

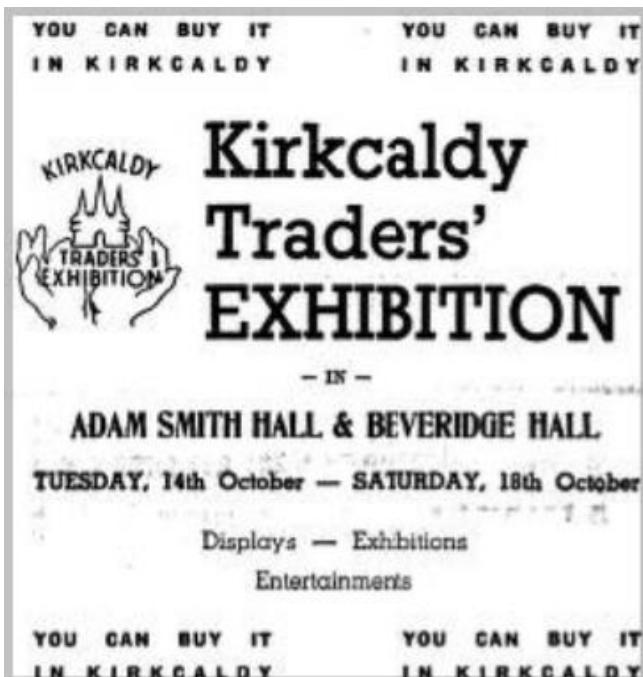
## You Can Buy it in Kirkcaldy'



Whenever Kirkcaldy is mentioned in conversation a subject which invariably crops up is its shops, or the perceived lack in quality, quantity and variety. Invariably, comparisons are made between today and times gone by. It is a familiar and well worn cry that the "golden age" of shopping in the "Lang Toun" belongs to a bygone, but not yet forgotten, era. Let us travel back in time to see if memories are of the rose tinted variety or substantially correct. As the sole vehicle we had intended using an almost forgotten event which was designed to showcase many of the town's retail and commercial firms – *The 1952 Kirkcaldy Traders Exhibition.*

When first conceived and researched, the narrative's starting and finishing points were recounting the details of that inaugural 1952 exhibition, and only that exhibition. However, as often seems the case, that idea was soon derailed. Research unearthed information so compulsive that it required the story to commence some 20 years earlier.

The reason for this alteration was the unexpected discovery of an exhibition held in 1928 and therefore it was considered



appropriate to start from there. While extending the scope, and therefore the content of the narrative, a more accurate sketch of retail and commerce in the first half of the 20<sup>th</sup> century can be offered. The available information is somewhat restricted with a further handicap being that no full programme appears to have been carried in the local newspapers. In fact, as far as can be seen, the *Fifeshire Advertiser* failed to make mention of the event at all. Restrictions apart, it does seem to have been well attended and some of the firms involved were still active decades later.

The organiser was a Captain Robertson who appeared to specialise in promoting and organising this style of event throughout Scotland. The assumption has to be that the traders paid for their stall and retained the profit from their sales. Robertson would then meet all the other expenses from the rentals and admissions income, with the net amount being his profit.

Saturday, the 10<sup>th</sup> March 1928, saw the *Fife Free Press* make their first mention of what was a proposed exhibition during

THE FIFE FREE PRESS, SATURDAY, MARCH 23, 1928.

VISIT THE TRADES	ADAM SMITH & BEVERIDGE HALLS	EXHIBITION
MANNEQUIN PARADES DAILY	OPEN DAILY 2 p.m. to 10 p.m.	EXHIBITS AND DEMONSTRATIONS
AT 2.15, 4.15, 6.15 and 8 p.m.	ADMISSION, *	by the Fife & Kinross Society for the Blind.
UNDER THE DIRECTION OF J. & A. GRIEVE	BY EXHIBITION,	Wireless, Baking, Electrical, Laundry, Musical and Vocal Demonstrations and Displays.
Melody Makers Orchestra from Glasgow.	TEA ROOMS IN BEVERIDGE HALL (Under the direction of Rialto Tea Rooms, Ltd.)	Attractions of Every Description.

the first week in April by the Kirkcaldy and District Traders.

The suggested venue is the Adam Smith and Beveridge Halls and we are informed that it is twenty five years since the last exhibition of private traders being held in Kirkcaldy. The article

elaborated with:- "since then the town has grown considerably, and with modern travel facilities it has become an important trading centre. Already the promoters have received promises of support from a large body of private traders and there are indications that the exhibition will be a comprehensive and attractive one. A first-class orchestra will be in attendance, and some forty soloists will take part in the programmes to be submitted during the week. There will also be a mannequin parade. Part of the Beveridge Halls will be utilised as a tea-room. The exhibition will be open each afternoon and evening. Further information regarding this attractive event can be obtained from Mr Geo. Laing, 40 Forth Avenue North, Kirkcaldy.

Saturday, the 17<sup>th</sup> March, sees the *Fife Free Press* carrying the first advert for the event. It is scheduled to run from the 2<sup>nd</sup> until the 7<sup>th</sup> April. Strange to relate, but the advertisement makes no mention of the opening times, nor the cost of admission. Some stands remain available and again the contact is Mr Laing in Forth Avenue North. It would seem that all contact is via post, as there is no mention of a telephone number.

KIRKCALDY & DISTRICT TRADERS' EXHIBITION.

—

ADAM SMITH AND BEVERIDGE HALLS,  
KIRKCALDY,  
2nd to 7th APRIL, 1928.

—

MANNEQUIN PARADE DAILY,  
Under the Direction of Messrs J. & A. GRIEVES, Kirkcaldy.

EXHIBITION CAFE IN BEVERIDGE HALL,  
Under the Direction of the RIALTO TEA ROOMS, LTD.

MELODY MAKERS ORCHESTRA.

—

THE LATEST IN EVERYTHING.

A very limited number of Stands are available. Application should be made immediately to GEO. C. LAING, 40 Forth Avenue (N.), Kirkcaldy.

*The Fife Free Press* of the 31<sup>st</sup> March looks forward to the event under its headline 'Next Week's Trade Exhibition':- "An exhibition which should attract a good deal of attention is taking place from Monday to Saturday next in the Adam Smith Halls, Kirkcaldy. Stalls have been well taken up by local and district traders, and a perusal of the advertisement on page 5 will give some idea of the varied nature of the trades represented. There will be mannequin parades daily, under the direction of Messrs J. & A. Grieve, and music will be provided by the Melody Makers Orchestra from Glasgow, while there will also be exhibits and demonstrations by the Fife and Kinross Society for the Blind. The Beveridge Halls will be used as tea-rooms, the catering being in the hands of the Rialto Tea Rooms Ltd. There are also other attractions.

Amongst the exhibits are the latest in wireless equipment by Messrs Gibb and Watson, the well known local experts, including the Mullard master valve; the best of everything

musical by Messrs Mentiplay, the latest in electrical lighting and heating equipment by Martin's (Electricians) Ltd, Hairdressing

## **THIS IS THE AGE OF ELECTRICITY!**

Do not miss our Stalls (Nos. 6, 8, 24 & 26), at the KIRK-CALDY TRADERS' EXHIBITION.

See our wonderful display of Modern Electric Lighting and Heating Accessories.

Demonstrations Daily of the GOBLIN VACUUM CLEANER.

**MARTINS (ELECTRICIANS) LTD.**  
High Street, KIRKCALDY,

\*Phone 2777.

requisites by Leon, Dunfermline; baking and chocolate making by the Home Bakery, Kirkcaldy; millinery by Miss Coutts, Kirkcaldy; typewriters and office supplies by Mr Moffat, Kirkcaldy; grocery stand, by Mr J. L. Diack, Kirkcaldy; leather

and sports goods by Mr Norrie, Kirkcaldy, and smoking requisites by A.M. Grieve, Kirkcaldy. Altogether the exhibition should be well worth a visit".

The page 5 mentioned above did carry a main advertisement for the event and a number of individual adverts from the participants. To be honest, it possibly raised more questions than answers. The positives were that the opening hours were set between 2.00pm and 10.00pm, with admission sixpence. The mannequin parades were scheduled each day for 2.15 – 4.15 – 6.16 and 8.00pm. The exhibits and demonstrations would feature work by the Fife Society for the Blind, along with other stands featuring; wireless, baking, electrical, laundry, and musical band instrument demonstrations.

The individual adverts showed the ten firms mentioned above as having at least one stall each, but it certainly looks as if a significant number were not allocated. There appears to have been 30 available stalls with 17 being taken. This number may be 19, as the adverts for *Gibb and Watson* and *Martin's (Electricians)* list tables 8 and 24 in both adverts – which is unlikely.



*The Fife Free Press* of the 7<sup>th</sup> April carried the final advert for the event. It informs us that Provost Kilgour is opening the event at 2.30pm that day and there will be an evening supper

dance in the Beveridge Hall. The advert suggests that the music will be by *Mac's Melody Makers*, presumably members of the orchestra who had been performing during the week.

MEET YOUR FRIENDS AT THE  
**TRADES' EXHIBITION**  
**TO-DAY**

ADAM SMITH & BEVERIDGE HALLS.  
PROVOST KILGOUR will open the EXHIBITION at 2.30 p.m.

MANNEQUIN PARADES 4 TIMES DAILY.

DEMONSTRATIONS 4 TIMES DAILY.

AFTERNOON TEA AND EVENING SUPPER DANCES  
IN BEVERIDGE HALL

MAC'S MELODY MAKERS, GLASGOW.

ADMISSION TO EXHIBITION—6D.

Other than that advert, there is no report on the activities at the exhibition during the past week other than a single article which makes for curious reading. It was unusual in that the article commences with the event reaching its conclusion that Saturday evening and then goes on to cover the opening ceremony earlier in the afternoon. Normally, the opening ceremony would take place on, or prior to the 2<sup>nd</sup>, but on this occasion it was performed on the last day! It would be difficult to believe that each day would feature a formal opening event – but there is simply no explanation available as to why this timing was chosen.

At the opening ceremony Captain Robertson, the organiser, was presiding and in the course of his remarks said that:- “they were exceptionally pleased with the business done.

Exhibitions such as these did a great deal of good. They showed that Kirkcaldy could supply the stuff, and this the Kirkcaldy stallholders were in a position to do".

Provost Kilgour then opened the exhibition and declared that "the stall holders had put on a good show and that he had learned from these stallholders that results had been eminently satisfactory".

Having been attracted by the statement of such an event taking place some 25 years previously the challenge was to try and find a little more about it. It rather looks as if the event in question was possibly a protest march organised locally to challenge a suggested tax on food by Mr Chamberlain. The march was from the Dysart Road to the Beveridge Park and five local bands were scheduled to take part. The advertisement certainly makes mention of exhibitions, presumably in the Beveridge Park, but we can offer nothing more concrete than suggest this was probably the event being referred to.

**KIRKCALDY YOUNG SCOTS.**

**Free Trade Procession  
and Demonstration  
TO-DAY (SATURDAY)**

A PROCESSION and DEMONSTRATION will be held under the auspices of the Kirkcaldy Young Scots' Society to Protest against the Proposal put forward by Mr CHAMBERLAIN to Alter the Fiscal Policy of this Country by Imposing a Tax on the **Food of the People**.

The PROCESSION will marshal at Dysart Road, and will start at 3 p.m., marching by way of High Street to the Beveridge Park.

The following Bands have signified their intention of taking part in the Procession :—

KIRKCALDY TRADES (Senior).  
KIRKCALDY TRADES (Junior).  
B.O.S. BRASS BAND.  
B.O.S. PIPE BAND.  
PATHHEAD BRASS BAND.

**Numerous Trade Exhibits have been secured.**

CYCLE PARADE.

Cyclists will start from Gallatown at 2.45. Several Prizes have been offered for the Best Costumes.

YOU CANNOT AFFORD TO MISS  
**KIRKCALDY TRADES' EXHIBITION**  
 In the ADAM SMITH & BEVERIDGE HALLS.  
 From 30th MARCH to 6th APRIL.  
 Daily from 2 p.m. until 10 p.m.  
 OFFICIAL OPENING BY PROVOST A. KILGOUR.

Here are just a few of the attractions which this great Show will offer.  
 The Famous FULTOGRAPH PICTURE RECEIVER, which receives Pictures by Wireless. | A COMPLETE WIRELESS STATION in operation.

