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PHOTO FAIR THE FIRST BIENNIAL EXHIBITION

PHOTOGRAPHIC INDUSTRY EFFORT

For the first time in 20 years the photographic industry in Great Britain has combined to present a national-scale exhibition of the products made in this country and those marketed here from overseas.

Called the Photo Fair, it will be opened at the New Horticultural Hall, Westminster, at 11 a.m. tomorrow, Monday May 16, by the Marquis of Ely.

(On Monday, it will be for the Trade Only until 4 p.m. After that time it will be open to the public on Monday, and then on each day from 10 a.m. to 9 p.m. until Saturday, 21 May).

Already plans have been made to hold the second Photo Fair, at Olympia, in 1957.

The main task of the show is to put before the "man-in-the street" in Britain, the latest equipment in the photographic world.

RANGE OF EXHIBITS.

The number of amateur photographers in the country has grown tremendously since the end of the war. Before 1939 Photographic Societies membership totalled 30,000; now it is estimated there are 70,000 members.

Over 50 firms, with 100 stands, are represented, and exhibits cover the whole range of photography, including medical, scientific, architectural, industrial, and the Armed Services.

They incorporate new inventions of a revolutionary nature; equipment never before seen in Britain and modifications and

improvements to equipment already well known.

There are examples of photographic craftsmanship in the sub-miniature field; ranging from the world's smallest cine-camera to cigarette-lighter size cameras; a camera which is helping in the fight against cancer; cameras capable of taking the most intricate photographs such as the pattern of closely woven fabrics; new inventions in lens production and in general accessories; equipment which makes underwater photography simple for the amateur; chemicals and paper; gadget bags and items of historical importance in the evolution of photography.

EDUCATIONAL FACILITIES

The Photo Fair will not only be an exhibition, but will provide educational facilities each day in a series of talks designed for both amateur or professional. These range from theories on lens systems to a talk on the photographing of beautiful women.

Visitor participation will be encouraged, and exhibitors will loan syncro-flash equipment to members of the public bringing their own cameras, to enable them to take indoor photographs.

One feature will be the presence each day of girls from T.V., Stage and Screen, professional models and Holiday Camp Bathing Beauties, who will attend the Fair to pose for amateurs.

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PRESS GUIDE TO THE FAIR

Following, which includes a number of the novel features of the Photo Fair, is intended as a guide for Pressmen. Fuller details on any item will gladly be given in the Press Office or on the stand indicated.

CIGARETTE LIGHTER SIZE
ROLL FILM CAMERA, weighing
2½ ozs, and having 183
working parts.

Stand 3. 4.
Photo-Science Ltd., of
London.

ROBOT COPY TYPIST, a new copying system capable of doing in a minute the work of 40 girls in the same time.

Stand 5 - 7
Agfa Ltd. of London.

NEW MINIATURE CAMERA, the Akarelle Nizo Exposomat 8mm cine-camera.

Stand 8. 9.
Pullin Optical Co.Ltd.,
of London.

NEW EPIDIASCOPE for film/slide projecting, the Elite 2000/2500 watt being shown for the first time.

Stand 10a
Elite Optics Ltd., of
High Wycombe.

NEW LENS SYSTEM giving stereoscopic tendencies and reducing out-of-focus possibilities in photographs.

Stand 10b, 12. 14.
B.K.D.V. Ltd., of London.

GADGET BAGS, the latest safe carrying bags for all photographers.

Stand 15.16.
Topper Cases Ltd., of London.

NEW UNSCRATCHABLE LENSES submitted to scratching tests with steel impregnated stylos having a contact pressure of over one ton to the square inch.

Stand 30. 31. 59 - 63
Neville Brown & Co.Ltd.,
of London.

ROBOT UNDER-WATER CAMERA - the only one available in Britain.

do.

WORLD'S MOST EXPENSIVE ROLL-FILM CAMERA which, with equipment, costs £900.

do.

UNDER-WATER HOUSINGS for amateur under-water photography.

Stand 32 - 35
R.F.Hunter Ltd., of London.

NEW VIEWING BOX for illuminating colour transparencies.

do.

CAMERA'S DEBUT IN BRITAIN - the new Edixa Reflex, the only true single-lens Reflex Camera with two view-finder systems and automatic irises made in the Western Hemisphere.

Stand 37. 39.
North Staffs Photographic
Services, of Newcastle, Staffs.
and
Wirgen Bros. of Germany.

1955 WELSH HIMALAYAN EXPEDITION EQUIPMENT with which the journey will be recorded in 3D and ordinary photography.

do.

WORLD'S ONLY 16 or 35mm FILM CAMERA - the Cameflex which takes both sizes of film.

Stand 38.
W.F.Dormer Ltd., of London.

PHOTO-CONTROL FROM 3 MILES DISTANCE with the STRI automatic time lapse equipment.

do.

NEW FOCUSING PRINCIPLE in the new Autorange 820.

Stand 41 - 46
Ross Ensign Ltd. of London.

REVOLUTIONARY ENLARGER FOR AMATEURS, embodying entirely new principles in this field throughout the world.

Stand 53. 54
De Vere (Kensington) Ltd. of Beckenham.

WORLD'S SMALLEST CINE-CAMERA the size of a 20 packet of cigarettes - making its world debut at the Photo Fair.

Stand 55. 56. 73 - 76
Amplion (1932) Ltd., of London.

NEW 35mm ENLARGER, claimed to be the cheapest on the market.

Stand 58
Wallace Heaton Ltd., of London.

REMOTE RELEASE CONTROL AND SELF TIMER EQUIPMENT allowing release up to 34 feet.

do.

PUBLIC WORKING DARKROOM - a complete working darkroom showing visitors equipment being used.

Stand 64. 65.
Gnome Photographic Products Ltd., of Cardiff.

NEW WEAPON IN CANCER BATTLE - a new camera which takes photographs of the first signs of cancer.

Stand 67 - 69
K.G. Corfield Ltd., of Wolverhampton.

FILM PROJECTION WITHIN 60 MINUTES OF TAKING, 16mm processing equipment for scientific and industrial research, permitting rapid projection.

Stand 82a
K.L. Biggs Precision Equipment Ltd., of Hove.

BRITISH NORTH GREENLAND EXPEDITION CAMERAS - the Rectaflex 35mm, also selected as service camera by U.S. Air Force.

Stand 91
Photonic Equipment (London) Ltd., of London.

MONORAIL CAMERA FOR PROFESSIONAL USE - capable of taking the most intricate shots such as patterns of closely woven material.

do.

HISTORIC STEREOSCOPIC CAMERAS from pioneer days to latest models.

do.