windmill are being hoisted into position, one after another. The balance of these sails has to be calculated with almost the same accuracy as that of a suspension bridge. But don't let us lose our sense of proportion. Apart from giving pleasure to visitors we don't think this windmill will really serve as useful a purpose as, say, the span over the River Forth.

Down in the Annex the necessary plant is being installed to freeze the "Frost Fair". But wherever I am there are men about me all the time working away with ropes, pullies, cradles, scaffolding, paints - until suddenly there is a complete hush: they have all gone to tea.

Platforms are being carpeted under each stand, and elaborate facias are being heaved up into position atop of white poles. The soft yet forceful predominating colours which make up the decor of the Fair are beginning to be felt - the amazing red which is neither terra-cotta, tomato nor the delicate pink of

smoked salmon, the restful blue and astringent acid yellow. The murals are already in place against the vast West End arc, a backcloth is being lowered gingerly to complete only one portion of the illusion. Along the sides of the Grand Hall great yellow struts are being made ready to support individual decorative plaques - all part of the general scheme of decoration. Months of thought, planning and organising are at last nearing fruition - the finishing stretch has now been reached.

Touring round the rapidly growing Food Fair - downstairs, upstairs, I see the "Iron Curtain" countries' stands beginning to take shape. Extra security guards have been demanded from one of these countries - which suggests some pretty valuable produce. From Poland I have met the tallest Pole in captivity - or so I would believe. The gentleman in question must be nearly seven feet in height, and he responsible for the design and construction of his Government's exhibit.

The "International Kitchen" feature is due to go up shortly. These eighteen separate kitchens have been built on a prefabricated basis - as indeed is so much of this exhibition - outside Olympia. Then the Kent and Essex Farmers' Unions are making their final arrangements for the shuttle service by lorry between their packing depots and their lively exhibit at the Fair, thus ensuring a constant supply of garden-fresh produce.

In the space allotted to the cinema final preparations are being made. The Puppet Theatre will be erected this week, piece by piece. The tank for "Tiddler's Town" will be filled and the fishes will be able to try out their under-water home, go

shopping or go to church. "Tiddler's Town" is a bit of a misnomer as the fish won't be all that small - to me a tiddler is something brought home in a jam jar by the young - but nevertheless it should be gay.

To me it is all very fascinating and I could wander around Olympia for ages.

A FEW REMINDERS.

There will be a PRESS PREVIEW ON SEPTEMBER 6.

We calculate that at least two million free tasting samples will be given away.

Over five acres of food, machinery and appliances allied to food.

The first ration-free show of its kind.

The first time the U.S.S.R., and other "Iron Curtain" countries have really shown us their wares - and invited us to taste them.

Over one hundred and fifty leading British manufacturers will be likewise showing their goods, many with equal invitations to taste, try and buy.

Argentina, France, Italy, Spain, Australia, New Zealand, Denmark, Holland, Kenya are amongst the overseas countries which will be represented at the Fair.

Any amount of firms will be organising competitions.

Even more firms will be demonstrating, and famous culinary personalities - Philip Harben, Marguerite Patten, Helen Burke, and so on - will be at the Fair to talk to visitors, to demonstrate and advise.

A cake weighing over 600 pounds, which will go to a childrens' hospital at the termination of the Fair.

Machinery, gadgets, mechanical devices, animated features on stands, kitchen equipment, cookers for the blind.

TO ENTERTAIN THE QUEUE.

It is inevitable that quoues must form to buy their tickets before passing through the turnstiles. To help them pass the time away we have laid on a barrel organ which will be manned by a group of charming young men - all students. They will be provided each day with tit-bits to offer the public - to stay the pangs of hunger.

Some of the boys have interesting backgrounds: one has just left Harrow, where he was head boy, and is en route for Oxford where he will study Modern Languages. He is nineteen and owns a vintage Morris Cowley - 1931. Another is reading Economics and Philosophy at London University College. To help along his finances he has been doorman at the Old Vic, and is doing doorman work now. A third, in his late twenties, was a Pilot Officer in the R.A.F., and is now studying Science at Christ College, Cambridge.

Issued with compliments by Elizabeth O'Shea.

(Please note that until the termination of the Fair my telephone number is: FUtham 1426 or 1427.)

Jessica H. Maxted Limited

FIELD HOUSE, BREAMS BUILDINGS, LONDON, E.C.4. CHANCERY 9557

BRITISH FOOD FAIR

OLYMPIA

7th to 18th September, 1954

BENSORP, N.V. - BUSSUM, HOLLAND

The House of Bendorp, under the patronage of the House of Orange, was founded when a pot of powdered chocolate was made to order, and, of course, was made by hand.

