



THE BRITISH EMPIRE EXHIBITION

WEMBLEY
April to October
1924

Offices
16 GROSVENOR GARDENS
LONDON, S.W.1



H.R.H. THE PRINCE OF WALES, K.G.
President of the British Empire Exhibition



ST JAMES' PALACE.
S.W. 1

We must unite to make
The British Empire Exhibition
a success worthy of our race -
I shall hope to see many
friends from the Dominions and
Colonies at Wembley Park
in 1924 - Edward V.

THE BRITISH EMPIRE EXHIBITION

THE Throne being the chief bond of the union of peoples which is the British Empire, it is fitting that the King-Emperor should be the Patron of the British Empire Exhibition at Wembley Park, London, in 1924. He has seen the Empire, by virtue of its unity and courage, pass victoriously through the trials, the vicissitudes of the Great War ; and it will be his pride to see proofs that a like unity and a like courage can be displayed in the arts of peace. With his Consort, Queen Mary, and his son, the Prince of Wales, who is President of the Exhibition, His Majesty has taken the keenest interest in the project, and at his call the whole Empire has co-operated to strive to make it a splendid success.

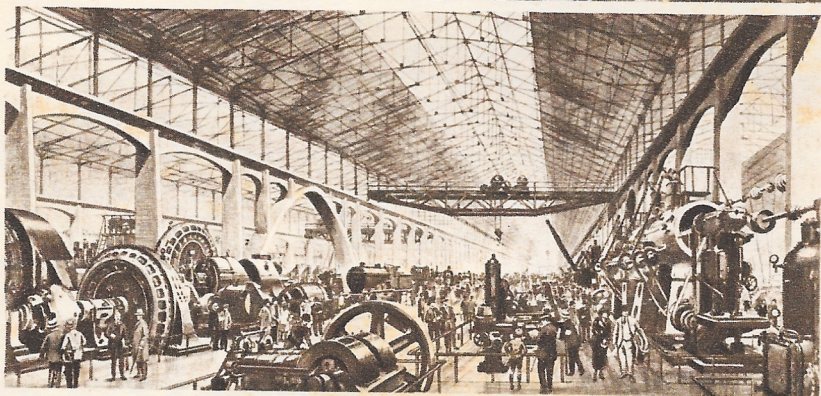
THE British Empire Exhibition invites the attention of the whole world, since it will be a comprehensive survey of the achievement in art, science and industry of the most marvellous generation that man has passed on this planet. It will be the great industrial event of the post-war world, the first clear expression of the hope that after the disasters and horrors of the Great War we may enter now with confidence upon an era of peace. It will be thus of compelling interest to all who are curious about any aspect of life.

*This
Marvellous
Epoch*

IT is a full generation since there has been a great exhibition to display the triumphs of man in Art and Science : and the knowledge of a generation ago is obsolete in almost every department. Except that the great principles of philosophy remain unchanged, there is hardly anything which was known by man twenty-five years ago that stands as it was. The astronomer, the physicist, the chemist, survey the universe in the light of new principles. During that generation man has made the most wonderful strides of any period of his history both in abstract knowledge and in its practical application : the conquest of the air : the discovery that the atom, which was recently accepted as the indivisible basis of matter, is a little electromagnetic world in itself : the questioning of the whole basis of Euclid's geometry and Newton's physics : marvellous advances in every branch of science.