RUG-MAKING DEMONSTRATIONS. | BAKING DISPLAYS all day. | THE WALDORF ORCHESTRA

**MANNEQUIN PARADES**  
 At 2.30 — 7 — and 8.30 p.m. daily, by  
**D. S. BEVERIDGE,**  
 (Opposite Opera House) **KIRKCALDY,**  
 ON A SCALE NEVER BEFORE SEEN IN THE SHIRE,  
 and introducing—

THE BOUDOIR SCENE. | THE TEA PARTY. | WINDOW REFLECTIONS.  
 THE BATHING PARADE. | THE MILLINERY SHOP. | SPORTS PAGEANT.  
 ETC. ETC.

The most ambitious Parades ever staged in the district, by experienced Mannequins who have appeared before Royalty.

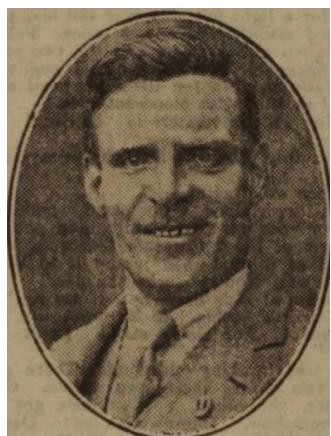
Catering by the RIALTO TEA ROOMS, KIRKCALDY,  
 At Popular Prices.

THE LATEST ELECTRICAL HOME IMPROVEMENTS. | LABOUR SAVING APPLIANCES OF ALL KINDS. | WORKING DEMONSTRATIONS AND DISPLAYS.  
 WIRELESS, GRAMOPHONES, AND MUSICAL INSTRUMENTS.  
 Everything to interest the Homelover and those interested in the Latest Fashion Creations.

ADMISSION TO EXHIBITION—6d

Literally, moving on twelve months, we find the 1928 exhibition being repeated and once again in the same venue. As in the previous year there is little in the way of records and the same paucity of reporting is in evidence. The event on this occasion had its opening ceremony in the right place - at the beginning! The exhibition again ran for one week from Saturday the 30<sup>th</sup> March.

Advertisements for the event started to appear in the *Fife Free Press* from the 9<sup>th</sup> March and the edition of the 30<sup>th</sup> carried a cluster of individual adverts by firm taking part. The first editorial did not appear until the 6<sup>th</sup> April which looked back at the opening ceremony and gave some details of the traders and demonstrations.



The organiser on this occasion was a Mr J. Robertson Mungo. He was representing the two firms which were promoting the event - *Prestwick Press Publicity Promotions* and *Trades Exhibition and Civic Week Promotions*. He had organised a similar function in Dundee at the Caird Hall in February which had attracted 12,000 patrons.

Provost Kilgour once again opened the event and made a number of remarks on Kirkcaldy's ability, through improved transport facilities, to attract shoppers from outlying districts. He also covered the qualities which to him made for a successful businessman and felt Kirkcaldy's traders had the necessary qualities in abundance. "He hoped that the exhibition would prove a success as a whole for those individuals who were taking part in it. But whether it was a success from the monetary point of view or not, he thought Kirkcaldy would be the better for showing what metal they were made of".

In relation to the event itself the article went on to say:- "The exhibition, which is on a large scale, is an exceedingly interesting one and considering that it was only inaugurated last year, its success augurs well for future functions of this nature. The various exhibits have all been set out with commendable taste, the whole effect combining to give the hall a most business like appearance.

It says much for the initiative of local traders that they have succeeded in presenting so many attractive features. Amongst the stallholders is Mr D.S. Beveridge, who has on view a most comprehensive range of ladies and children's apparel. Not content with that however he has organised mannequin parades which form a most unique and, at the same time, interesting display. Parades include the boudoir scene, the

afternoon party, the bathing parade, and many other original scenes in addition to the wedding tableaux".

As in the previous years, Messrs Gibb and Watson, Messrs Mentiplay and Messrs Martin (Electricians) were making a return

visit and  
the  
article  
made  
mention



of their exhibits and demonstrations which would be on view.

New exhibitors included – "Mr P. Woodward, outfitter, is featuring two special lines in Radiac shirts and Pexwear

displayed.

Mr P. Woodward, outfitter, is featuring two special lines in Radiac shirts and Pexwear overalls, while he has also on view interesting comparisons in collar wear, displaying the fashions of yesterday and to-day.

overalls, while he has also on view interesting comparisons in collar wear, displaying the fashions of yesterday

and today". Yes, once upon a time, gent's shirts were all grandad style with the stiff collar being attached by a stud at the neck and another at the back. Woodwards were active for many years and their shop, towards the Port Brae, is now occupied by *Enlightenments*.

"The exhibition of Mr A.K.Melville cannot but attract interest. He is specialising in the Beacon make of workmen's overalls, while there is also on view a selection of gentlemen's suitings, overcoats, and other attractive apparel".

Again, this firm was a High Street fixture for well over 50 years and known for the quality of its goods. The premises had been the birthplace of "Pet Marjorie" and the original facade was retained by Mr Melville. Holland and Barratt now occupy the premises, but only use the ground floor for retail. In Melville's day, both floors were in use – from memory, the first floor was exclusively for gent's outfitting.

"The 'Cookanheat' stove is prominently featured by Messrs Henry Hutchison and Sons Ltd, together with the latest in gas boilers and heaters, tile fireplaces, and boiler grates. Here to are to be found a large selection of sanitary fittings and the latest in baths and bathroom fittings". Not a name which is familiar to

See our Display at STAND 22, in KIRKCALDY TRADES' EXHIBITION, in ADAM SMITH HALL, 30th March to 6th April.

TRY AN  
**AKM**  
SUIT

FINE SCOTCH  
TWEED  
READY TO WEAR  
**70!**  
59 FITTINGS  
100 PATTERNS

A.K.M.  
PLUS FOURES  
in same Tweeds  
**75/-**

A.K.M.  
PURE INDIGO  
SERGE SUIT  
**90/-**

Stylishly cut, Correctly fitted by Expert Tailors of Experience, showing, too, splendid workmanship. The value and quality at the price is unbeatable.

Other Great Ranges of Newest Tweeds, Worsted and Serge and Suiting, in higher qualities to measure for 90/- to £5 : 10 : 0

Will you come and see us To-day?  
— You are heartily welcome.

We're Local Agents for  
Aquatite & Dexter Weatherproofs; Stetaor, Battersby & Christy  
Hats; Pescos Underwear, and Beacon Overalls for All Trades.

**AKMelville**

MEN'S & BOYS' OUTFITTER,  
Phone 132 High Street, KIRKCALDY. Estd. 1884.  
Business Hours:  
8.30 to 7. — Saturdays, 8 p.m. — Wednesdays, 1 o'clock.

The "cookanheat" stove is prominently featured by Messrs Henry Hutchison & Sons, Ltd., together with the latest in gas boilers and heaters, tile fireplaces, and boiler grates. Here, too, is to be found a large collection of sanitary fittings, and the latest in baths and bathroom fittings.

the team but 302 is towards the Port Brae and was most recently occupied by Ladbrokes. Again, this is a newer building than the one which would have been occupied by Hutchison.

“The housewife will be more than interested in the bakery exhibitions given by the Rialto Tea Rooms Ltd, together with this firm’s fine show of tempting goods”. The tea room and the cinema have long gone with no trace of them remaining. The premises around Neale Hanvey’s Constituency Office replaced the cinema and the tea room.

“Office requisites and many useful publicity postcards are on view at the stall of George A. Laing, at which many other items for the promotion of business efficiency will be found”. Laing was involved in the organisation of the 1928 event and his business premises were at 133 High Street which has just reopened as Lloyds, having previously housed Santander.

“These stalls, in conjunction with the numerous others, all go to make for an interesting and commendable exhibition, well worthy of the support it has received during the week”.

For whatever reason, the 1929 exhibition was not repeated and so it was not until after the Second World War that such an event was resurrected. It is hoped that the above will provide a flavour of the shops and services which were available to Kirkcaldy’s shoppers at the time. We can now move on to the planned central subject, where the reporting by the *Fife Free Press* was comprehensive and allows a fuller picture of the event to be painted.

## The 1952 Kirkcaldy Trades Exhibition

We begin our journey not in Kirkcaldy, but London, in the summer of 1951. The Festival of Britain was conceived and



brought to fruition by Herbert Morrison, a Labour Government Minister and Deputy Prime Minister. The original intention had been to celebrate the centenary of the Great Exhibition of 1851. However, in the end, the international flavour of the Great Exhibition was absent, as indeed were the countries of what is now the Commonwealth.

The 1951 Exhibition was exclusively British and had a twelve million pound budget, funded almost in its entirety by the Government of the day. The Labour Party, who were in power, appeared to be losing support and were seeking a feel good factor to restore their fortunes. The Exhibition was born out of this desire amongst other factors. The goals of the Exhibition were – to give people a feeling of successful recovery from the war's devastation, as well as promoting and showcasing the Country's science, technology, industrial design, architecture and arts.

The Exhibition was based around the South Bank of the River Thames with other sites such as Poplar, Battersea and South

Kensington, also being utilised. Scotland was also included, with the industrial design segment held in Glasgow. Smaller Exhibitions took place all over the United Kingdom and in Scotland these were sited in Perth and Inverness. These two more modest events supplemented the main Scottish event in Glasgow.

In tandem with, and to supplement the static sites, there were also touring exhibitions by both land and sea. The five months of the Exhibition were hailed as a “beacon for change” and attracted ten million paid admissions to the various sites. It was believed to have reshaped arts, crafts, designs and sport, for a generation. A people curbed by years of war, and crushed by austerity and gloom, showed that they had not completely lost the ability to enjoy themselves.

By any measurement, the 1951 Festival of Britain was a success and certainly seemed to achieve most of its goals. There was one notable exception and that was poor Herbert Morrison and the Labour Government. After their 1945 landslide win they had only been able to secure a majority of 5 in the February 1950 election. A snap election was called in October 1951 and, although Labour secured the majority of the popular vote, the



Conservatives won most seats and Churchill returned to power.

## The ‘Lang Toun’ Springs into Action

In almost every respect Kirkcaldy was no different from the rest of the country and the success of the Festival of Britain was not lost on the town. If London can showcase the United Kingdom – surely Kirkcaldy could do the same for itself!

*The Fife Free Press*, on the 24<sup>th</sup> March 1951, reported that a meeting of the Chamber of Commerce had been held the previous Wednesday with Councillor J.Y. Dick in the chair. The Chamber had been invited by the Festival of Britain Committee to organise a Trades Exhibition as part of the local “tie up”, with the Festival being held that summer. After a full discussion, the Chamber elected to take no action. The reasons given were that the linoleum industry did not want to get involved and the linen trade were already selling all they could manufacture so they saw no purpose in further promotion of their wares.

It was felt that any exhibition which could be staged would have to be housed in the Adam Smith Hall. It was also considered that the exhibition would be one in which local shopkeepers and trades’ people could display articles and goods which could be purchased by those interested. At the outset, it was made clear that such an exhibition would not come under the province of the Chamber of Commerce.

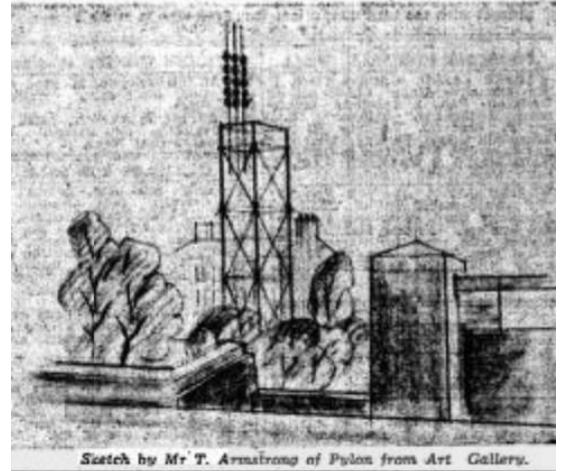
Eventually, no action was taken and Kirkcaldy played no part in the Festival.

However, as we shall see, Councillor Dick did not take this rejection lying down although a year passed before his plans came to fruition. He was certainly the driving force behind the project and it is doubtful that, without his determination, energy and enthusiasm, the exhibition would ever have got off the ground.

So, despite this initial rejection, the seed of the “Kirkcaldy Trader’s Exhibition” which came to pass between the 14<sup>th</sup> and 18<sup>th</sup> October 1952 was sown. It was to be based around the complex at the Adam Smith Halls. Each hall, room, stage and foyer, were pressed into use for the event, with the Organising Committee determined that nothing to match this would ever have been previously seen in the town. It was accepted that space was limited and the programme ambitious, but the Committee were determined to succeed. There was an earnest hope that if successful – it may well be repeated on an annual basis.