Gerard Bendorp of Amsterdam, who founded the Company in 1840, was a great epicure and a great traveller. He toured Europe - France, Germany, Austria and Italy - delving into the culinary recipes of the country. In particular, he was interested in recipes that gave him the perfect ingredients for both drinking and eating chocolate.

His endeavours met with tremendous success, and so, in 1883, he erected a large new factory in Bussum, employing over 250 workers.

His products achieved world fame and so, in 1891, he again had to enlarge his factory.

America became chocolate-drinking conscious, and in 1890 he opened his first New York office.

Since which time the House of Bendorp have opened factories in South Africa, America, Austria, Germany and Italy.

For the discriminating, sweet-toothed person, they are world renowned for their Croquettes, Barkies, Napolitans, Assorted Chocolates, Assorted Shapes, bars and tablets. For the baker and confectioner, they make the most interesting figures and cake decorations; also their chocolate vermicelli in milk and plain flavours. The clever housewife is also conversant with the vermicelli.

Their Cherry Liqueur Bonbons are a fitting finish to a dinner prepared with love, and a knowledge of haute cuisine.

The Bendorp Stand at this year's Food Fair will be built in the style of a Dutch Barn - a Dutch Barn in the most contemporary manner. This will attract the eye, not only of those who appreciate the best in chocolate, but also those who admire first-class presentation of products.

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BRITISH FOOD FAIR

OLYMPIA

Sept to 18th September, 1954

CHOCCLAT-MENIER

LONDON PARIS NEW YORK

The premier French chocolate house, Chocolat-Menier, was established in 1716, and is still operating in one of the largest factories in France at Noisel, a suburb of Paris, privately owned by Mon. Hubert and Mon. Antoine Menier, direct descendants of the original founders.

Since the days when Madame Du Barry made a discreet but delicious cup of Chocolat-Menier for Louis XV, their Chocolate Powder and Cooking Chocolate has been internationally used by the restaurateurs, chefs, bakers, confectioners - and, of course, the housewife.

All the Chocolat-Menier products, both cooking and eating chocolate, are pure, no substitutes whatsoever being used, and made specially under French secret recipes.

The Menier family have always been very Pro-British, and in 1940, established a factory in London where they manufactured their products similar in quality and packing to the Parent Company in Paris. In 1945 the factory was 'blitzed' and a building was obtained in the town of Biggleswade, where Menier products are now produced.

This year their Exhibition Stand will take the form of a gay sun-trap courtyard, lined with decorative boutiques. Pretty girls dressed in colourful costume will be in attendance to wait on the customers.

A.

CLEANER FOOD FOR THE TROOPS

War Office Instals Special Sieving Machines
in Army Bakeries

In the interests of hygiene in army bread supplies, the War Office has purchased, through the Ministry of Supply, 25 special automatic sieving machines of unique design, made by a British company, Russell Constructions Ltd.

These Russell sieving machines, recently awarded the certificate of the Royal Institute of Public Health and Hygiene, offer the highest standard of flour purification in the world. They work upon a different principle from the ordinary sieve. Instead of shaking the flour with a to-and-fro movement, they give the material a rotary motion, which passes the grains more easily and quickly through the mesh. In consequence, they permit the use of a sieve with a mesh nearly four times as fine as that normally employed in bakeries. This finer mesh traps all the impurities the flour might contain, not only bits of string or metal from the flour bags, but even the minute weevils which can develop in stored flour.

SWORDS INTO PLOUGHSHARES

That the army should be using Russell sieving machines for peaceful purposes is all the more interesting because

A.

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these machines were originally developed to aid the national war effort in a much more belligerent capacity. At a critical stage in the war, they helped to relieve an acute shortage of explosive. This was tracer bullet powder, which could not be produced in the required quantities because of the risks involved in sifting it by the orthodox methods. The Ministry of Supply had heard of a new sieving machine designed by Mr. Justin Hurst, Managing Director of Russell Constructions Ltd., and asked him to adapt it to the handling of explosives. Within a few weeks he made the necessary modifications, and soon his machines were producing all the tracer bullet powder needed for the air defence of Britain.

For any further particulars, please write or telephone W.J. Pizzey, Russell Constructions Ltd., 8 Adam Street, W.C.2. Temple Bar 0057. (On duty up to 9 p.m. on May 12th to supply last minute press information).

B.

NEW SIEVING METHOD FOR ARMY BAKERIES

Gyratory Machines Introduce Improved Efficiency
and Purity Standard

On behalf of the War Office the Ministry of Supply has purchased 25 Russell Gyratory Sieving Machines from Russell Constructions Ltd., Adam Street, Adelphi, W.C.2. These machines are being installed in army bakeries for sieving flour. The reason for the purchase is two-fold: Russell machines save time by their remarkably large throughput, and ensure a standard of hygiene which is the highest in the world.

