

30th December, 1955.

HELICOPTER TRIP PRIZES

Helicopter trips from South Bank to London Airport and back will be among the attractions at the Schoolboy's Own Exhibition in the Royal Horticultural Halls, Westminster from 31st December to 14th January.

Over 200,000 visitors are expected, and they will be able to take part in "Operation Scoop" a game devised by Lyons Ice Cream Department (Stand No.113-115, Royal Hall), in which you can test your skill in guiding, by remote control, a model helicopted, picking up a dummy representing a drowning person and returning it to base.

Each day the boy who sets up the fastest time will be rewarded with a B.E.A. helicopter trip.

"STICK 'EM UP"

Another feature will be a Lyons Lollies stand (No.66-9, New Hall) where youngsters face each other firing six-shooters and bows and arrows, but Lyons plan to separate them with thick glass, and rubber suckers on the missiles will enable them to stick to the glass.

HOWARD S. COTTON LTD.

(Sam Cotton & Charles Fothergill)

88/92, Rochester Row, Westminster, S.W.1.

Telephone : VICToria 3753/4

1955 - 56

NATIONAL SCHOOLBOY'S OWN EXHIBITION

Royal Horticultural Halls, Westminster, S.W.1

December 31 - January 14

FACTS ON THE SHOW

This is the 29th year since the National Schoolboy's Own Exhibition was first opened and the 23rd Exhibition - there being no exhibitions during the war years.

Attendance at the first Exhibition in 1926 was less than 5,000. Since the end of the war (it was re-started in 1946) over 1,330,000 children and their parents have visited the exhibition.

This year the "gate" will be in the region of 200,000, to bring the post-war total to over one-and-a-half-million visitors. Parents are approximately 15% of the total.

The Exhibition has several facets.

One is pure entertainment, where the boys - and girls - can live temporarily in the realms of their own vivid imaginations, helped considerably by the ingenuity of the exhibitors!

They can:

take a seat in the cockpit of a jet fighter and pilot the aircraft at low level at high speed.....

take a seat in a training 'plane and fly over mountains and jungle to land an oil prospecting party on a small landing strip.....

take the wheel of a sea-going tanker with all the latest navigational aids and steer the ship out to sea.....

take over the signalling system of a stretch of British Railway line and keep the trains running smoothly.....

control "sea-going" vessels on an ocean in miniature....

take part in a battle between Cowboys and Indians and fire arrows and bullets at each other - with a strong glass partition between the contestants to ensure that there are no casualties!.....

take part in a "Death Dodging" re-action tester game, and drive a car through crowded, speeding traffic.....

enter an Army firing range and shoot up a tank, or send messages to a rocket-launching site and see the rockets streak into the skies....

Still on pure entertainment, they will be able to fry an egg, a pancake, or bake a birthday cake - and eat them if they can!; study space ships and men of the future; see how an atomically propelled car works; have all the fun of the fair at a Fairground in miniature with try-your-strength machines and pin-tables; study careers of the future such as that of a "Space Cowboy" or a "Pedestrian Protector"; see how the wheels of modern road transport go round and see how a watch is made; visit a traditional Music Hall with a variety show in which they themselves can take part, or go to a magic shop where a real live member of the Inner Magic Circle will show them how to do tricks.

Still on the same theme, they can take part in games and competitions with prizes, including a REAL HELICOPTER RIDE daily from Waterloo to London Airport; bicycles, cameras, watches, toys generally - and free ice cream in abundance.

One new competition, for instance, is being run by "Punch", whose exhibits are "Careers of the Future". Punch asks visitors to write an essay on what they consider to be future careers.

Another section of the Schoolboy's exhibition has a more serious vein. It is devoted to giving guidance to youngsters on careers, and there is keen competition between private enterprise, the nationalised organisations and the three Armed Services to gain the interest of teen-agers visiting the show. The groups are divided as follows:-

- Private Enterprise: Shell-Mex & B.P. Ltd., English Electric Co.Ltd., Newmark Watches, Shell Tankers, Ltd., and Metropolitan Vickers Electrical Co.Ltd.
- Nationalised Organisations: British Electrical Development Assn., British Road Services, British Transport Commission, and Gas Council.
- and the Three Services: The Admiralty, The Army, and The Royal Air Force.

between them, these organisations offer a choice of over 200 careers on land, sea and in the air.