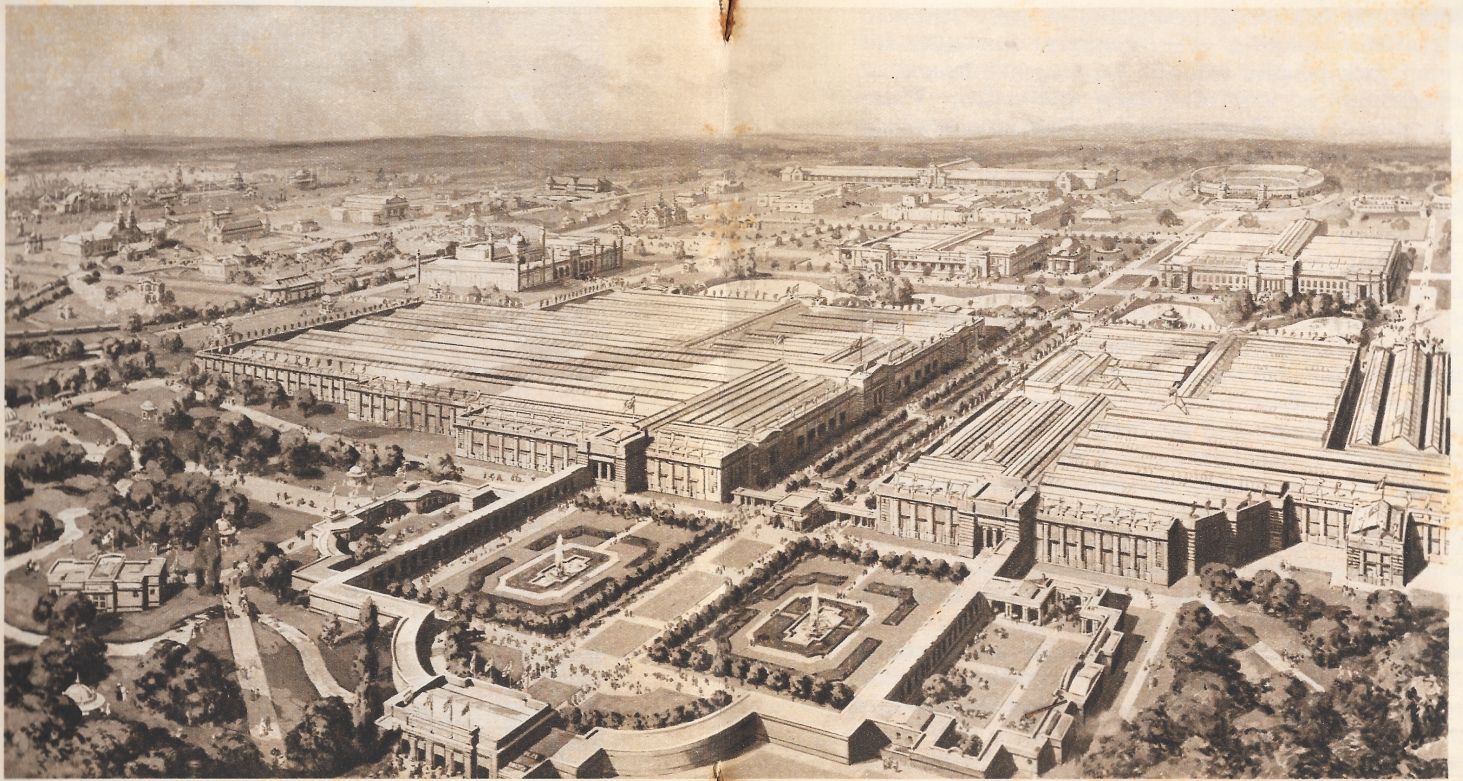
To see the world of to-day is thus to see a world entirely different from that of a generation ago. That world will be displayed in microcosm at Wembley Park in 1924.

True, it is not a World Exhibition, but a British Empire Exhibition. Yet it is in the fullest sense comprehensive of the world. There is nothing of importance, whether it be in the domain of abstract thought, of science, of art, or of industry, which is not represented within the British Empire—the greatest organisation of human society that man has ever known. The methods of both Western and Eastern civilisations, and of those nations which still sit in



VIEWS OF ONE OF THE ELEVEN BAYS OF THE PALACE
OF ENGINEERING, TAKEN MAY 25th, 1923, JUNE 29th, 1923,
AND AS IT WILL APPEAR IN 1924

THE BRITISH EMPIRE EXHIBITION, APRIL TO OCTOBER, 1924



GENERAL VIEW OF THE EXHIBITION

darkness, find a place therein: also the aspirations and achievements of man in all domains of effort. The British race has set up new States in every continent of the world: and in every continent has under the Union Jack peoples who are learning the lessons of self-government and of orderly civilisation. These will come to the British Empire Exhibition bringing with them the proofs of their industry, the illustrations of their life: and they will give a complete picture of the world of to-day.

