

Sidney-Barton Limited

FIELD HOUSE, 15-25 BREAMS BUILDINGS, LONDON, E.C.4

CHANCERY 9551

SCHOOLBOY'S EXHIBITION FOR 1955

1,500,000 VISITOR

SINCE WAR

TRADITIONAL NEW YEAR'S SHOW

First staged 28 years ago, the Schoolboy's Own Exhibition for 1955, at the Horticultural Halls, Westminster, S.W.1. (from 31st December to 13th January) has become one of the traditional annual New Year entertainments for children, along with pantomimes and circuses.

Its popularity is shown by the attendance figures which, this year, will reach over 1,500,000 since the Exhibition was re-opened in 1947, after being closed during the war.

It was first conceived as a means of helping boys to decide on a career, and behind all the fun and gaiety, that issue is still paramount, with the Services and nationalised and private industry offering careers at sea, on land and in the air.

TWELVE SECTIONS

The show is divided, roughly, into twelve sections, as follows:-

The Services	Nationalised Industry
General Industry	Agriculture
Educational	Youth Organisations
Road Safety	Publishing
Toy Industry	Models
Catering Industry	General Novelties

The opener, this year, will be Mr. John A. Boyd-Carpenter, Minister of Transport, who will be introduced to his young audience by Sir Harry Brittain, who, at 81 years of age, is celebrating his 25th year as President of the Exhibition.

THE ORGANISER

The show is organised by Mr. Ernest A. Schofield, one of the two brothers for whom the show was started by their father in 1926.

The founder, Mr. Ernest W. Schofield, who died in 1941, intended the Exhibition to be a career for his sons, and Ernest has made it one. He was the first boy to have his whole future decided by the Schoolboy's Own Exhibition.

Mr. Schofield re-started the show on his own account in 1947, after demobilisation from the Army with which he served as a Gunner in the Far East.

FEMININE ASSISTANCE

The essential feminine assistance in such an Exhibition is provided by his wife, Mrs. Erika Schofield, and schoolgirl daughter, Carol, who helps to provide "young" ideas for her father to put to exhibitors.

Mrs. Schofield is "mother" to the 200,000 young visitors during the show - and has never yet been able to say how many problems she sorts out each day it is on!

Enquiries during the Exhibition should be made to Sam Cotton, Press Office, Tate Gallery 0052.

(30th December 1954)

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THE EXHIBITORS

THE SERVICES.

ROYAL NAVY: (Stand No. 47-52, 77-82). Aspects of the training of youth in the Royal Navy and the result of that training are illustrated here. One exhibit is a mechanical instructor used for teaching boys to steer a ship. On putting the helm over an effect is given of a ship altering course just as occurs at sea, and the effect of cross-winds and tides is realistically simulated.

Other items include a model of the Royal Yacht, Britannia, which is being displayed by special permission of the Queen: two models illustrating the evolution of ships through the centuries by means of a contrast between the first H.M.S. Vanguard, during the reign of the first Queen Elizabeth, and the present ship of that name during the reign of the second Queen Elizabeth.

There is also an animated model demonstrating power boats of the Royal Navy, a model illustrating a typical Marine Commando Assault course and special viewers which give vividly realistic impressions, in three dimensions, of typical scenes of life in the Royal Navy.

THE ARMY: (Stand Annexe "A"). The Royal Regiment of Artillery are, this year, providing the Regular Army's contribution. The earliest use of artillery was in siege warfare and, therefore, to reach this stand a visitor will pass through a gateway depicting the entrance to an old fort.

Inside the fort can be seen a troop of 25 Pr. Field Guns in action, a Field Gun dropping by parachute and an officer shooting at targets from an observation post.

Not only can these aspects of the work of the Royal Artillery be seen, but visitors will be able to move the Gun, send messages over the wireless and actually shoot at targets themselves.

ROYAL AIR FORCE: (Stand No. R98-R103, R116-R120). The R.A.F. is displaying two high-speed flying models of Hunter jet fighters. Built to scale, the models are real jets, driven by compressed air, taking off from a circular runway and flying at variable speeds in a circle of 30 feet diameter.

The Hunter is a single-seat swept-wing interception fighter not going into service with Fighter Command.

Young men keen on a career in the Royal Air Force are invited to enquire on this stand about opportunities to train as pilots or navigators under the new Direct Commissions Scheme, or for a technical trade through an apprenticeship.

Particulars are also available about cadetship at the Royal Air Force College, Cranwell, and the R.A.F. Technical College, Henlow.