## The Concept

*The Fife Free Press* of the 27<sup>th</sup> September 1952 reminded its readers that “Preparatory Work was in Progress” – “The erection of the tubular steel framework outside the Adam Smith Halls meant that the “Kirkcaldy Trader’s Exhibition” was drawing near. Mr Tom Armstrong. A.R.I.B.A. of 13 Kirk Wynd, is transforming the main entrance by means of a steel frame which will be laced with foliage to form a decorative



screen, while at the right of the entrance, and flanking the Adam Smith Halls, a pylon of tubular scaffolding, 48 feet high, with three flagpoles added to give a total height of 65 feet, will be floodlight (sic). The interior work must of necessity wait until the weekend before the

Exhibition. However, by prefabricating parts of the stands, it will be possible to have the stands erected and everything ship-shape for the opening on Tuesday the 14<sup>th</sup> October by Provost James Young”.

The slogan was to be “You can buy it in Kirkcaldy” and over twenty local firms were scheduled to take part.



This sketch of the arrangements, especially for exhibition in the Adam Smith Hall, Kirkcaldy, was drawn by Mr T. Armstrong, architect, and is reproduced by kind permission of the editor, *The Fife Free Press*, and the artist, Mr Tom Armstrong, who is a member of the Fife Department of the Royal Institute of British Architects.



While unconnected with the Exhibition, the paper also carried a major spread on the death of Sir Michael Laird, Bart. The paper rightly recognised him as Kirkcaldy's greatest benefactor. He had died on the 24<sup>th</sup> of the month at his residence in Elie, having reached the age of 78. The list of the gifts which he and his family had bestowed on the town was lengthy. It is breathtaking that, over the years, the Council/Local Authority has not thought fit to apply the name in a higher profile than they have to date. Despite hospitals, schools and parks, the civic fathers have airbrushed the name almost out of existence. The Museum, Art Gallery and gardens being cases in point – the fact that the name “Nairn” is not featured more prominently and heavily is both a disgrace and a slight. It is almost as if only Adam Smith merits any form of recognition.

#### Death of Sir Michael Laird, Bart.

##### A LIFETIME OF SERVICE

IT is with very deep regret that we record the death of Sir Michael Laird, Bart., at his residence, Elie House, Elie, on Wednesday morning, after an illness lasting two months. By his death, Kirkcaldy has lost her greatest benefactor, for during his long life—he was seventy-eight years of age when he died—Sir Michael was ever willing to assist the needy, and, as long as there is a Kirkcaldy General Hospital, his memory will be held dear.

Of a quiet, unassuming nature, Sir Michael Laird was, nevertheless, an astute businessman, and during the 57 years he served the firm founded by his grandfather, he helped it to expand until, at the time of his death, Michael Laird & Co. Ltd. was known throughout the world as one of the leading manufacturers of linoleum. He was a just man and he was held in the highest esteem by the thousands of workers. His passing is a personal loss to all with whom he came in contact.

His benefactions to his native town—he was born at St. Mary's, Kirkcaldy, on 19th February, 1874—were very numerous. He gifted Ravenscraig Park to the town in 1924, a gift greatly appreciated by residents in the Third and Fourth Wards in particular, he subscribed generously to all local deserving charities and the services of the charity he founded, Kirkcaldy General Hospital, founded by his father, the first baronet, in 1889. During the years in which he was actively associated with the Hospital he ensured that healing equipment was always maintained and that those who required succour never cried in vain.

Even after the nationalisation of the Health Services, the Hospital remained one of his main interests, and he fought hard to get the new authorities to build a 500-bedded hospital on land he had reserved for that purpose at Ravenscraig Park.

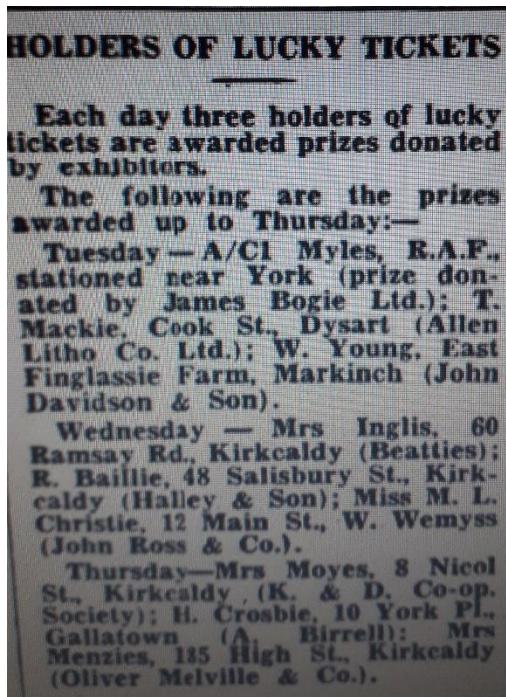
His services to Kirkcaldy were recognised in 1946 when, along with the late Mr Joseph Westwood, M.P., Secretary of State for Scotland, he was made a Burgess of the Royal Burgh.

He is survived by Lady Laird, one son, and four married daughters.

Sir Michael will be cremated. A service will be held in St. Brycedale Church, Kirkcaldy, on Monday at two o'clock, and afterwards the casket will be interred privately at Monimail.

The *Fife Free Press* was in full bore by the time it was published on the 11<sup>th</sup> October 1952. Two full pages, under a banner headline of the slogan, were devoted to the project amid a myriad of advertisements. These advertisements were not just limited to those attending, but also to those who could not be accommodated due to the available space limitations.

"This was not to be merely an Exhibition – No! – there will be much for those who wish to indulge in sightseeing, but shopping can also be carried out on the premises as many of the goods on view will also be available for purchase".



"Each day there will be prizes in kind for holders of three lucky tickets sold that day".

"In addition to the various stands and rooms, a fine entertainments programme has been devised by ex-Deputy Chief Constable William Hunter, the Exhibition Organiser, (each day's entertainment programme is included throughout this text). Each of the

entertainments is scheduled to last for twenty minutes. Over and above, there will be a number of film shows, cookery, baking and other demonstrations, organised by the exhibitors. These will be taking place on the exhibitor's stances or in the Demonstration Hall.

"There will also be an essay competition to allow visitors to give their impressions and also offer the possibility of securing a cash prize. It is vital that the organisers secure feedback in order to consider making it an annual event.

"Visitors were invited to send their impressions in the form of an essay not exceeding 250 words to "Essay Competition" at 220 High Street, Kirkcaldy, by Monday the 20<sup>th</sup> October. There were two classes - 'Adult' and 'Juniors under 16'. The best in both categories were to have their work published in the Fife Free Press on the 25<sup>th</sup> October. If that was not sufficient, the two winners would each receive 2 guineas.

#### ESSAY COMPETITION

Visitors to the Exhibition are invited to send their comments, after visiting the Exhibition, in the form of an essay not exceeding 250 words to "Essay Competition, 220 High Street, Kirkcaldy," to reach that office not later than first post on Monday, 20th October.

There will be two classes, one for Adults and one for Juniors (under 16 years of age). The best essay in each class will be published in the "Fife Free Press" on Saturday, 25th October.

There will be a prize of £2 2/- in each of the two classes.

#### ART AND CRAFT COMPETITIONS

Prizes of £2 2/- are also being awarded for the Art and Craft Competitions run in conjunction with the Schools. The exhibits in these Competitions will be displayed in the Beveridge Hall.

"Prizes of £2 2/- were also available in an Arts and Crafts Competition run in conjunction with the schools. The exhibits were to

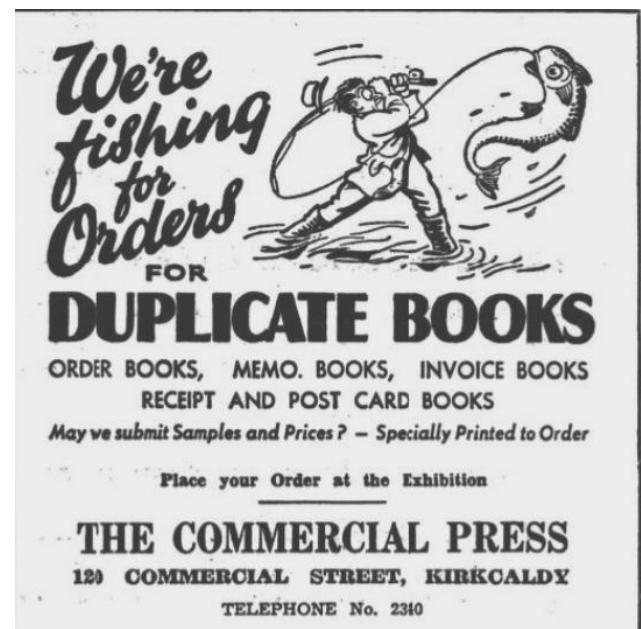
be displayed in the Beveridge Hall.

"Catering of teas, cakes and refreshments, were to be carried out in part of the Beveridge Hall by R.T. Stuart, Bakers, 146 High Street".

In the Hall there were 19 stands in total - there would have been more, but space was at a premium. Let us look at those represented and, make no mistake - they included some of Kirkcaldy's best known and prestigious commercial and retail names of the time!

## In the Main Hall

Stand 1. *The Commercial Press* – A firm of printers and manufacturing stationers at 120 Commercial Street, Kirkcaldy, is to provide a comprehensive display of specially printed duplicate books for all professional and business purposes, including invoice forms, order forms, hotel account forms, etc., in a wide variety of styles and sizes, and cash receipt forms, traders' counter check books and cafe pads. Also available will be an extensive display of business account books, including ledgers, cash books, day books, letter copying books, analysis books, and specially printed salaries and wages books, in various sizes and bindings, postage books and log books. A comprehensive range of Loose Leaf office equipment in the way of Twinlock ledgers, visible record binders and "Multiring" analysis books, examples of private and commercial printing, business envelopes and general office sundries will also be on view.



*Stand 2. Alexander Birrell* – A firm of slaters, plasterers and cement workers operating from North End, Gallatown. The firm specialises in concrete products and supplies road kerbing materials to local authorities, earning high praise for the quality of its manufactures. On this stand will be found several examples of the firm's concrete products. Paving slabs, in standard sizes, can be cast in colours to order, and garden edging is also available in the same manner. Sundries produced by the firm include concrete coping stones, bicycle stands, crazy paving, etc., all utilitarian articles in which the high standard is maintained. The feature on this stand is the firm's reinforced-concrete coal box which is available with a metal or wooden lid. Easily erected, everlasting, and of good appearance, this coal box is in great demand and may be delivered for erection, or delivered and erected.

*Stand 3. Baxter and Brown* – This firm of Ladies' and Gent's outfitters and drapers was established in Dysart in 1916 by Mesdames Baxter and Brown. After occupying two premises in Dysart, they moved to their current address 164-166 St. Clair Street, Kirkcaldy, in 1937. Since 1946 the firm has been run



Pre-cast concrete blocks shown on a stand of Stand No. 2 erected by Alexander Birrell.

<p>No. 3</p>	<p><b>VISIT OUR STAND</b></p>	<p>No. 3</p>
<p><b>ADAM SMITH HALL</b></p>		
<hr/>		
<p><b>"Baracuta"</b></p>	<p><b>"Byford 98"</b></p>	<p><b>"Wolsey"</b></p>
<p>BRITAIN'S BEST RAINWEAR FOR MEN.</p>	<p>THE SOCK THAT REQUIRES LESS DARNING.</p>	<p>FROCKS &amp; SUITS FOR WOMEN IN FINE WOOL.</p>
<hr/>		
<p><b>"PAC - A - MAC"</b></p>		
<p>THE WATERPROOF THAT CAN BE CARRIED IN THE POCKET – IDEAL FOR THE FOOTBALL SPECTATOR.</p>		
<hr/>		
<p><b>BAXTER &amp; BROWN</b></p>		
<p>LADIES' AND GENT'S OUTFITTERS      DRAPERS</p>		
<p>ST. CLAIR STREET - - KIRKCALDY</p>		
<p>Telephone DYSART 5520</p>		

by Mr John Brown. In the spacious premises a complete outfitting service is available. The Gent's Department is separate. Hosiery repairs are a feature of the services offered.