*The Empire
Family
Party*

APPEALING thus to all those in the world who are curious of life (and to be curious of life is the proof of an alert mind), the Exhibition will have a special appeal to the members of the great family of the British Empire. It will be their "Family Party." Its first purpose will be to display "the means whereby we live"—the industries of the Empire. The traders, the manufacturers, the farmers and the workers of the Empire will show the best examples of their handiwork, and set up the machines by which they do their work. This will make the Exhibition a complete encyclopædia of modern industry with working illustrations.

On its ground—the greatest that has ever been laid out for the purpose in the history of the world—there will be assembled practical examples and working models of every Empire industry. It will be possible for the student of any of the hundred and one activities of modern civilisation to find within a ring fence complete means of comparative study. The methods

of five continents, and of all the races of man, will be shown side by side.

In these days of intricate processes such practical illustrations are necessary. We sympathise with the motive guiding one of the greatest humorists and satirists of literature when he whipped with his scorn the Squeers School of Education. "Spell windows." "W-i-n-d-o-w-s." "Yes, go now and clean them." Yet we have to recognise that there can be no easy education in material matters without practical examples. The teacher can only explain an intricate machine with a working model.

In the world of science, of supreme interest will be the exhibits illustrating the successful grappling with the problem of Health in the Tropics. The British Empire is showing in many quarters of the world that it is possible for the white races to live healthily in tropical climates. It gives the material for a comparative study of Tropical Health work in Asia, Africa, America and Australasia.

WHAT promises to be the chief factor in making the British Empire Exhibition a complete success in all respects is the spirit of friendly emulation which has sprung up in the Dominions and Colonies of the Empire. In every corner of the vast Empire there is a conviction that it is necessary, as a matter of national pride and of loyalty to the King, to make a brave show before the world at Wembley Park in 1924. Each member of the Empire Family is striving in a sporting

*Friendly
Emulation*

spirit to outstrip the others, to make its display more brilliant, a better proof of successful organisation and of cleverly applied energy. The various Dominions are keeping secret some of the details of their exhibits. They are confident that they have thought out for themselves entirely original ideas, and are anxious that their friends and rivals should not know of these in advance so as to be able to imitate them. Even the Mother Country has joined in this spirit of friendly emulation with the spirit and energy of her perpetual youth. Not content with the great exhibits of her organisations of manufacturers and traders, she will enter the lists with a special national display, the message of which will be to emphasise the unity of the Empire.

*The Human
Side*

BUT it will not be only a trade and industry show. The human side will not be neglected in the British Empire Exhibition, and will be perhaps its chief interest to those citizens of the world whose curiosity is for the sentimental, the romantic, rather than the practical things of life. The British Empire is guardian and protector to many peoples whose civilisation is different from our own, or, looked at in the light of our Western ideas, is backward. The Exhibition will bring on its great stage for the study of Europe, of America and of the world generally, the real life of those peoples: the Arcadian communities of the Pacific: the dreamers of the mystic East, where contemplative thought rather than action has been the

ideal of man ; and will contrast them with the bustling and energetic enterprise of the young white nations which have had their origin in the British Islands, and which under new circumstances of social environment are striving to work out in the old British way the old problems of man's destiny.

Where the Pacific Ocean rolls its long swell there are still laughing nations of happy children " who have never grown up, and lands where the curse of Adam, which is that with the sweat of the brow must bread be won, has not fallen. Civilisation intrudes now, more urgent each year, to impose conformity with its life : and the Paradises of the South Seas yield to its advance—here with the sullen and passionate resentment of the angry child, there with the pathetic listlessness of the child too afraid to be angry. But still there survives much that has the atmosphere rather of the Garden of Eden than of this curious world which civilised man has made for himself. The life of these Pacific Islands will be reproduced by the British Empire Exhibition, side by side with the life of India, the West Indies, of Burma, of Malaya and of the British Settlements in China.

To the scientist this will be an opportunity for the study of the different types of culture in mankind. To the humanist there will be an inexhaustible interest in studying the natural life of strange races, and noting how they are responding to contact with Western civilisation. To the curious there will be an opportunity of getting a general knowledge of the races of

man ; he can survey them all within the Exhibition grounds.