NATIONALISED INDUSTRY.

BRITISH ELECTRICAL DEVELOPMENT ASSOCIATION: (Stand No. 11-16). From outer space a flying saucer has crash-landed through the Time Barrier to bring the wonders of hence-viewing for all to see.

Tune in to the not-so-distant future, where worlds and planets shed their watery light on Earth's segment.

Great Britain, her mighty atomic power stations linked by lines of the Supergrid, stands out as a symbol of man's inventive genius, linking the past with the future and the future with prosperity.

A competition for visitors is staged on the Quiz-Deck to discover if they know how to use the "Power of the Future".

BRITISH RAILWAYS: (Stand No. 41-46). Theme of this stand is "Apprentices at Work", the aim of the exhibit being two-fold - to stimulate recruitment to British Railways among parents and school-leavers, and to show those concerned in advising on careers matters, the training British Railways give to Apprentices.

The stand will be manned by Trainee Apprentices and Instructors from the Locomotive & Carriage & Wagon Works Training Schools, at Derby, and the Carriage & Wagon Works Training School, at Wolverton.

The trades represented will include woodworkers, moulders, blacksmiths, turners, fitters, sheet metal workers, painters, electricians and trimmers. The boys will be engaged upon the same work they would normally be doing in their respective schools at Derby and Wolverton.

In addition, photographs will illustrate the work done in British Railways Civil and Signal and Telecommunications Engineering Departments.

British Railways representatives will be in attendance to answer enquiries concerning careers.

BRITISH ROAD SERVICES: (Stand No. R94-R96). On the stand is a full-size cab from a 14-ton

lorry. Visitors may "drive" the vehicle, starting the engine, changing gear, operating lights, etc.

Also displayed are an illuminated push-button map and scale models of road haulage vehicles, together with various photographs and illustrations.

Booklets of coloured pictures and jigsaw puzzles of B.R.S. lorries are on sale at nominal figures and there is a lucky ticket scheme with jigsaw puzzles as prizes. Free careers literature is available.

THE GAS COUNCIL: (Stand No. 53-57). Baked Alaska can be seen in the making on this stand. It is a specially delicious type of Ice Cream Meringue. And how about some tasty doughnuts, freshly dipped in sugar? These, too, can be seen in the making at the Gas Council's stand - and free samples enjoyed as well! Mr. "Therm" is quite a hand at cooking, and talking of hands, he is making a point of showing how important it is to wash them thoroughly, both before and after cooking or eating!

GENERAL INDUSTRY.

THE ENGLISH ELECTRIC COMPANY LIMITED: (Stand No. 70-76). The stand of The English Electric Group includes models and photographs of aircraft, guided missiles, traction, and various electronic devices.

There are models of the Canberra twin jet bomber; the Marconi Marine "Salvita" portable radio equipment for lifeboats; a television outside broadcasting unit; a studio television station, and an electronic counter which measures the time it takes a person to react to a light signal.

Other exhibits include models of 'English Electric' locomotives, and dioramas showing hydro-electric schemes.

The work of the English Electric Group has a strong appeal to the schoolboy wishing to take up engineering as a career because of the diversity of articles it produces. There are several thousands of keen young apprentices working in the Company's modern factories in various parts of England. Callers will be welcomed at the stand and advice will gladly be given on the education and training facilities available at the 'English Electric' establishments.

INTERNATIONAL WOOL SECRETARIAT: (Stand No. 65, New Hall). The story of wool from sheep's back to finished fabric is illustrated by dioramas and a working model showing wool passing through the stages of processing until it emerges as worsted cloth.

The dioramas include scenes in shearing shed at a Commonwealth sheep station, and at the dockside where bales of wool are loaded on board ship for transport to the U.K. Coloured transparencies, lighting in sequence, illustrate in greater detail the manufacturing processes demonstrated by the working model.

Souvenir button-hole badges will be given to all visitors to the stand, where members of the Department's staff will be glad to answer questions.

NEWMARK LTD: (Stand No. 32). Displayed here will be an Automatic Lathe and a Pinion Cutting Machine. These will be working, turning and cutting a component part for the firm's 13 Ligne Watches.

There will be a Vertical Projector for enlarging the outlines of watch parts, a Projector for checking wheel assemblies and, in addition, a Large Diameter Model Watch in perspex, enabling the onlooker to see, in detail, exactly how the movement works.

