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WORLD'S GREATEST SHOP - - The British Industries

Fair opens its doors.

-H.R.H. The Duke of York at the  
"heavy section" at Castle Bromwich,  
Birmingham.

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Picture:- B.I.F. stands for British Industries Fair.  
It may also stand--

--for "bif", a near knock-out for foreign goods. At  
Castle Bromwich, His Royal Highness--

--the Duke of York arrives to inspect the heavier  
exhibition. This Birmingham portion of the Fair  
shows--

--the latest developments of the whirring wheels  
of industry - - British engineering invention--

--and precision in excelsis. The Duke, is keenly  
interested, is--

--escorted through miles of avenues which demonstrate  
our supremacy in many branches of industrial progress  
These girls are completing cartons, in which British  
goods will be packed. This exhibition embodies the  
soul and spirit of Britain. Through the--

--ages, trade has ever followed the flag. While  
the Duke of York supports the Midland section--

--of the Fair, - -

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Her Majesty the Queen pays a visit to  
the Lighter Trades and Empire Section  
at Olympia, London.

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..... his Royal mother, the Queen, is arriving  
at the Olympia Exhibition of the industries.

And the Duke of York leaves Birmingham to be  
present with her. The officials presentations  
over, Her Majesty--

--first visits the balcony, and inspects the  
vast quantity of books and toys, all examples  
of home craftsmanship. There are twenty-seven  
miles of shop windows, showing attractive and useful--

--manufactures. The Queen is keenly interested in  
some clever designs in enamel work, and among--

--other things purchases a cigarette box and--

--two toilette sets in blue enamel. The Duke  
and Duchess of York also make purchases soon  
after their arrival. The Royal party was shown--

--a facsimile of the toilette set which was Their  
Majesties'--

--wedding present to Miss Diana Churchill some  
weeks ago. The Queen is now making her way to  
the exhibits of the--

--Empire Marketing Board, which has an important--

--place in the Fair. After a long and extensive tour  
and much buying, Her Majesty, together with the  
Princess Royal takes her departure. The Duke--

--and Duchess of York follow. And thus stimulated,  
the B.I..F.--

--settles down to a prosperous run.