On their stand the firm will display gent's Baracuta raincoats, Byford socks, Wolsey Frocks and Pac-a-Mac raincoats. A feature of these is that they can be folded up into a very small space and can be easily carried.

Stand 4. *The Ancient Art of Hand Spinning* - This was a display given by Mrs Page, the wife of the Town's Sanitary Inspector. This is an art which Mrs Page is trying to revive and she gives lectures to Women's Guilds and W.R.I.s. Wool, literally retrieved from hedgerows, is washed, cleaned, dyed in vegetable oils, and then hand spun on the spinning wheel or spindle. The vegetable dyes are obtained from garden flowers and also from the roots and barks of trees and bushes. The colours obtained will surprise the uninitiated, as will the quality and quantity of the wool recovered. Many examples of Mrs Page's fine work will be on display and there is no doubt her practical demonstrations will create interest.

*Stand 5. The Allen Lithographic Company* – With over 86 years experience, and with one of the largest printing plants in the country, this form of lithographic and letterpress printers in Townsend Place are trying to show, in the limited space available, specimens of their work and machines in action. For obvious reasons two smaller machines have been chosen, a small printing machine, and a paper folding machine. Every sample on show will have been produced in the Kirkcaldy plant. A section of the stand will be fitted out for ‘office systems’ demonstrations in which the firm specialises.

*Stand 6. James Bogie Ltd* – This old established firm at 234 High Street are concentrating on three names which are world famous in menswear. First of all, there are RODEX coats – renowned for their exclusive cloths, superb styling and immaculate finish. Then there are Stetson hats, the most famous headgear for men, which make for an immediate appeal with their quality and appearance. The name Stetson may conjure up images of the ten-gallon variety, but there are styles to suit all tastes. There is undoubtedly something about a Stetson which distinguishes it from all the more stereotyped brands. The third famous name to be exhibited is that of “Braemar”- a name that is

ON STAND 5 THERE ARE ...

**TWO BABIES**



We have a family of about 100 machines, most of them very large, and we felt that visitors to the Exhibition would like to see some in action so we have chosen two of the smallest, a baby printing machine and a baby paper folding machine. Both of these will operate daily. A brief inspection of some of the printed work on our stand will give a good idea of the scope of one of the country's largest and most up-to-date printing establishments.

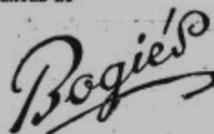
KIRKCALDY PRINTING WORKS  
TOWNSEND STATIONERY FACTORY

*Allen Litho*  
KIRKCALDY

**RODEX**  
OVERCOATS FOR MEN

COATS OF QUALITY  
QUALITY COATINGS  
SUPERB STYLING  
IMMACULATE FINISH

DISPLAYED BY



on STAND 6

JAMES BOGIE LTD., 232-234 HIGH STREET, KIRKCALDY

synonymous with quality knitwear. Cardigans, pullovers and waistcoats, all featuring new designs and colours, will be available for inspection.

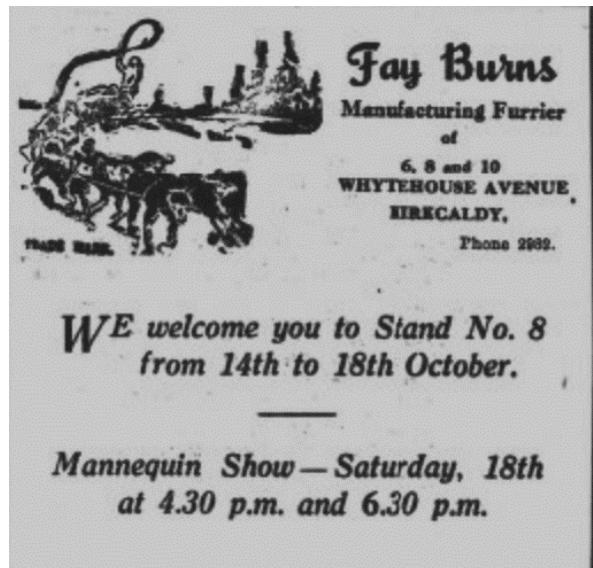
Stand 7. *William Noble* – This newsagent and tobacconist's shop at 69 High Street has a special department for toys and it is this important part of the business which will be featured on the stand. A comprehensive display of all manner of toys for both boys and girls of all ages will be on display. It was hoped that the stand would help solve Christmas gifts problems. "With a huge range of toys on display many can be reserved for Christmas delivery. In addition, new members for the Christmas Club can be enrolled at the stand. With so many gifts to choose from, starting at very modest prices, the mental and financial aspects of 'Santa's' annual labours should be alleviated".

Stand 8. *Fay Burns* – "Although this furrier business in Whytehouse Avenue was not established until 1939, the



premises are a popular rendezvous for the ladies. Everything connected with the fur trade, except dying, is done on the premises. The firm is one of the most extensive fur cleaning establishments in Scotland and a method of dry cleaning has been perfected by them. Every fur is thoroughly cleaned and stored away prior to use. The stock of furs maintained by the business is one of the finest in Scotland and the stand will display a number of tempting examples of the furrier's art. In addition to the items on display, ladies will also be able to see the whole process of making a fur coat – from seeing the pelts before they are treated – the treatment itself – and ending with the furs being machined into the finished article".

*Stand 9. Strachan & Livingstone Ltd* – This Kirk Wynd based firm are the publishers of the "Fife Free Press" and the "Kirkcaldy Times". "The Fife Free Press" was founded in 1871, is the leading newspaper in Kirkcaldy and district, and occupies an unrivalled place as an advertising medium, while its circulation of close on 20,000 copies weekly (ABC Certificate) is a sufficient indicator of its popularity in the area". "A sister paper, The "Kirkcaldy Times", was established



**Fay Burns**  
Manufacturing Furrier  
of  
6, 8 and 10  
WHYTEHOUSE AVENUE,  
KIRKCALDY,  
Phone 2982.

*WE welcome you to Stand No. 8  
from 14th to 18th October.*

*Mannequin Show – Saturday, 18th  
at 4.30 p.m. and 6.30 p.m.*



## Your Local Newspapers

DO you ever give a thought to the processes involved in producing the "Fife Free Press" and the "Kirkcaldy Times"?

Visit STAND No. 9 and learn something about Newspaper Production.

Each visitor will receive on request a copy of "Your Local Newspapers", an illustrated booklet which tells in simple, non-technical language how the "Press" and "Times" are produced.

Know Your Local Newspapers!

in 1876 and is now specialising in sport, entertainment, news and pictures.

"On the stand will be found a photographic display which gives an idea of the local events covered by both papers and also shows, in enlarged form, several of the ariel photographs of Kirkcaldy featured in the "Press". Photos will also show the processes involved in producing the papers and an illustrated explanatory

booklet is available free. The new F.F.P. Map of Kirkcaldy will also be on view".

Stand 10.- *Beattie's (Wm. Beattie & Son)* – "Established in 1880, this firm opened up a branch for a Men's Department at 167a High Street in 1926. The main premises at 148 High Street are devoted to a complete service in the way of ladies wear. The display is of the famous Kayser Bonder series in which the firm specialises. Simplicity of design, perfect finish, and a consistently high standard of quality characterises everything produced by Kayser Bonder. Producers of slips, nightdresses, pyjamas, stockings, brassieres and suspender belts, it is perhaps on the classical tailored Princess Slips that the great reputation of Kayser Bonder has been built. These



slips are made in seven bust sizes – Kayser Bonder being the first House to do so. Underwear in nylon, rayon and wool, the famous uplift brassieres in three cup fittings, and hosiery in pure silk, rayon, chiffon lisle and nylon will all be on view".

Stand 11. *John Ross & Co* – "111 High Street is a family business which has been established for over 60 years. It was originally known as the 'Umbrella Shop', but the firm has specialised in travel goods, handbags, leather goods, umbrellas, ladies' waterproofs and fancy goods, for many years and now carries one of the largest stocks for this type of business in Fife. Repairs and re-covering on umbrellas are done on the premises by qualified staff. It is an ideal gift shop. The firm stocks the famous 'Antler' soft top cases and travel bags, the well known 'Revelation' suitcases and matched luggage, and also the popular 'Globe-Trotter' suitcases and attaché cases. All these, together with trunks, handbags, leather goods and umbrellas, will be on display".

STAND No. 11 for  
**TRAVEL GOODS, HANDBAGS  
& UMBRELLAS**

SEE THE WORLD-FAMOUS LUGGAGE BY THE  
LEADING MAKERS

"ANTLER," "REVELATION" and "GLOBE-TROTTER"  
Also the "TRAVALITE" TRAVEL-ROBE. The Ideal Case for Men.

**THREE-IN-ONE HANDBAGS**  
The Bag that can be used on different occasions.

**"GROWY" UMBRELLAS**  
The Best Telescope Umbrella. Length when closed 13½in.

---

**John Ross & Co.**  
TRAVEL GOODS SPECIALISTS  
111 HIGH STREET, KIRKCALDY  
TELEPHONE 2814

Stand 12. *James Burt*  
(Demonstrations in Room L) — “A model of record breaking Comet jet airliner will be one of the attractions of this stand, advertising the tourist / travel agency side of this well known business at

184/186 High Street.

Sound and colour films, featuring some of the most famous world beauty spots, and also the rapidly developing areas of the Commonwealth, will be shown in the Demonstration Hall during the period of the exhibition. For the business man or woman the range of Remington portable typewriters will engage interest, especially as these machines are now easily available. Parker fountain pens will also be shown in a variety of colours. The book lover will find a wide variety of the latest publications of fiction and also volumes for a more serious study. The hostess is also catered for with a wide selection of playing cards, Canasta etc., while the approach of Christmas is signalled by the display of a large variety of Christmas cards and of Scottish picture calendars”.

STAND 12  
MAIN HALL

JAMES BURT  
Bookseller & Stationer

**JAMES BURT'S**  
**WORLD TRAVEL BUREAU**

\* SEE MODEL OF THE FAMOUS  
B.O.A.C. "COMET" JET AIRLINER

TRAVEL-FILM SHOWS — In Sound and  
Colour — In DEMONSTRATION HALL  
throughout the Period of Exhibition

184-186 HIGH STREET, KIRKCALDY

PHONE 3489 (2 Lines) =====

**Stand 13. *The Carlton Bakery* –**  
 “The Carlton Restaurant was founded in Whytescauseway some thirty years ago and some nine years later in 1931 the bakery was added. Two years ago a branch bakery shop was opened at 231 St. Clair Street and has rapidly become a mecca for shoppers in that area. Today, the Carlton Restaurant and Bakery stands out as one of the foremost catering and bakery establishments in the East of Scotland. The Carlton will be exhibiting on Stand 13. The stand will be split into two sections, one for display, and the other for demonstration purposes. A feature of the display will be the numerous wedding and birthday cakes in many sizes, shapes and colours. Of outstanding interest to the ladies will be the demonstrations given by members of the confectionery department of the bakery”.



**Stand 14 and Room 5. *Caithness Brothers* –** “Many amateur photographers consider flash photography as a major mystery and Messrs Caithness Brothers, the photographic firm, of 270 High Street, are showing on their stand in the Main Hall amongst other items how easy “at home” flash

#### **SEE AND DO THESE THINGS!**

##### **ROOM 5 (Adam Smith Hall—Backstage)**

PHOTO DEVELOPING AND PRINTING. Make a print yourself, see it developed, and how Enlarging is done.  
 Every Schoolboy and Girl and their Mummy and Daddy are invited to “HAVE A GO.” It’s Free—it’s Fun—but come early and avoid the “Queue.”

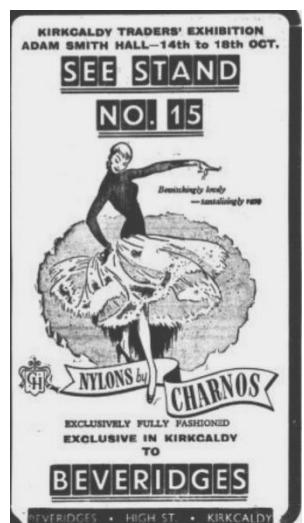
##### **STAND 14 (Main Hall)**

FLASH PHOTOGRAPHY—Work it Yourself.  
 SEE the Latest G.B. Sound-on-Tape Recorder.  
 Hear Yourself Speak.  
 SEE Cine Cameras and Projectors and how they work.  
 SEE Peto Scott Television  
 SEE the Giant Kodak Camera in Perspex.  
 THESE INTRIGUING EXHIBITS ARE BY

**CAITHNESS BROS.**, Photographic & Cine Dealers  
 270 HIGH STREET, KIRKCALDY  
 Phone DYSAFT 5711/2.

photography can be. A special outfit on the stand will allow anyone to operate the flash and take a photograph and the results may be seen before leaving the Exhibition. Cine cameras and projectors with "cut away" casings will show how they operate. Another attraction will be sound recorders into which visitors can speak and then have the recording played back. Room 5 will be entirely devoted to a working demonstration of developing, printing, enlarging – the first time publicly exhibited in this manner in Scotland. Visitors will be able to expose a print, see it developed, and also make an enlargement".