*The Social
Side*

THE social side of the Exhibition will not be neglected. What is aimed at is that this should be a joyous pageant of the British people : a splendid display of all their capacities in the arts of peace, and a hospitable Family Party. The Mother Country will see to it that the representatives of her children nations, and those nations which accept her tutelage in learning the arts of civilised life, are treated with the warm and gracious hospitality due to guests.

It is recognised that the children of our British race overseas, even when they have been separated by more than one generation from direct knowledge of the Mother Country, still cherish in their hearts either the knowledge, or the aspiration for knowledge, of her beautiful countryside, with its gracious flowers, lawns and trees. So there has been a special effort made to preserve as far as possible the woodland amenities of Wembley Park. Not a tree has been sacrificed unless at the call of stern necessity. The art and industry of the gardener have been called upon to intersperse the halls of exhibits with lovely gardens. Thus the Exhibition will strive to show England at her best.

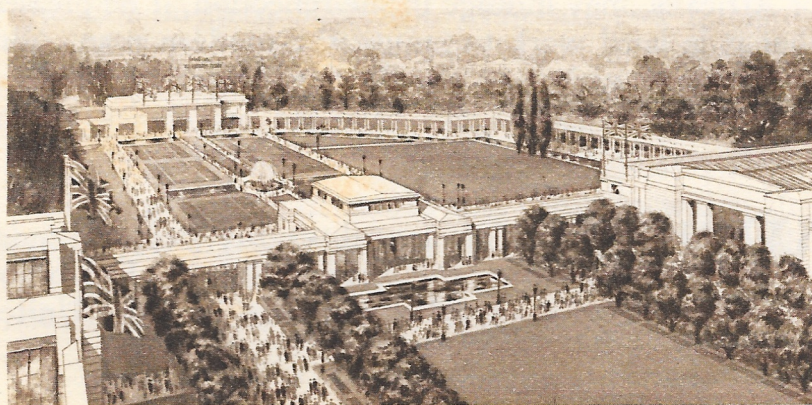
To emphasise the fact that it is a " Family Party "—a happy gathering of the British clans, in which the hospitality will have the easy intimacy of the family circle—the British Empire Exhibition has made a " home-made-cakes " rule for its entertainments. Food

and beverages will be as far as possible Empire products only. This will not mean that the most fastidious will need to go hungry. Rather it will give an opportunity for those who are curious about food to find out how splendidly varied and abundant are the resources of the Empire.

THE British Empire Exhibition, though its chief *Amusements* purpose is to display the achievements of man in art, science and industry, will not neglect the appeals of sport and amusement to human nature. The sports events, which during the Exhibition will be held in the greatest arena ever yet provided for trials of skill and strength, will cover every phase of sporting activity. The native races which live under the shelter of the Empire will show their sports and amusements. In the great Amusements Park all the most modern devices by which civilised man endeavours to avoid the tedium of life will be displayed. The philosopher looking upon these elaborated amusements, and contrasting them with the simpler sports of the Asiatics or Africans, may indulge in the reflection, if he pleases, that it is hard work to amuse the modern man. But the average visitor to the British Empire Exhibition will be glad that he can have for his choice all the sports and amusements that the world knows.

WITH a particular appeal to the peoples under *Our Friends* the British flag, the British Empire Exhibition *Abroad* will have a special appeal to our friends of the United

States, South America, Europe, and all parts of the world. To this Family Party of the British Empire, showing every phase of the Empire's life from the primitive village of the savage tribe making its first faltering steps towards the light of civilisation up to the hall wherein is displayed man's latest scientific victories, the people of the United States especially will come as honoured and friendly guests because the work thus shown (on the whole worthy work for humanity) is work in which they have had a large part. The common heritage of the United States and of Great Britain is far more important than their separate shares in the British Empire's achievement. Our friends on the European Continent will come also, we hope, in a friendly and inquiring spirit. France, Italy, Belgium, Holland, Spain have colonial problems of their own, and their citizens will be interested to see how those problems are met by the British race. Nor will other countries fail to find matters of vivid interest. Indeed, all the world should know the way to Wembley in 1924.



VIEW OF NORTH ENTRANCE, MAIN AVENUE AND GARDENS