SHELL TANKERS LTD: (Stand No. 62 & 63). This exhibit represents a section of a Shell Tanker. In it are featured a scale model of geared turbine propulsion machinery, a model windless, and a scale model of a Shell Tanker. A film entitled "Proud Ships", depicting the Shell Tanker Fleet at work, its control from a central office in London, and life aboard, will be shown on the stand at regular intervals throughout the duration of the exhibition.

Youths with ambition and educational ability, who are interested in a career at sea, should visit the stand, where full particulars of Navigating and Engineering apprenticeships in the Shell Tanker Fleet are available.

SHELL MEX & B.P. LTD: (Stand Annexe "B", Royal Hall). The "Shell and B.P. Aviation Service" offers a three minutes' flight in a Link Trainer, similar to the standard equipment for training pilots in the R.A.F.

Boys will experience the thrill of actual flight, and for those who undertake the training flight, there is a souvenir map of the course over which they have flown.

Only a limited number can be instructed each day.

AGRICULTURE.

MILK MARKETING BOARD: (Stand No. 17-22). Various aspects of milk will be displayed, telling the story of its composition, food value, and the

amount of milk which goes to make certain products.

Facts about the Milk Marketing Board, showing its service to the farmer and giving details of it as a career, will also be included.

Information will be available on dairy education.

YOUNG FARMERS' CLUBS: (Stand No. R104, R105). Here is a stand for those interested in an Agricultural Career, or for those interested in the countryside.

It comprises a model with a farming theme, and of a small livestock and "Backyard farming" venture.

Young Farmers will be on duty at the stand to help interested boys.

EDUCATIONAL.

THE LINGUAPHONE INSTITUTE LTD: (Stand No. 40). Instruction on languages is available on this stand. There are Linguaphone Courses in French, German, Spanish, Italian, Russian, Dutch, Irish, English, Persian, Polish, Swedish, Afrikaans, Esperanto, Chinese, Hebrew, etc. Comprising records of world-famous speakers and illustrated textbooks, these Courses give, in easy stages, mastery of the structure, grammar, idiom and accent of foreign languages.

Over 14,000 schools use Linguaphone as a teaching aid.

LONDON CIGARETTE CARD COMPANY, LTD: (Stand No. 39). Cigarette cards. Sets on aviation, railways, ships, sports, uniforms and a host of other subjects will be on sale. Also albums and everything needed for the collector.

NATIONAL FUND FOR POLIO RESEARCH: (Stand No. R112). Comparatively few people contract polio in this country, although the number seems to be growing. Those that do may be left with a life-time of tragic disability.

NFPR exists to raise money for research into the cause, prevention, cure and treatment of poliomyelitis and no allocations are made without prior consultation with the Medical Research Council.

In this way any risk of duplication of research is avoided and the public can be assured that every penny donated is being spent to the utmost advantage. The object of

NFPR is to help our doctors and scientists make polio as much a thing of the past as are leprosy and the plague in this country.

HEALEY & WISE LTD: (Stand No. 30). This, the oldest established stamp firm in the City of London, has paid special attention to junior collectors who will find some thousands of moderately priced Foreign and Colonial sets on sale, many with either an historical or pictorial appeal.

In addition, the issues of Q.E. are on show, together with stamps issued during the reign of K.G.VI, plus items from earlier reigns and special commemorative issues.

No particularly outstanding rarities are displayed on the stand, but they can be supplied from the firm's business premises; so Grandfathers, Dads or Mums, for that matter, who escort their families round the stand, can make enquiries as to any scarce stamps they need to fill gaps in their albums!

YOUTH ORGANISATIONS.

INTERNATIONAL YOUTH CONTACT: (Stand No. 5). This is an educational, non-commercial and non-political organization, aiming to make contacts between British and Continental youth through EXCHANGES and EDUCATIONAL TRIPS.

Inquiries are especially invited from teachers and youth club leaders wishing to introduce travelling to the Continent to their schools, respective clubs.

A display of photographs of Continental beauty spots will be on view and a booklet which is on sale will enable visitors to enter a competition.

A world pocket atlas is presented to each competitor, and prizes include free trips to the Continent.

SEA CADET CORPS: (Stand No. 85-87). In 387 Units dotted about all over Great Britain and Northern Ireland, lads between 12 and 18 are taught elementary seamanship in a spirit of Naval Discipline. Games, physical training and sports also form an important part of a Cadet's routine.

The Corps is a voluntary Youth Organisation controlled by the Sea Cadet Corps Council under the auspices of the Admiralty and Navy League, which aims to make good citizens, and help those who wish to go to sea.