Stand 15. *D.S. Beveridge* - "The promotion of nylon and its uses is the theme of the exhibits of D.S. Beveridge, ladies' and children's outfitters at 263 High Street. Nylon is definitely the "wonder yarn" of today and it has an assured future. Whether it is used for the making of the sheerest of ladies' stockings, or the toughest and strongest rope, nylon is considered the best answer for it is claimed that it has the durability and tensile strength unequalled by any other textile. Other claims made for nylon are that it is mothproof, washes easily, dries quickly, and requires no ironing – hence its popularity and invaluable for so many items of ladies', children's and men's clothing. Samples and photographs of nylon in its manufacturing stages are being displayed, in addition to examples of finished products which are a normal part of the firm's stocks, and are,



of course for sale at the Exhibition. Nylon underwear and a daily quota of stockings by Charnos will also be on sale".

Stand 16. *John Davidson and Son Ltd* – "This well known firm of manufacturing stationers and printers, with extensive premises at 41 Market Street, has for many years specialised in the printing of picture calendars of Scottish scenes which are in great demand for use at home and for export to exiled

Scots, to whom the lovely illustrations of their homeland make a great appeal. Examples of the "Bonnie Scotland" and "Picturesque Scotland" types of calendar will be on view on this stand, in addition to pictorial advertising calendars. This firm also carries out a multitude of other printing jobs many of which will be exhibited, including calendar tabs, jam pot covers, writing pads and compendiums, cloakroom ticket books, scrapbooks, household rolls, greaseproof packets and all manner of household and domestic stationery".

Stand 17. *George Halley & Coy Ltd* – "The stand occupied by George Halley, dyers and cleaners, 30 Nicol Street, will present an illustrated history of dying and dyestuffs showing how the trade has developed from a craft in medieval times to an exact



science in the present era. A range of shades using old vegetable dyes on wood is contrasted with colours of synthetic fast dyes on a lustrous viscose rayon. The stand will also show the two types of work carried on by the firm – the dying of different types of yarns for carpet and weaving factories, and also the dying and cleaning of garments for the public. In the yarn dying section, different types of modern fibres will be seen prior to dying, after dying, and finally being made up in the finished cloth. On the garment section there will be some beautiful examples of craft dying. Examples of moth damage to woollen fabrics will also be shown and the Catophrene service will be explained".

Stand 18. *The Leon Turning Mills* – "This local firm specialises in wood turning and wood working, making all types of domestic wood

ware. Amongst the various articles produced in the workshops at 32/34 Mitchell Street are zinc and glass washboards, ironing tables, sleeve boards, step ladders, stool frames, electric lamp standards, etc., while light metal work and engineering is also undertaken. On this stand will be seen

**CLEANING SERVICE.**

SUITS COSTUMES, DRESSES,  
OVERCOATS, RAINCOATS, HOUSE  
HOLD FURNISHINGS, Etc.  
**CLEANED IN 7 TO 10 DAYS.**

DYEING—STANDARD SHADES FOR  
WEARING APPAREL.

SERVICE UNIFORMS CLEANED  
**IN THREE DAYS.**

Closed from 12.30 to 1.45.

**GEO. HALLEY & CO.,**  
Cleaners and Dyers,  
**WEST END HIGH ST., KIRKCALDY.**  
'Phone 2417. Estd 1825

**THE LEON TURNING MILLS**

WOODWORKERS AND TURNERS  
Makers of Domestic Woodware  
Light Engineering

32/34 MITCHELL STREET  
TELEPHONE 2040

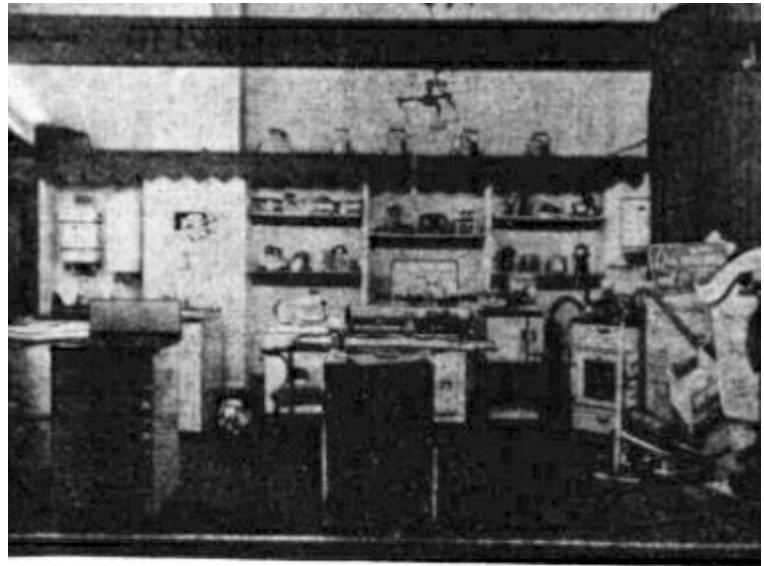
many examples of the type of work carried out and many people will be surprised at the variety of choice and the excellence of manufacture. Sturdiness and durability are features of the utilitarian household articles, while the electric lamp standards are both durable and artistic. This stand will be of particular interest to those who favour local enterprise, particularly when so much "guid gear" is produced in comparatively "sma" bulk".

Stand 19. *Kirkcaldy Town Council* – "Some of the multitudinous duties dealt with by Kirkcaldy Town Council will be illustrated on this stand. Attention will be drawn to the excellent library service with an attractive display of books, whilst another section is devoted to Kirkcaldy's Town Planning activities with special reference to industrial development. The third aspect to be dealt with will be the Public Health Service and altogether "Langtonians" will find much of interest and probable surprise on this stand".

As mentioned earlier, it was not just the Main Hall which was brought into use. Every available space was utilised for display and demonstration. Some of the major names in retail and industry in the town were featured.

Room 1. - Demonstration by *Oliver Melville & Co* (see room 2 below) and *James Burt* (see stand 12).

Room 2. - *Oliver Melville & Co.* - "Most of the exhibits displayed by this firm from 66 High Street cover electric domestic appliances but the



Room No. 2, occupied by *Oliver Melville & Co.*, is a mecca for the electrician, for a vast display of electrical appliances is presented.

**MAKE A POINT OF VISITING  
THE  
Kirkcaldy Traders' Exhibition**

**In Rooms 1 and 2**

(First Door on the left of the Entrance Hall)  
we shall be pleased to meet you.

WHATEVER your problems are in the Electrical Sphere we shall endeavour to find a solution. Should these be non-existent then our varied display may excite your curiosity, in fact, so many intriguing Appliances and pieces of Plant could hardly fail to do otherwise. The members of the Staff at our Stand cover most sections of the Electrical Industry and are at your service.

**OLIVER MELVILLE  
& CO.**

Electrical Contractors,  
Radio and  
Television Engineers:  
66 High Street

Workshop and  
Goods Entrance:  
Thistle Street

industrial side has not been overlooked. These include a 4.5Kw 230volt A.C. automatic electric generator set, driven by a vertically water cooled diesel engine by Shanks. Motors and drills will also be on show, as will photographs of recent industrial contracts. Prominent amongst the domestic equipment will be an excellent selection of electric washing machines, irons, refrigerators, cookers, cleaners, floor polishers, kettles, toasters, coffee percolators, food mixers, and

general kitchen ware. The best in television and radio sets will be on display along with a grand selection of lamps and light fittings. All power driven apparatus will be demonstrated in actual operation. This will include cookery demonstrations".

Room 3. *James Black* – “The firm of James Black, plumbers, heating engineers and fireplace merchant, on the Esplanade have been established for thirty years and in that time has grown from a business occupying only a small part of the current premises to a concern with a showroom with over

5,000 square feet of space and storage space of 12,000 square feet. Pioneers in the manufacture of slabbed tile fireplaces, the firm continues to make them in considerable quantities. Made to measure fireplaces to suit customer's requirements is another line of business in which this firm takes justifiable pride. It also introduced “background heating” for all types of premises and, in particular, schemes to suit prefabs and local authority houses. One of the largest stocks of plumbing, heating and fireplace components is maintained and the products include examples from all the leading makers. The exhibits on show will include many of the latest styles in plumbing, heating and fireplace units”.



Room 4. *Thomson Brothers (Kirkcaldy) Ltd* –

“The present site at 238 High Street, occupied by Thomson Brothers (Kirkcaldy) Ltd, is the third site the firm have had since being founded in 1870 and the present showroom and stores extend from the High Street to the Esplanade. The activities of the firm include domestic, household and builder's ironmongery, iron and steel stockholders, fireplace specialists, blacksmiths and tinsmiths etc. The needs of the farmer and the sportsman are catered for by the provision of special departments. The stand in the exhibition is planned to give the householder an indication of the vast needs which can be met easily and efficiently. The range of goods covers everything from pots and pans, enamel basins, bread tins, to the more ornamental form of house furnishing, such as clocks, mirrors and other ornaments. Bathroom fittings are also a feature. The central feature will be a fireplace. Tradesmen's tools will also be on display”.

Room 5. – Demonstrations by *Caithness Brothers* (see stand 14)



## Outside the Main Hall

Kirkcaldy Traders' Exhibition October 14-18

The 'General' will be there!

We shall be ready to welcome old friends and new at our Caravan at the Kirkcaldy Traders' Exhibition and we shall be pleased to show how the 'General' Insurance Service can be of value to you. If you feel you have a problem we might help to solve, see us at our Caravan by the Main Entrance. You will be under no obligation.

**General**  
ACCIDENT FIRE AND LIFE  
ASSURANCE CORPORATION LIMITED

KIRKCALDY OFFICE: GENERAL BUILDINGS, 11/13 TOLBOOTH STREET  
Telephone: 3337

FOR ADDRESS OF NEAREST OFFICE SEE TELEPHONE DIRECTORY

*The General Accident, Fire and Life Assurance Corp Ltd* – “It is often said that one can insure against almost anything and by visiting the stand of the “General” outside the Main Hall, and which also has its local office

at 11/13 Tolbooth Street, the visitor will discover that there are policies to cover every imaginable risk. Born in Perth, the “General” within living memory has grown from a two-roomed office in the “Fair City” into becoming one of Britain’s top insurance companies. It has won a reputation throughout the world for its fair dealings and prompt claim settlements. This remarkable progress has been achieved by concentrating on giving first class service and maintaining a sturdy independence”.

## In the Beveridge Hall

*Kirkcaldy and District Co-operative Society Ltd* – “Some of the many trading activities of the Kirkcaldy and District Co-operative Society will be displayed on various stands in the Beveridge Hall. Demonstrations of washing with “Sprinkle” soap powder and also home baking with “Lofty Peak” flour will be given in an ante room entered from the right of the stage. Shirt-making machines and hosiery-making machines in operation will also be featured. Furniture, radio and television, will be displayed. TV sets will be seen in operation and orders may be placed for the models on view. Other stands will deal with bread, confectionery, groceries and pasteurised milk. In addition, sales stands will be attached to some of the exhibits and will carry special displays. The demonstrations will be of particular interest to housewives, while the opportunity of seeing TV sets of different types in operation should make a wide appeal”.

### **KIRKCALDY & DISTRICT CO-OPERATIVE SOCIETY, LIMITED.**

#### *Make a point of seeing the CO-OPERATIVE DISPLAY in the Beveridge Hall*

You will thoroughly enjoy your visit  
to this section of the Exhibition.

#### *Special Features*

These include displays of Co-operative Soap, Productive Groceries, Bakery Products, Milk, Sundries, Furniture, Radio and Television. Television Sets will be demonstrated during the Exhibition.

#### *Working Exhibits*

See the working models of a Shirt-making machine and a Hosiery Knitting machine in full operation. Sales Stands attached to these exhibits will carry an excellent display of finished garments.