In addition, there are stands representing educational subjects, the training and care of pets, Youth Hostels and safety on the roads; experts on cigarette card and stamp collecting - and everything to fill up the "inner boy"!

During the fortnight they will meet celebrities of the sporting world, of stage, screen, television and broadcasting, and will themselves take part in television and sound programmes broadcast from the exhibition.

One, for instance, will be a television and sound broadcast of the finals of the Metropolitan Division "Roy Rogers Road Safety Round Up" on January 3, between Letchworth and Thurrock. These teams are the finalists from 93 teams entered in this mammoth road safety quiz.

Another will be a visit by Sooty, who will meet the boys and girls in front of the television camera. They will also meet the B.B.C. "Top of the Form" contest winners on

January 4, and be able to pit their own wits against these redoubtable quiz winners.

Still another television broadcast will be for 30 minutes on "Sportsview" on January 9, when four journalists will discuss their own choice of the leading Junior Sportsman and Junior Sportswoman of 1955, and viewers will then be invited to cast their votes and choose the winners.

* * * * *

Out-of-London exhibitors are represented by the following:-

P.A. Adolph Esq.,
Langton Green,
Tunbridge Wells, Kent.

The New Photomaton,
Winter Gardens,
Blackpool, Lancs.

Smith's Potato Crisps,
Great West Road,
Brentford, Mdx.

Youth Hostels Assn.,
Welwyn Garden City,
Herts.

Meccano Ltd.,
Binns Road,
Liverpool.

Metropolitan Vickers Elect. Co. Ltd.
Trafford Park,
Manchester.

Louis Newmark Ltd.,
Prefect Works,
Croydon, Surrey.

The Nestle Company,
Hayes,
Mdx.

Weetabix Ltd.,
Burton Latimer,
nr. Kettering, Northants.

E. Law & Son (Timber) Ltd.,
272/4 High Street,
Sutton, Surrey.

J.W. Spear & Sons Ltd.,
Green Street,
Enfield, Mdx.

Amusement Equipment Co. Ltd.,
Hong Kong Works, Exhibition Ground
Wembley, Mdx.

Model Aeronautical Press Ltd.,
38 Clarendon Road,
Watford, Herts.

Press Office: 0
TATE GALLERY 0552
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NATIONAL SCHOOLBOY'S OWN EXHIBITION

31 December - 14 January

SCHEDULE OF CELEBRITIES

<u>Date</u>	<u>Celebrity</u>	<u>Stand being visited</u>
<u>31 December</u>		
11 a.m.- 12.15 p.m.	Jack Crump Harold Abrahams Brian Hewson Roger Bannister Chris Chataway Gordon Pirie Jean Scrivens -----	W.H.Smith & Son
11 a.m.- 12 noon	Christopher Beeny Margaret Downs	Junior Express
12 noon - 1 p.m.	Gordon Pirie	
2 p.m. - 3 p.m.	Ron Roberts -----	
2.30 p.m. 4.45 p.m.	Bill Nankeville David Johnson -----	W.H.Smith & Son
<u>2 January</u>		
10 a.m. - 11 a.m.	Reg Harris -----	Junior Express
11 a.m. - 12.15 p.m.	Freddie Mills -----	W.H.Smith & Sons
11 a.m. - 12 noon	Jean Desforges Sam Bartram Richard Lyon -----	Junior Express
2 p.m. - 3 p.m.		
2.45 p.m.	Ronald Shiner -----	P.D.S.A.
4 p.m. - 5 p.m.	Victor Barna	Junior Express
<u>3 January</u>		
10 a.m. - 11 a.m. 11 a.m. - 12 noon	Pat Pauley 'Coco' -----	
11 a.m. - 12 noon	Capt. W.E. Johns. -----	W.H.Smith & Son
2.30 p.m.	Harold Berens -----	P.D.S.A.

3 January (Cont)

2 p.m. - 3 p.m. Appleyard Family Junior Express

2.30 p.m.-4.15 p.m. Wally Barnes W.H.Smith & Son

4 January

'Top of the Form' Team General appearance.