The exclusive characteristic of Russell sieving machines is the gyratory motion which they impart to the material that is being processed. This motion is achieved through an out of balance flywheel rotating in a horizontal plane. It results in an easier passage of the particles through the mesh and permits the user to fit a thirty-mesh sieve instead of the eight-mesh used with the shaker type of screen, which removes not only inorganic impurities, such as fragments of string and metal from the flour, but also weevils which are liable to develop in stored flour. The Russell sieving machine has recently been awarded the certificate of the Royal Institute of Public Health and Hygiene.

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There is an interesting war time story behind this peace time use of Russell sieving machines by the army. These machines played a dramatic part on active service. The Royal Ordnance Factories were having difficulty with the sieving of tracer bullet powder. It was too highly explosive for processing on a shaker screen, and the hand methods in use were too slow for defence needs. The Ministry of Supply had heard of the sieving machine designed by Mr. Justin Hurst, Managing Director of Russell Constructions Ltd., and asked him if he could adapt it to the safe screening of explosives. He made the necessary modifications within a few weeks, the Royal Ordnance Factories installed hundreds of his machines, and they were soon producing all the tracer bullet powder needed for the Air Defence of Britain.

Russell Gyrotory Sieving Machines are now being used in dozens of industries. They are helping to produce smoother chocolate, more closely textured paints, fine powders and pastes for the toilet and pharmaceutical trades, powdered metals and plastics with exceptional uniformity of particle size, and ingredients of remarkable purity for paper manufacture. Certain substances which had been impossible to screen are now being handled successfully by these versatile machines.

Photographs and further particulars are available from W.J. Pizzey, 8 Adam Street, W.C.2. Temple Bar 0057. (On duty up to 9 p.m. on May 12th).

P R E S S I N F O R M A T I O N

18. Nov. 1954

In the year 2600 B.C. an artist in the Middle Kingdom of Egypt was commissioned to carve a picture on the tomb of the lately deceased King Khefre Ankh. He chose as his subject a contemporary scene in the cornfields showing the grain being cut, stacked, separated and sieved. In the British Museum today there can be seen a sieve similar to the one the artist depicted, cunningly fashioned from basket-work and papyrus fibre, and it is interesting to note that over four thousand years later, we are still using in our gardens sieves practically identical in design. Even in industry, until the second World War, sieving had progressed but little. True the process had been mechanised, but the basic principle was the same - and there was more than a family likeness between the 'primitive' Egyptian sieve and the shaker-screen of modern times. The story of the revolutionising of sieving techniques after over four centuries, during which there had been practically no major advances, is a fascinating one, and it is a grim commentary on our civilisation that it might never have happened if it had not been for a major world war.

During the Battle of Britain, the Royal Ordnance Factories were having some difficulty with the sieving of tracer bullet powder. It was too highly explosive for processing on the normal shaker-screen and the hand methods used were too slow for defence needs. The Ministry of Supply heard of work being done in this field by Mr. Justin Hurst, Managing Director of RUSSELL CONSTRUCTIONS LTD., and asked him if his machine could be adapted to the safe screening of explosives. The necessary modifications were made, and Russell sieving machines

were soon handling all the tracer bullet powder needed for the Royal Air Force!

The exclusive characteristic of Russell sieving machines is the gyratory motion which they impart to the material being processed. This motion is achieved through an out of balance flywheel rotating in a horizontal plane. It results in an easier passage of the particles through the sieve and permits the user to fit a much finer mesh than can be used with the shaker-screen type. The advantages of this finer screening have been emphasised by the award of the Certificate of the Royal Institute of Public Health and Hygiene to the machine, and the fact that they are to be installed by the Ministry of Supply on behalf of the War Office in army bakeries. The model chosen is the headline-making "CASCADE", with its three superimposed screens and unique system for the continuous discharge of oversize particles. Particularly suited to the food industry, the "CASCADE" is capable of very large outputs and because of the very fine mesh is readily adapted to the stringent requirements of modern hygiene.

Russell Constructions Ltd., will be exhibiting at the British Food Fair to be held at Olympia in September. Members of their technical staff will be on stand 103, and will be pleased to give advice on any problems in connection with sieving in the Food Industry. Photographs and technical data can be obtained from the General Sales Manager, W.J. Pizzey Esq., Russell Constructions Ltd., Russell House, Adam Street, Adelphi, London, W.C.2.
Telephone Number: TEMple Bar 0055/6/7/8/9.
Telegrams: Russellcon, Rand. London.
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