The shooting range is being run by Officers, Chief Petty Officers and Cadets of the Sea Cadet

Corps.

YOUTH HOSTELS ASSOCIATION: (Stand No. R97). The exhibit of the Youth Hostels Association (England and Wales) will show how schoolboys and young people can explore the countryside at little cost by spending the nights at any of the 300 youth hostels in England and Wales.

Membership of the Y.H.A. is open to all over five years of age at small annual fees (2/6d. for those under 16: 5/6d. for those 16-20 and 10/6d. for those aged 21 and over). Hostel charges, too, are very low, so it is possible for schoolboys to enjoy the adventure of an exploring holiday for a few shillings a day.

ROAD SAFETY.

WEST LONDON ROAD SAFETY COMMITTEE of Chelsea, Hammersmith, Paddington, Kensington and the City of Westminster: (Stand No. 90-93). "Skill On Two Wheels" is the theme of this year's exhibit, which covers every aspect of cycling.

Central feature of the stand is a display of "museum pieces" from the first cycle ever made - way back in the last century - to a super 1955 model, all supplied through the courtesy of the Cyclists' Touring Club.

In support will be the Committee's Cyclist Testing Machine - the first of its kind in the world - and a "Rocket Ship" Quiz Machine.

Visitors will have the opportunity of riding a "Penny Farthing", or, to give it its proper name, a "High Ordinary".

MODELS.

E.L.S. MODEL SUPPLIES, Surrey: (Stand No. 6,7 &8. New Hall). On these stands there will be demonstrated the Junograph drawing instrument, and the flying novelties, the Arrowplane and Hovercopter.

In addition, the firm is introducing, this year, new lines which will include Plastic Helicopters and Flying Saucers.

(Stand No. R137, Royal Hall). On this stand there will be a display of modelling accessories, including Triang and Trix Railways, Aircraft Kits by Keilcraft, Veron, Skyleader, Frog, also boat kits, Diesel engines, etc.

MECCANO LIMITED: (Stand No. R134, R135). The central feature of this exhibit is a large Hornby-Dublo railway, 16 feet by 5 feet 3 inches, in continuous operation - almost entirely by

remote control.

Other examples of the firm's products include Meccano models, Hornby Clockwork Trains, and Dinky Toys, many of which are invaluable for providing lineside "atmosphere" on model railways.

BOLD & BURROWS: (Stand No. 29). Models of aircraft just off the secret list are on display on this stand.

Accessories, including Diesel engines and jet power units, are available for inspection, along with radio control gear which can be adapted for aircraft or power boats.

Power boats and accessories will also be featured, in addition to Model Railway accessories.

TOY INDUSTRY.

SUBBUTEO GAMES: (Stand No. 28, New Hall). Table Soccer; a game of skill which combines the thrills and tactics of real Association Football. It is based on a scientific principle and there is no magnetic influence - dice - or blowing.

There are also "Table Cricket", "Table Rugby", and "Table Speedway" games, and a "Journey Into Space" game, which gives an imaginative peep into the future.

HAMLEYS LIMITED: (Stand No. 31). The "Brickplayer" Brick and Mortar Building Kits, made by J. W. Spear & Sons, Ltd., Enfield, Middlesex, including the "Brickplayer Farm Kit" and the "2,000 Bricks" Box, are shown here.

With both together a boy can build the "Brickplayer Farm" exhibited.

MAX ANDREWS (VAMPIRE) LIMITED: (Stand No. 2). Here, in the magic shop, you will find a display of jokes, novelties, magic tricks, conjuring tricks, etc. suitable for boys and girls of all ages, from 8 to 80!

This firm is the largest manufacturers of magical apparatus in Great Britain.

MABE PRODUCTIONS LIMITED: (Stand No. R111). The toy demonstrated on this stand is largely a result of research in America. A by-product was found to possess water-allergic properties, and a spot of this dropped into a saucerful of water goes through many curious antics as an Outboard Motor propelling boats under "magic" power.

GYROSCOPE TOP: (Stand No. 9B). This same top

that father played with and enjoyed as much as present-day boys enjoy it. This is a scientific toy.

R. J. DEAVES: (Stand No. R108). Over a quarter of a million amusing faces can be drawn from the new toy "Clooko", shown on this stand.

GENERAL NOVELTIES:

"REPRINT", The Original Transfer Liquid: (Stand No. 9A). With this new British product, science has enabled us to REPRINT - in colours on black and white - pictures and designs taken at random from newspapers and magazines, etc., on to materials of any description. It is equally effective on woodwork, walls, etc. Its scope is practically unlimited.