#### *Demonstrations*

Housewives will be particularly interested in the Baking Demonstrations featuring Lofty Peak Flour, and in the Washing Demonstrations with Sprinkle Soap Powder. Demonstrations hourly from 2.30 p.m.

#### *Fashion Shows*

Our MANNEQUIN PARADES will be staged in the ADAM SMITH HALL on Wednesday and Friday at 3.15 p.m. and 6.30 p.m.

It pays to be a member of—

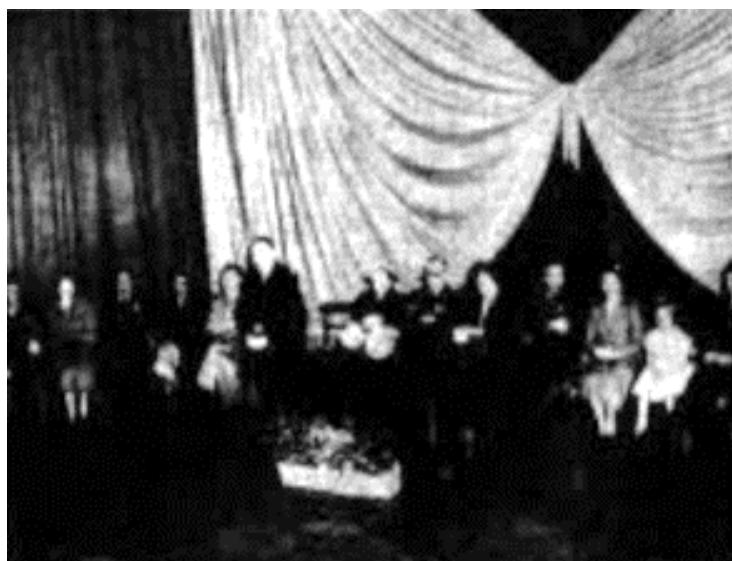
**Kirkcaldy & District Co-operative Society,  
Ltd.**

**THE DIVIDEND MAKES ALL THE DIFFERENCE**

**YOU MAY JOIN AT THE EXHIBITION**

## Review and Comments on the Exhibition

The Exhibition was officially opened on Tuesday the 14<sup>th</sup> October. Councillor J.Y. Dick, chairman of the Exhibition Committee, said he wished to express his sincere thanks to all those who had so ably assisted with the presentation of the exhibition. It had really been a pleasure to experience such willingness and co-operation, not overlooking the expeditious manner in which the work had been executed. Referring to the



object of the exhibition, Councillor Dick said that broadly speaking the prosperity of the country depended on the success of local traders. If enterprise was lacking then standards fell. Alternatively, if initiative was shown, it

provided its own rewards. Speaking for the exhibitors, he continued, we do hope that the town and district give their full support to this venture. I think that few will dispute that the layout is most attractive, while the numerous exhibits must make an appeal to a wide section of the public. He concluded by thanking the Provost for coming along to declare the event open and the platform party representing various walks of life for accepting the invitation to be present.

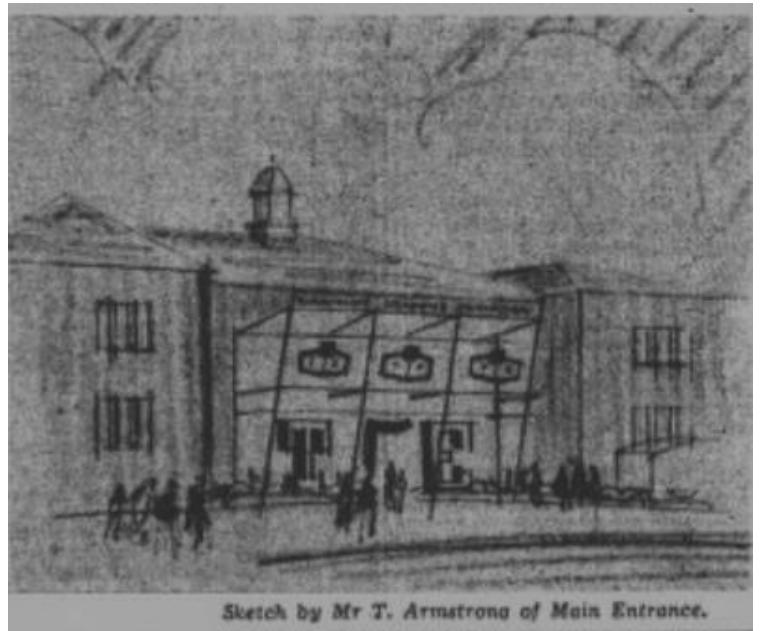
Provost James Young, in his opening remarks, commented on the high standard of salesmanship to be seen in Kirkcaldy shops. The Provost added that, no matter how good the products, they had to be put in the shop window and brought to the notice of the public. The promoters of the Exhibition had to be congratulated on their enterprise, first of all in thinking about the Exhibition and, secondly, on the work they had put in to make it so attractive and informative. Rarely was an exhibition of this type and standard seen in a provincial town. Generally speaking, one had to go to the cities to see something of this nature.

**Miss Jane Chapman, daughter of the Town Clerk, who presented a bouquet to Miss Young, the Lady Provost, at the opening ceremony, has received a special gift from the firm of Baxter & Brown.**

Miss Jane Chapman, six year old daughter of Charles D. Chapman, Town Clerk, presented Mrs Young, the Lady Provost, with a bouquet. The

proceedings closed with a vote of thanks from the chair.

As stated, the whole of the Adam Smith and Beveridge buildings are being utilised in connection with the exhibition. The front of the building is decorated with foliage mounted on a specially erected framework with the name of the



Sketch by Mr T. Armstrong of Main Entrance.

Exhibition proclaimed in large letters above the entrance. Nearby, the pylon gaily decorated in bunting is in keeping with the latest trend in exhibition layouts. The foyer of the Adam Smith Hall is utilised to the full, with show cases at the doorway giving way to the first stands on either side of the booking office. The hall itself has been completely transformed into a mammoth display and shopping centre, beautifully decorated and well stocked stands lining the two main aisles. Several hundred people were present at the ceremony and, within a few minutes of the official party filing off the platform, the stalls were thronged with sightseers and potential buyers swarming around, plying the assistants with questions and snapping up items which took their fancy. Goods on view ranged from clothing, footwear, household articles and toys, to concrete slabs, modern fireplaces and bathroom and kitchen fittings. There is literally something to attract everyone in the varied and well laid out exhibits.

The Beveridge Hall, in addition to housing a number of stands, contains a restaurant, while film, television and other demonstrations are given periodically in cubicles and ante rooms.

Of special interest to the ladies had been the mannequin parades on the stage of the Adam Smith Hall. On the opening day, mannequin parades were presented both afternoon and evening by Beveridge's Ltd, who also staged similar shows on Thursday. Afternoon and evening parades on Wednesday and

Friday were by the Kirkcaldy and District Co-operative Society Ltd. Saturday will see the final parades presented at 4.30 and 6.30pm by Fay Burns, Furrier, of Whytehouse Avenue.

There is little doubt that these parades of the latest fashions, fully described as each mannequin took to the stage, delighted the feminine eyes and the large attendances grouped around the stage or seated in the gallery provided ample evidence of the interest aroused.

## Entertainments Programme

### TUESDAY—

- 2.30 p.m.—Opening Ceremony.  
Mannequin Parade (D. S. Beveridge, Ltd.).  
6.30 p.m.—Mannequin Parade (D. S. Beveridge, Ltd.).  
7.30 p.m.—Country Dancing under the auspices of the Royal Scottish Country Dance Society—Demonstration to be given by team from Kirkcaldy Branch.

### WEDNESDAY—

- 3.15 p.m.—Mannequin Parade (K. & D. Co-op. Society, Ltd.).  
4.30 p.m.—Dancing Exhibition — Miss Jessie S. Keddie's School of Dancing.  
6.30 p.m.—Mannequin Parade (K. & D. Co-op. Society, Ltd.).  
7.30 p.m.—Demonstration by Kirkcaldy Boys' Brigade. Selections by Kirkcaldy B.B. Pipe Band, under Pipe-Major Falconer.

On the entertainment side, a demonstration of country dancing was given under the auspices of the *Royal Scottish Country Dance Society* by a team from the Kirkcaldy Branch. On Wednesday and Friday afternoons dancing demonstrations were given by *Miss Jessie S. Keddie's School of Dancing*. A comprehensive display was given by *Kirkcaldy Boys' Brigade* on Wednesday evening, including selections by the

*Kirkcaldy B.B. Pipe Band* under Pipe Major Falconer. Dancing exhibitions by the *Betty Balfour School of Dancing* were given on Thursday afternoon and Miss Betty Balfour and her senior pupils also presented Highland dances on the stage when the *Pipes and Drums of the 6/7<sup>th</sup> Black Watch T.A.*, under Pipe Major

### THURSDAY—

- 3.15 p.m.—Mannequin Parade (D. S. Beveridge, Ltd.).  
4.30 p.m.—Dancing Exhibition — Miss Betty Balfour School of Dancing.  
6.30 p.m.—Mannequin Parade (D. S. Beveridge, Ltd.).  
7.30 p.m.—Pipes & Drums of the 6/7<sup>th</sup> Black Watch T/A. (Pipe-Major Davidson), assisted by Miss Betty Balfour and her senior pupils in Highland Dancing Exhibition. By kind permission of the Officer Commanding, Lieut.-Col. T. L. Rollo, M.C.

### FRIDAY—

- 3.15 p.m.—Mannequin Parade. (K. & D. Co-op. Society, Ltd.).  
4.30 p.m.—Dancing Exhibition by Miss Keddie's School of Dancing.  
6.30 p.m.—Mannequin Parade. (K. & D. Co-op. Society, Ltd.).  
7.30 p.m.—Dancing Exhibition by Elizabeth-Ann School of Dancing.

Davidson, played selections. On Friday evening dancing exhibitions were given by the *Elizabeth-Ann School of Dancing*, who also presented exhibitions on both Saturday afternoon and evening.

SATURDAY—	
3.15 p.m.—Dancing Exhibition by Elizabeth-Ann School of Dancing.	
4.30 p.m.—Mannequin Parade (Fay Burns).	
6.30 p.m.—Mannequin Parade (Fay Burns).	
7.30 p.m.—Dancing Exhibition by Elizabeth-Ann School of Dancing.	
Each item will be of approximately 20 minutes' duration, and in addition there will be a number of Film Shows. Cookery, Baking, and other demonstrations organised by the exhibitors. These will be taking place either on the exhibitors' stands or in the Demonstration Hall.	

Much of the success of the show is down to the untiring efforts of Councillor J.Y. Dick who sponsored the event and also the Exhibition Committee of which he is Chairman. Vice-Chairman is Mr James Black, Treasurer is Mr D.B. Mackenzie of the Commercial Bank of Scotland Ltd, Secretary is Mr John Thom, 220 High Street, and architect Mr Tom Armstrong, A.R.I.B.A.

All those officials have worked hard to ensure the success of the show and special mention may be made of Mr Armstrong who, as architect, had many problems to solve, but succeeded in providing a layout which is most attractive and makes best use of the space available. The exterior decoration of the building, including the well discussed and prominent pylon, has done much to give the halls a real exhibition look.

Congratulations are also due to ex-Deputy Chief Constable, William Hunter, Exhibition Organiser, who carried out multifarious duties with great success.

The stands were erected by Messrs Henry Carmichael & Son, joiners and building contractors, Townsend Place, and Messrs

Bogie & Nicoll Ltd., joiners and building contractors, Dunnikier Road.

Kirkcaldy Corporation Parks Department, under Mr J.R.Spray, parks superintendant, was responsible for the beautiful floral decorations.

### Praise, Criticism and Helpful Hints

Entrants for the Essay Competition (adult and junior) organised in conjunction with last week's exhibition were on the whole favourably impressed by this local effort. However, some essays raised points of constructive criticism and helpful hints.

In the Junior Section, the prize of £2-2/- has been awarded to Judy Melville (15) of 429 High Street.

In the Senior Section, where competition was especially keen, it has been decided to divide the prize of £2-2/- between Mrs Elizabeth Robertson, 55 Valley Gardens, and Mr Tom Henderson, 9 Kirk Wynd.

