

THE WORLD BUYS BRITISH CARS

Britain's industrial skill is on parade. As the finest and latest British cars go on show at Earls Court in the first motor exhibition for ten years, orders pour in from all over the world. Ten million pounds worth of goods are booked on the first day. Total overseas sales are expected to exceed seventy million pounds. For the home motorist, it's a different story. While foreign buyers can get immediate delivery, Britons wait anything up to three years. Despite that - and the fact that most people cannot afford these luxury models, nearly 20,000 enthusiasts crowd the show when the Duke of Gloucester is at the opening. This exhibition is Britain's shop window for the international motoring world.

The new cars are a great advance in looks and performance. By modernising body styles, home manufacturers have answered long-standing complaints that British designs were too conservative. Low prices and low petrol consumption are now likely to outstrip foreign competitors.

The general trend in cars now is grace with power. Only a few are unchanged. The Rolls Royce is one. Acknowledged as the best car in the world, it adds prestige to Britain's name.