F. W. NUTHALL: (Stand No. R107). This features Rubber Moulds for plaster ornaments, wall plaques, etc., and compound for flexible moulds, and Aluminium Moulds for model soldiers, farm animals, etc.

There will be continuous demonstrations on the stand.

THE NEW PHOTOMATON: (Stand No. R109). Photographs are taken by an automatic machine and delivered, complete with mount, in 3 minutes, for 6d.

WILLIAM LEVENE LIMITED: (Stand No. R110). Demonstrations of liquid plastic, modelled or blown as required. Also showing is the Pantograph drawing machine for sketch reproduction.

BRIEMAR COMPANY LIMITED: (Stand No. R126). A plastic sweets dispenser which functions like a cigarette lighter is being exhibited here.

The dispenser is about 3½ inches long and a flick of the lever shoots a sweet invitingly into view. Refills are available in a variety of flavours - peppermint, lemon, orange, etc.

AMUSEMENT EQUIPMENT COMPANY LIMITED: (Stand No. 10). The Panoramic Gunnery Trainer, Mark 1 - the feature of this stand - has been developed for use in training arial gunners in turret manipulation and fighting (under conditions as realistic as possible) for Allied Forces.

The films show attack runs by various types of aircraft, flying at speeds of 400-500 m.p.h.

Horizontal and vertical positions of the points of aim have been calculated for each individual attack, and "hits" are electrically registered by the machine.

PUBLISHING.

PUNCH: (Stand No. R127). Punch's "Perfect School-room" - from the boys' point of view - is designed to keep pupils in the best of humour, and educational authorities should study the types of desk invented by Punch artists, Russell Brockbank, Rowland Emmet, David Langdon and Ronald Searle.

Searle's desk is a complete armoury, with every type of missile for form-room battle.

Langdon thinks that every boy should be his own commissariat (food-provider, if you haven't your dictionary with you).

Emmet has designed some aids to easier study with his "Happidesk".

Brockbank has dreamed up an all-purpose, motorised desk - the Brockbank Bullet. It transports you and your books.

DAILY TELEGRAPH: (Stand No. 24-27). This year the exhibit will be devoted to Pets for boys and girls. In a natural setting will be seen all kinds of animals, birds and fish, which can be kept at home. Information on how and where to house them, the kind of food they eat, and the many 'do's and don't's' will be given every day by George Cansdale, who is so well known to all animal lovers.

They will be fed and looked after by a trained staff, provided by Messrs. Spratts Ltd., who will be pleased to advise on the correct foods for domesticated animals and birds.

There will be a daily competition on how to keep pets, the winner each day will receive a magnificent Hercules cycle.

Miniature copies of The Daily Telegraph can be obtained for a small contribution to the National Playing Fields Association.

IAN ALLAN, LIMITED: (Stand No. 58-61). This stand is featuring the latest Triang Model Railway, bringing to life Sammy The Shunter - whose exploits have been described in a popular series of books published by Ian Allan Ltd.

Amongst the other attractions on this stand is a range of Ian Allan Railway, Bus, Aircraft, and other transport books.

MODEL AERONAUTICAL PRESS LIMITED: (Stand No. 23). The national magazines, Aeromodeller and Model Maker, will be at home to readers present and future, and will be displaying current issues of their periodicals, of Aeromodeller Annual

and books on model subjects.

Models covering the entire model field will be on show.

Members of the editorial staff will be in attendance to answer visitors' queries on model aeronautical and general modelling subjects.

PERRY COLOUR BOOKS LIMITED: (Stand No. 4). A full range of current titles in all series, including a wide selection of colourful books for all ages, and DO-YOU-KNOW? series, with addition of the new 'Sailors of the Queen', is on view here.

There is also a delightful new companion 'miniature' on the popular "ABC of Flowers" is an "ABC of Birds" with 30 pages of full colour bird portraits and alphabets in roman and script letters.

W. H. SMITH & SON, LIMITED: (Stand No. R121). Celebrities in sport, entertainment and literature will be present each day to sign autographs and copies of their books.

Mickey Durling, the artist will also be in attendance at certain times to produce quick cartoons of schoolboy visitors.

There will also be a film showing the story of newspaper production and distribution.

HULTON ENTERPRISES: (Stand No. R106). Playthings and other articles inspired by Dan Dare and Jeff Arnold, in EAGLE, are on sale at this stand. The items include 3-D painting sets, masks, model figures, books, roto wheels, stationery, guns, jigsaw puzzles, balloons and EAGLE diaries.