Here are some of the points from various essays, showing the interest taken in this initial Exhibition:-

*1) The Ice Rink might house a bigger exhibition, one way traffic might expedite the flow of viewers, transfer of stage displays elsewhere might relieve congestion.*

*2) Would it not be possible to hire the Station Hotel Ballroom for mannequin parades and dancing?*

*3) Complaints have been received that the Exhibition was rather jammed with exhibits, but even the Kelvin Hall with a Trades Fair, is cramped for space.*

*4) Each and every stand was well set out.*

*5) No praise is too great for those who strove to bring the vision of this show to maturity.*

*6) Running the show over two weeks might relieve congestion; price tickets on all goods would assist customers and traders.*

*7) The Hall was really too small for this exhibition.*

*8) A few direction finders would have saved many a weary trudge up and down stairs.*

### The Proof of the Pudding

From the opening day on the Tuesday the show exceeded all expectations in attendance. The figures for paid admissions were:-

Tuesday	2595
Wednesday	3096
Thursday	3627
Friday	3114
Saturday	<u>3882</u>
<u>Total</u>	<u>16314</u>

In addition to these numbers, children accompanied by adults were admitted free. Some 400 children made visits outside the Exhibition hours and some of the 1000 weekly ticket holders made repeated visits. Taking all this into consideration, it is estimated that some 20,000 people visited the Exhibition. Does anything else need said?

### The Final Words

“Its popularity has exceeded all expectations and it is this which has provided the main talking point throughout the week. The organisers and sponsors of the Exhibition, as well as members of the public, have been frankly amazed at the response and have readily admitted that the attendances have been beyond their wildest expectations”.

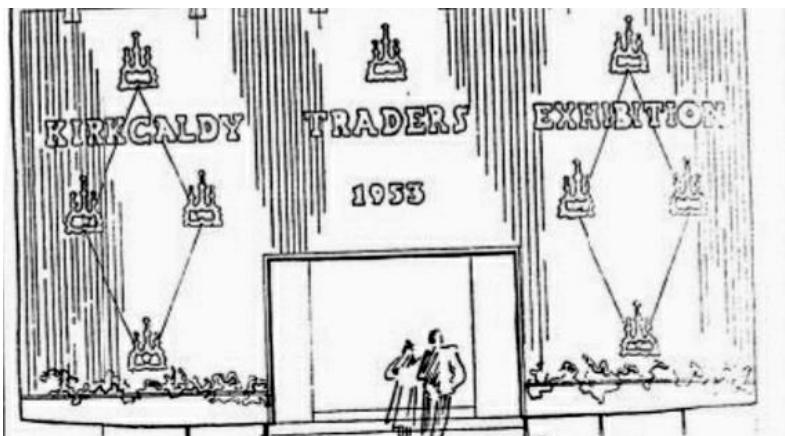
Tributes to the public for their support were paid by a number of exhibitors. Among them was Mr Victor Beattie, of Beatties of Kirkcaldy, who said that “*although it was sometimes difficult to cope with the huge crowds, they were appreciative that the exhibition would not have been a success without them*”.

In these sentiments he was supported by Mrs M.M. Beveridge of D.S. Beveridge Ltd, who expressed the opinion “*that much of the congestion would have been relieved if it had been possible to hold the stage shows in a separate hall*”. Despite this word of criticism, she agreed that the “*exhibition had been a huge success*”.

"A reference to the real object of the Exhibition, which was to create an interest and kindle the desire in the minds of the public to buy, was made by Mr Leckie, head of Kirkcaldy and District Co-operative Drapery Department, who said "*this had been very well achieved*".

"Mr W. Noble, Stationer, summed up the general feeling of the Exhibitors when he said "*the success of this exhibition has exceeded all expectations, even although the results cannot be immediately assessed*".

## The Last Hurrah



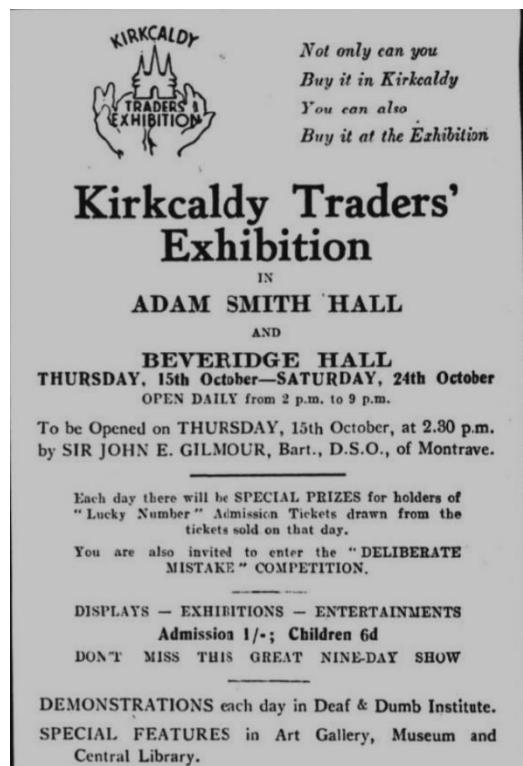
demonstrations, but a few words in relation to the 1953 variations will not go wrong. Once again it was Councillor J. Y. Dick and his Committee who were the prime movers. In fact, the *Fife Free Press*, on the 28<sup>th</sup> February, reports that John Y. Dick had the

There was a further exhibition held in 1953, again in the Adam Smith and Beveridge Halls. We appreciate that readers may have sore feet visiting so many stalls and



Sketch by Mr Tom Armstrong, A.R.I.B.A., giving an impression of a section of the interior of the main hall of the Exhibition.

planning of the preliminary arrangements underway.



The 1952 Committee had been re-elected and joined by a number of well known figures in the town. These included J. Harry Allen of the lithographers and Harold Forwell of the Carlton Bakery. The Adam Smith Hall had been booked and consideration was being given to add a marquee in the available outdoor space to be utilise for demonstrations and thereby relieve the pressures seen the previous year. "Exhibitors are to be invited to send in suggestions for the consideration of the

new committee at its first meeting and every effort will be made to give the second *Kirkcaldy Traders Exhibition* an air of novelty and at the same time overcome any shortcomings in what was admittedly a most successful first venture".

The event was held much later in the year, between the 15<sup>th</sup> and 24<sup>th</sup> October, and was a nine day event, designed to try and avoid some of the congestion previously experienced. The 1952 event was perhaps too successful from an attendance point of view and at times the pressure of numbers seemed to create some discomfort.

Most certainly that had been recognised and steps taken to prevent a similar situation this year. Eventually, along with the extended days, use was made of the Deaf and Dumb Institute for demonstrations. Admission to the demonstrations were free, irrespective if you had paid to enter the main arena or not.

The advertising this year had in some adverts had been tweaked to – “NOT ONLY CAN YOU BUY IT IN KIRKCALDY, YOU CAN ALSO BUY IT AT THE EXHIBITION”. The event was not opened by a provost this year, but by Sir John Gilmour Bart., D.S.O. of Montrave. Admission was set at 1/- for adults and 6d for children.

There can be no doubt that the previous year’s success had galvanised more firms into taking part this year. Most notably, we had the two major linoleum

#### FREE DEMONSTRATIONS

Some people seem to be a little confused by the fact that at this year's Exhibition many of the demonstrations are being held in the Deaf and Dumb Institute instead of in the main Hall. This was arranged to alleviate congestion in the main hall. The demonstrations in the Deaf and Dumb Institute are free and can be attended by anyone irrespective of whether they have attended the Exhibition. The details of these demonstrations for to-day are:-  
2.30 p.m.—Oliver Melville & Co.  
3.30 p.m.—Scottish Women's Rural Institute.  
4.30 p.m.—James Burt.  
6.00 p.m.—Carlton Restaurant and Bakery.  
7.00 p.m.—Kirkcaldy and District Co-op. Society Ltd.  
8.00 p.m.—Mays (Shipping and Travel) Ltd.

KIRKCALDY  
TRADERS' EXHIBITION

NOT ONLY CAN YOU  
BUY IT IN KIRKCALDY,  
YOU CAN ALSO BUY IT  
AT THE EXHIBITION

KIRKCALDY  
**TRADERS' EXHIBITION**

Adam Smith Hall & Beveridge Hall  
THURSDAY, October 15th to SATURDAY, October 24th  
Open Daily from 2 p.m. to 9 p.m.  
To be opened on Thursday, 15th October, at 2.30 p.m., by  
SIR JOHN E. GILMOUR, Bart., D.S.O., of MONTRAVE  
DISPLAYS — EXHIBITIONS — ENTERTAINMENTS  
ADMISSION 1/-, CHILDREN 6d  
DON'T MISS THIS GREAT NINE-DAY SHOW!

companies, M. Nairn & Co., along with Barry, Ostlere and Shepherd combining to stage a general display. Rather than copy the list of exhibitors verbatim – the pages from the *Fife Free Press* are shown for easy reference. It certainly augured well that over a dozen new traders were taking part and there were large concerns such as A. H. McIntosh and the Scottish Gas Board along with stalwarts of the High Street such as Wigley's, Matheson's and Mays (Shipping and Travel) Ltd.

An item which requires special mention is craft from Dysart Sailing Club which had been transported to the halls and were on display against a nautical background. A particular favourite was a racing yawl which had an excellent competition record.

In similar vein, Raith Rovers had beaten Partick Thistle in the afternoon and supporters who had been to the match were surprised to see action photographs from that afternoon's game on display at the *Fife Free Press* stand. The paper took pride in intimating that during the course of the exhibition 10,000 copies of a booklet on the *Kirkcaldy Times* and the *Fife Free Press* had been handed out from their stand – and yet this is only half the number of copies of the *Fife Free Press* sold every Saturday!

As well as taking part in the event we find that, this year, the *Fifeshire Advertiser* carried significantly more adverts and articles.

## WINNERS OF THE ESSAY COMPETITION

REACTION to this year's Traders' Exhibition, as revealed by the entries for the Essay Competition, was once again mostly favourable, although, quite naturally, a few points of criticism emerged.

Winner of the Senior Prize of £2 2/- is Mrs Catherine F. Forrester, 1 Mitchell Place, Markinch, while the Junior Prize of £2 2/- goes to Michael Sandland (aged 15½), Woodcroft, South Fergus Place, Kirkcaldy.

A criticism made by one of the other entrants was that the Deliberate Mistake Competition caused the blocking of the view of the ordinary visitor, and also prevented the competitors from being able to enjoy the display as they should.

On the complimentary side, one competitor stated that the Exhibition was like fairyland come to life, with all the gaily-decked stands and up-to-date show cases. "I've been to Blackpool and I've never seen anything like it there," this competitor added.

exhibitions and these included:- an illuminated display of the *Ancient Monuments of Scotland* – this was a first for Kirkcaldy as it had until that point never left Edinburgh. It remained on-site until the 7<sup>th</sup> November, when it embarked on a tour of Scottish cities.

As another contribution from the Town Council, the Library was staging an exhibition of the ways in which libraries can provide help to industry, commerce and science.

There was also a bonus for stamp collectors in that a copy of the *Royal Philatelic Collection*, a marvellously illustrated volume, had been provided by the publishers – The *Dropmore Press*.

On this occasion Kirkcaldy Corporation were also heavily involved and had arranged for the Memorial Gardens, Museum and Art Gallery, to be illuminated during the event. That complex was also hosting

### "LUCKY NUMBER" WINNERS AT EXHIBITION

Each day during the run of the Exhibition the holders of "Lucky Number" admission tickets received prizes donated by the various exhibitors.

The winners were:—

Thursday — Miss Catherine Finnie, 83 Aitken Place, Leven (Prize donated by Denis Harper); Thomas Ross, 41 Pratt Street, Kirkcaldy (Prize donated by Dunfermline Building Society).

Friday—Miss H. Forsyth, 12 Ava Street, Kirkcaldy (Prize donated by John Ross & Co.); Ernest Slater, 8 Grieve Street, Kirkcaldy (Prize donated by F. A. Wigley).

Saturday—Miss Patricia Halley, 9 Viewforth Gardens, Kirkcaldy (Prize donated by "Fife Free Press"; Mrs Ireland, 11 St Clair Street, Kirkcaldy (Prize donated

Not to be outdone, the Art Gallery was mounting an exhibition of Scottish and English art. The work of many eminent Scottish artists was to be displayed and examples of work by, what was termed, the new *English art group* would have a complete gallery to itself. Once again credit is given to the architect, Tom Armstrong, for his work in transforming the Halls into an exhibition-style complex.

Competitions would again be a feature and two fresh ideas were to be included alongside; the lucky number, essays and art events. These would be "Find it yourself" which would entail the use of library reference books to find the source of facts which were supplied. "Google" 1953 style perhaps? The "Deliberate Mistake" competition was where a trader included in his display an item with no connection to his business.

