

BRITAIN OPENS HER SHOP WINDOW

The King and Queen, with Princess Margaret, lead the first thousand visitors to Olympia, as Britain lays out her shop-window to the world. It's the British Industries Fair - the 29th and biggest ever. Hitpiece of the show is Bepe - a working model of Harwell's Atomic Pile. Minister of Supply, George Strauss, is there to see it in action. Bepe's job is to show in miniature how its Harwell counterpart turns out radio isotopes for everyday use in hospitals and soon in industry. Over at Earls Court, there is another branch to the shopwindow. Here, too, custom pours in from a hundred different lands, as Britain bids the world: "Come and buy it!" Favourite with American buyers is an exquisite display of chinaware.

Further on, there is fancy glassware to catch the visitor's eye. Like a reflection from fairyland, it's all got that stand-off label - "for expert only."

Pride of place goes to a new-style automatic cigarette machine. Turning out a thousand cigarettes a minute, it proves a hit with dollar buyers. Added attraction is that all sample cigarettes go with the machine.

Civil engineering tops the Fair at Castle Bromwich, Birmingham. With 2,000 exhibits on show, the B.I.F.'s 'heavy' section stretches over 16 miles. 5,000 overseas buyers are expected and sales will top all previous records.