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BRITISH INDUSTRIES

FAIR

WHITE CITY SECTION.

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Picture.:-

King Edward VIII visits the British Industries Fair, White City section, after leaving the Olympia end. His Majesty is received by Lord Derby. Sir Edward Crowe, Controller-General of Overseas Trade is in the Royal Party. A crowd of many thousands of people greets the King with tremendous enthusiasm. One gentleman gets in front of your picture. We apologise for him.

King Edward spends a considerable time at the Indian Cotton exhibit, where a large turn-over of business has already been made. In fact

shortly after the King's visit, it was stated that the largest

order in this textile section had been placed with a Bradford firm. Of the many attractive exhibitions

none is more popular than the Fashion Display, so we are taking you over !

And here we are. Feminine fashions, of course !

And the further we go,

the more feminine it gets. "Moonflower", this striking creation is called, says the programme. The saleswoman says "it suits you perfectly, modom !" And what the man

with the cheque-book says is nobody's business. Another is called "Pay Out",

most appropriate. Yet another is "Swan Song". Sister of the "last round

up", I suppose. For the plumper, (tactful word), the

'Dorothy Walker' is specially designed. Sort of "East is East, and Mae is West" effect.

Another model is called

"six till eight". What happens after eight is not shown. As a rule, of course

over the eight one gets

more reckless. And here are four sports - - er - - er - models. This display goes off very well. Very original ! Parts of it are far

removed from the - - er - - ordinary. And this is how it works ! It reveals - - er - - simplicity of treatment which one can hardly expect mere man to adequately describe in correct terms.

Phew ! Is it warm to-day,

or am I feverish ! A dainty swim-suit - - er - - what happens next, I am not sure. Oh ! I see, a light scarf to protect from sun-burn.

And then of course

we get to undies. I knew we should. I sort of felt it. The audience is

very varied, but the subject is of

quite general interest. So, at this point I give up. Even a commentator has limits !