10 a.m. - 11 a.m. Reg Harris Junior Express
11 a.m. - 12 noon Wilfred Pickles

11 a.m. - 12.15 p.m. Peter West W.H.Smith & Son
Colin Cowdrey
2.30 p.m.- 4.15 p.m. Rosalind & Diane Rowe

4 p.m. - 5 p.m. Bill Nankeville Junior Express
5 p.m. - 6 p.m. Bernard Braden

Sam Bartram W.H.Smith & Son

5 January

11 a.m. - 12.15 p.m. Gordon Ross

11 a.m. - 1 p.m. Geoff Iden Junior Express
1 p.m. - 2 p.m. Eileen Sheridan

2 p.m. Billy Mayerel P.D.S.A.

2 p.m. - 3 p.m. Walley Barnes Junior Express

2.30 p.m.- 4.15 p.m. Tommy Lawton W.H.Smith & Son
John C. Clements
6 p.m. - 7 p.m. Ronnie Noble

Jim Peters Junior Express
7 p.m. - 8 p.m. Harry Corbett

6 January

10 a.m. - 11 a.m. John Surtees

11 a.m. - 12.15 p.m. Vivian Jenkins W.H.Smith & Son
Bryn Meredith

12 noon - 1 p.m. Don Cockell Junior Express
2 p.m. - 3 p.m. Mel Hopkins
Ken Norris

2.30 p.m.- 4.15 p.m. Peter May W.H.Smith & Son
Stuart Surridge

5 p.m. - 7 p.m. Sam McCarthy Junior Express

Trevor Bailey W.H.Smith & Son

7 January

11 a.m. - 12.15 p.m.	David Attenborough	W.H.Smith & Son
11 a.m. - 12 noon	Christopher Beeny Margaret Downs	Junior Express
12 noon - 1 p.m.	Nancy Roberts Peter Bryant	
2.30 p.m.- 4.15 p.m.	John Jackson	W.H.Smith & Sons

9 January

10 a.m.- 11 a.m.	Jean Desforges	Junior Express
11 a.m.- 12.15 p.m.	Ken Wolstenholme Danny Blanchflower	W.H.Smith & Son
1 p.m. - 2 p.m.	Bill Kitchen	Junior Express
2 p.m. - 3 p.m.	Appleyard Family	
2.30 p.m.	Jack Melford	P.D.S.A.
2.30 p.m. - 4.15 p.m.	Ken Armstrong Roy Bentley	W.H.Smith & Son
4 p.m. - 6 p.m.	Bill Kitchen	Junior Express
	George Robb Brian Glanville	W.H.Smith & Son

10 January

10 a.m. - 11 a.m.	Pat Pauley	Junior Express
11 a.m. - 12 noon	Ken Wolstenholme	
2 p.m. - 3 p.m.	Walley Barnes	
2.30 p.m.- 4.15 p.m.	Sir T. White Lord Burghley John Snagge	W.H.Smith & Son

11 January

11 a.m. - 12.15 p.m.	George Cansdale	
11 a.m. - 12 noon	Bill Waterton Archie Andrews	Junior Express
2.30 p.m.	Peter Sellers	P.D.S.A.
2.30 p.m.- 4.15 p.m.	Henry Hall	W.H.Smith & Son

12 January

11 a.m.- 12.15 p.m.	Johnny Leach	
11 a.m. - 12 noon	Geoff Iden	Junior Express
12 noon - 1 p.m.	Grove Family	
1 p.m. - 2 p.m.	Eileen Sheridan	
2 p.m. - 3 p.m.	Wally Barnes	
2.30 p.m.- 4.15 p.m.	Brian Glanville Frank Blunstone Ron Reynolds	W.H.Smith & Son

12 January (Cont)

6 p.m. - 7 p.m.

Jim Peters

Lord Nelson

Junior Express

W.H. Smith & Son

13 January

10.30 a.m. - 11.30 a.m. Gerald Durrell

11.30 a.m. - 12.15 p.m. 'Coco'

2.30 p.m. - 4.15 p.m.

Pat Smythe

2.30 p.m.

Jack Train

P.D.S.A.

2 p.m. - 3 p.m.

Ken Norris

Junior Express

3 p.m. - 4 p.m.

Petula Clarke
Max Robertson

5 p.m. - 7 p.m.

Sam McCarthy
Desmond Hackett

14 January

12 noon - 1 p.m.

Nancy Roberts
Peter Bryant