EAGLE readers and their sisters will find plenty to bring to mind their favourite heroes.

CHARLES LETTS & COMPANY, LIMITED: (Stand No. 36-38). Any boy or girl who is a possessor of a Letts Diary may take it to this stand and have their initials put on in Gold Block Letters, free of charge.

Other features to be seen are demonstrations of glass-blowing and scale modelling in cardboard.

JUNIOR EXPRESS: (Stand No. R133).

CATERING INDUSTRY.

J. LYONS & CO. LTD: (Stand No. R113-115, R122-124, Royal Hall). Prizes for driving a remote-control model limousine over a road track are given on this stand. There will be special prizes for the best times of the hour, the day and the duration of the Exhibition.

(Stand No. 66-69, New Hall). On this stand boys can drive a "magic" car out of its garage, round the town and back home again without even touching it. Prizes will be presented for the best times of the hour, the day, and the duration of the Exhibition.

The stand also includes a "Singing Lolly", singing the latest song hit, "The Lollipop Tree".

LUCOZADE LTD: (Stand No. R136). The Lucozade stand shows a series of life-size pictures of sporting personalities in action, some of whom will be there in person during the Exhibition.

Signed photographs of the sportsmen will be available.

LONDON CO-OPERATIVE SOCIETY LTD: (Stand No. R129-R132). The feature of this stand is a giant Crossword Puzzle, with prizes for winners. A large map shows the Society's 400 square miles Trading Area. Animated lights are set in motion at the touch of a button.

A roundabout with balls to roll down chutes is both entertaining and instructive. Those taking part learn more about the Society and the skilful ones can win more prizes.

Peepshow machines tell intelligent stories in 3-D colour pictures, and displays about careers in the Co-op. are presented in serious and humorous flavours.

COCA-COLA SOUTHERN BOTTLERS LTD: (Stand No. R128). Youth Leaders are particularly invited to this stand, where they may obtain details of free film shows that are available to Youth Organisations in the London area.

EDWARD SHARP & SONS, LTD: (Lecture Room, First Floor, New Hall). Turn right up the stairs as you enter the foyer, and you will be taken back nearly four hundred years.

Sharps have transformed the floor into a Tudor hall, where their Puppet Theatre is presenting "An Elizabethan Fantasy", an original drama depicting some of the events in the reign of Queen Elizabeth I.

Among the characters are Sir Francis Drake,

Sir Walter Raleigh, William Shakespeare and Elizabeth herself. The show is produced by Cecil and Madge Stavordale, who have made almost all the marionettes, costumes and stage properties in their own workshop and studio.

"An Elizabethan Fantasy", which lasts approximately 15 minutes, is designed for school-boys, schoolgirls and parents alike, and performances are given throughout the day. Admission is free.

WEETABIX LTD: (Stand No. 33-35). On the Weetabix stand, sample packets are on sale, with free recipe leaflets for Mother and free cut-out models for the children to make into fascinating toys.

SMITH'S POTATO CRISPS LTD: (Stand No. 64). Displays and sale of crisps.

WHITWAYS CYDER COMPANY, LTD: (Stand No. 88, 89). Display and sale of Cydrax.

KITTY-KOLA COMPANY LTD: (Stand No. 1). Display and sale of Kitty Kola, the British Kola drink.

(30th December 1954)

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LYONS ICE CREAM STANDS

Schoolboys Exhibition

Road Sense For Schoolboys

On Lyons Ice Cream stand (Royal Hall No. R113-15, R. 112-114), youngsters will have the chance of proving their road-worthiness on make-believe tracks with remote control model cars. Four boys at a time will compete with the aim of piloting their cars most skilfully and speedily over the hazards of the course. Prizes will be awarded for the best time each hour, day and for the whole exhibition.

Round the Houses Race

On the Lyons Lolly Stand there is another road-training game. By means of a control stick, magnetically controlled cars are steered in a round-the-houses race. On this stand the Talking Lolly will sing the Lollypop Song.

Opportunities for Young Cooks

In collaboration with the Gas Council Lyons are giving schoolboys a chance to cook a special sweet called Baked Alaska. Using sponge, fruit, ice cream and meringue they can make the sweet for themselves, and they will discover that the ice cream can be baked in a hot oven without spoiling. Demonstrations will be given on the Gas Council Stand (New Hall No. 53-57) every half-hour.

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