## **EXHIBITION ATTENDANCES**

**The figures were as follows:—**

**Thursday, 1128.  
Friday, 1689.  
Saturday, 4385.  
Monday, 1563.  
Tuesday, 2052.  
Wednesday, 2458.  
Thursday, 2314.  
Friday, 2539.  
Saturday, 3529.**

Entertainment was again to the fore and there was a different programme each day. The programme featured; mannequin parades, music and dancing

## **EXHIBITION COMPETITIONS**

**"Lucky Number"** Admission Ticket. Each day the holders of "Lucky Number" admission tickets will receive prizes gifted by Exhibitors.

**"Deliberate Mistake"** Competition—On each of the Stands there will be displayed an article which has no connection with the ordinary business of the Exhibitor. Competitors are invited to inspect the Stands, spot the "deliberate mistakes," and make their entries on forms which are available at any of the Stands.

**Art Competition** for Kirkcaldy Senior Secondary and Junior Schools. Organised by the Director of Education the subject of the competition is "Cover for a Guide Book of Kirkcaldy." Prizes—Junior—1st, £2 2/-; 2nd, £1 1/-; Senior—1st £2 2/-; 2nd £1 1/-.

**"Find It Yourself"** Competition in the Central Library. This entails searching and finding in Library reference books the source of facts and information which will be supplied.

As always there were the prizes and one of the most popular was "The Deliberate Mistake" competition and some children were not, it appears, beyond asking the stallholders if they were the deliberate mistake?

All in all, this event appears to have been a great success and certainly encompassed a greater number of vendors and exhibits. It also seems to have offered a greater variety of demonstrations, entertainment and certainly the air of

along with performances by Lochgelly Ladies Pipe Band – who were World Champions in both 1950 and 1953. There were also demonstrations of tricks and illusions by the Kirkcaldy Magic Circle.

The Organising Committee had hoped to reach a target of 20,000 visitors and this was comfortably achieved with the total reaching 21,657. The number of children included in that figure was 3,529.

### **DELIBERATE MISTAKE**

The winner of the Deliberate Mistake Competition, on Saturday was Miss Beryl Crombie, 82 Balsusney Road, Kirkcaldy. Another Deliberate Mistake Competition held on Thursday was won by James Dunnet, 157 High Street, Kirkcaldy. The prizes were presented last night by Councillor J. Y. Dick. Another Deliberate Mistake Competition will be held to-day.

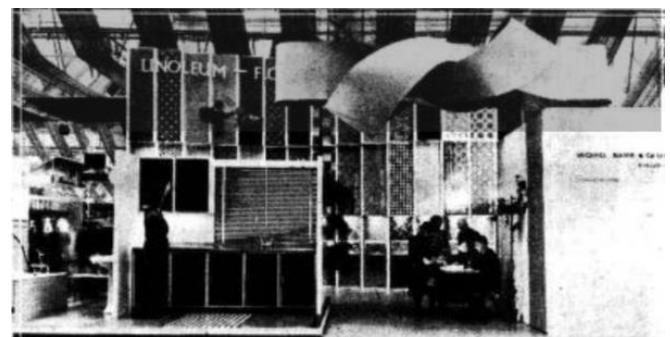
novelty. The difficulty of space had been overcome, without sacrificing stalls and it appeared almost certain that the event would take place the following year.

Councillor J. Y. Dick, chairman of the Exhibition Committee, stated that the results of the Exhibition had been most satisfactory and said he would be very surprised if the exhibitors did not go ahead with a bigger, better and brighter Exhibition next year, although this was something that had still to be decided.

For whatever reason it did not and no explanation has been found as to why. We checked the published

pronouncements of Councillor Dick in 1954. Although finding mentions in the early months – they came to a complete halt in May 1954. Although still to be verified the suspicion is that Cllr. Dick either retired, or lost his seat, at the 1954 municipal elections. Perhaps without his driving force, the appetite had evaporated? He passed away in his home in Whytehouse Avenue in 1971. Further investigations are under way to establish what happened.

What was found was that a *Scottish Industries Exhibition* was held in the Kelvin Hall, Glasgow in September 1954. It was a large-scale exhibition which was opened by the Queen. Kirkcaldy's major linoleum manufacturers, Messrs Michael Nairn and Co. along with Barry, Ostlere & Shepherd were represented by large stands. The *Fife Free Press* made a play on words by



changing "You can buy it in Kirkcaldy" to "You can buy it from Kirkcaldy". Michael Nairn hired a coach to carry a number of their longest serving employees to the exhibition. In total their service amounted to 1,174 years.



25 long-service workers of M. Nairn & Co. Ltd., their total service amounting to 1,174 years—left Princes Park special bus on Tuesday to visit the Scottish Industries exhibition at Kelvingrove, Glasgow.

The longest service worker present was Mr. A. Reid, of the Metalic Department, who has been with the firm for 31 years.

Others with over 30 years' service are Mr. W. Reid,

Mr. J. McPherson, and Mr. D. Head, of the

Princes Country Department.

The length of service of the others varied from 42 years to

years. Those who made the trip were—R. Cooper (39 years)

W. Connor (41), J. Johnson (40), F. Ross (40), J. Lawrie (39), S. Clark (40), C. Linton (38), R. Johnson (38), R. Scott (38), A. Philp (38), T. Peat (38), A. Stewart (38), R. Morrison (38), J. McPherson (38), A. Stevenson (37), J. White (38), A. Reid (37), G. Shearer (37), and G. Skinner (37).

Mr. Nairn said: "We are very pleased to have these old-timers, who never leave a hall without with us."

Other people from the works are to visit the Exhibition before closing on September 11. The latest designs produced by M. Nairn & Co. Ltd. are on show at the firm's stand at the Exhibition.

Interestingly, Kirkcaldy was well represented by the Silver Band of Barry, Ostelere and Shepherd along with a group of dancers from the Kirkcaldy Branch of the Royal Scottish Country Dancing Society, were features of the opening

ceremony in front of an audience of over 3,000. Barry's Mr. G. Gilmour, British trombone champion, rendered a brilliant solo.

The dancers were trained by Miss N.J. Arnott and they ended their programme with "Rouken Glen". This dance was performed as a tribute to the people of Glasgow who, in turn, showed their appreciation with tumultuous applause. The

appreciation with tumultuous applause.

The display of country dancing by the team from Kirkcaldy under Miss N. J. Arnott delighted the audience, and the team's intricate footwork and skilful timing showed that they have put in many hours of solid practice to achieve that little extra poise and polish. The selection of dances given was "The Gentle Shepherd," "Jeannie o' the 'Witchin' E'e," "Loch Leven Castle" and "Rouken Glen." This last dance was performed as a tribute to the people of Glasgow who, in turn, showed their appreciation with their tumultuous applause. The dancing, which was of a very high standard, earns great credit for Miss Arnott, who was responsible for coaching the team. The members of the team were:—Ladies—Miss N. J. Arnott, Mrs D. Philp, Mrs M. Clark and Mrs J. Colston. Gentlemen—Messrs J. Pearson, R. Edgar, J. Nelson and J. White.

It is certainly encouraging to see Fife so well represented at a so large and important occasion, and it must have made Fifers present at the performances proud of their county.

## Scottish Industries Exhibition

### Kirkcaldy Performers Entertain

Kirkcaldy were well represented at the Scottish Industries Exhibition on Saturday when the Silver Band of Barry, Ostelere and Shepherd, Ltd., along with a group of dancers from the Kirkcaldy branch of the Royal Scottish Country Dancing Society, were featured on the entertainment side of the exhibition.

Before an audience of over 3,000, the band, under their conductor, Mr John Faulds, M.B.E., delighted with a programme of marches and light music.

Mr G. Gilmour, British trombone champion, rendered a solo. "The Acrobat," and his brilliant execution held his attentive audience spellbound. The world championship trombone quartet also contributed to the programme, and their impressive playing must have left the huge audience with a high opinion of brass band standards in Kirkcaldy.

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Kirkcaldy.

A search of the events held in the Adam Smith Halls in 1954 showed many exhibitions, but no Trades Exhibition.

However, Leslie Town Council organised a Leslie Traders' Exhibition for one week from the 21<sup>st</sup> October.

As previously mentioned, this *object* was never intended to be so wide ranging and more words, in fact many more words, were written than anticipated.

However, this story has been a labour of love as there is something fascinating about recollecting the long forgotten shops of youth and the memories they conjure up. By association you then remember the people who took you there – now long gone. Forgotten memories of people and places come swirling back through the mists of time and there you are once again standing in Noble's toy-shop.

The Team hopes that readers' memories are rekindled by the story – if not their own then perhaps those of parents or grandparents.

Yes, times and styles change but Kirkcaldy was once, and in living memory, the pre-eminent shopping destination in Fife. No matter what has happened since, that fact is an indelible one which cannot be disputed.

THE FIFE FREE PRESS, SATURDAY, OCTOBER 10, 1954

*Thursday, October 15th to Saturday, October 24th*

# KIRKCALDY TRADERS' EXHIBITION

## THE EXHIBITS — STAND BY STAND

**ALEXANDER BIRRELL**  
MATER, PLASTERING AND  
REPAIRS LTD.  
NORTH END KIRKCALDY  
Telephone 3416

MAX PLASTER LTD. OFFERING FOUR  
CONSIDERATIONS ON

**STAND 15**

A COMPREHENSIVE range of Powder  
Coated Products, Paints, Glass Gards  
Liners, Sealing Coatings, Glazing  
Compounds, Wall Plaster, Wall Paper,  
Paints, Wall Paper, Plastering, Backing  
Plaster, Gesso, Plaster Checks.

**BRIERLEY**

You are cordially invited to call on the  
Brierley Stand during the exhibition period  
to see the latest in Materials and Services  
offered by the firm's interests in Southern  
and Northern Rhodesia, Malaya, Ceylon  
and to discuss Business Opportunities. Let  
them be up-to-date and well informed.

**R. T. Stuart, Ltd.**  
14 High Street, Junction Road,  
Kirkcaldy.  
Telephone 3434

Tel: Street 218.

**THOMSON BROS. (Kirkcaldy) Ltd.**  
FOUNDRY,  
**CALOR-GAS APPLIANCES**  
Modern developments and new  
products have increased the range and  
the range of efficiency of "Calor"  
Gas Appliances. For Heating, Cooking,  
Lighting and Hot Water. Call or write  
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**Stand No. 23**  
Goulds Pump Corporation in the  
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Great Britain

**THOMAS C. GOLDFARIN LTD.**  
FURNITURE DEALERS  
1844 HIGH STREET, KIRKCALDY  
TUESDAYS (10.30 a.m. to 7 p.m.)  
WEDNESDAYS (10.30 a.m. to 7 p.m.)  
THURSDAYS (10.30 a.m. to 7 p.m.)  
FRIDAYS (10.30 a.m. to 7 p.m.)  
SATURDAYS (10.30 a.m. to 7 p.m.)

**184 HIGH STREET, KIRKCALDY**

**KIRKCALDY**  
TRADE EXHIBITION

**MARTYN FISHER**  
Exquisite Party Fashioned Specialty  
(Exclusive to BEATTIES in KIRKCALDY)

**BEATTIES**  
of  
**KIRKCALDY**

Established 1880 Telephone 2874

**STAND 24**  
Introducing  
OUR NEW BRANCH  
at  
233 High Street, Kirkcaldy  
Tel: 3438  
Sales Manager - Mr. EWERTH DOWIE

**DUNFERMLINE BUILDING SOCIETY**  
Established 1869  
ASSETS NOW EXCEED £600,000

**YOUR COACH AWAITS!**

**at TRADEY EXHIBITION - Kirkcaldy**

**SUPER-DE-LUXE PULLMAN COACH**

**PARKED OUTSIDE CONVENTION ENTRANCE**

**THE COACH**  
184 HIGH STREET, KIRKCALDY  
TUESDAYS (10.30 a.m. to 7 p.m.)  
WEDNESDAYS (10.30 a.m. to 7 p.m.)  
THURSDAYS (10.30 a.m. to 7 p.m.)  
FRIDAYS (10.30 a.m. to 7 p.m.)  
SATURDAYS (10.30 a.m. to 7 p.m.)

**TRAVEL AGENTS**

**Mays**  
Travel Agents  
184 HIGH STREET, KIRKCALDY, Fife

