



REPORT
ON
THE BRITISH WEST INDIES
AND
BRITISH GUIANA COURT
AT THE
EMPIRE EXHIBITION
SCOTLAND, 1938



LONDON:
THE WEST INDIA COMMITTEE

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West India Committee
Bw Court at Empire Exhibition 1938



THE WEST INDIA COMMITTEE
INCORPORATED BY ROYAL CHARTER



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AND BRITISH GUIANA COURT
AT
THE EMPIRE EXHIBITION, SCOTLAND
1938

Patron

HIS MAJESTY THE KING.

Patron of Women's Section

HER MAJESTY THE QUEEN.

Joint Honorary Presidents

The Rt. Hon. NEVILLE CHAMBERLAIN, M.P.

The Rt. Hon. EARL BALDWIN OF BEWDLEY, K.G.

Honorary Overseas Presidents

The Rt. Hon. W. L. MACKENZIE KING, C.M.G.,
Prime Minister, The Dominion of Canada.

The Rt. Hon. M. J. SAVAGE,
Prime Minister, The Dominion of New Zealand.

The Rt. Hon. J. A. LYONS, C.H.,
Prime Minister, The Commonwealth of Australia.

Gen. The Hon. J. B. M. HERTZOG,
Prime Minister, The Union of South Africa.

The Hon. G. M. HUGGINS, F.R.C.S.,
Prime Minister, Southern Rhodesia.

President

The Rt. Hon. The EARL OF ELGIN AND KINCARDINE, K.T., C.M.G., LL.D.

Deputy Presidents

THE EARL OF IAN COLQUHOUN OF LUSS, Bt., K.T., D.S.O.

SIR JAMES LITHGOW, Bt., M.C.

Colonial Empire Committee

Convener

SIR WALTER BUCHANAN-SMITH, C.M.G., M.C.

Representatives of British West Indian Colonies

J. GORDON MILLER, Esq. G. MOODY STUART, Esq., C.B.E.

SIR ALGERNON ASPINALL, C.M.G., C.B.E.

OBJECTS OF THE EXHIBITION.

The declared objects of the Exhibition were as follows :—

1. To illustrate the progress of the British Empire at home and overseas.
2. To show the resources and potentialities of the United Kingdom and the Empire overseas to the new generation.
3. To stimulate Scottish work and production and to direct attention to Scotland's historical and scenic attractions.
4. To foster Empire trade and a closer friendship among the peoples of the British Commonwealth of Nations.
5. To emphasise to the world the peaceful aspirations of the peoples of the British Empire.





EMPIRE EXHIBITION, SCOTLAND-1938

Patron :
HIS MAJESTY THE KING

Patron of Women's Section :
HER MAJESTY THE QUEEN

COMMEMORATIVE CERTIFICATE PRESENTED TO

THE WEST INDIA COMMITTEE.

IN RECOGNITION OF HAVING PARTICIPATED
IN THE
EMPIRE EXHIBITION, SCOTLAND - 1938
AT BELLAHOUSTON PARK, GLASGOW

President : THE RT. HON. THE EARL OF ELGIN AND KINCARDINE, K.T.

Chairman : Sir CECIL M. WEIR, K.B.E., M.C.

Cecil M. Weir

Members of the Administrative Committee :

J. James Barr. *A. P. W. Bidland.* *Robert Bruce.*
Korman L. Hind. *J. R. Richmond.* *C. H. Lawrence*

General Manager :

S. J. Graham

Secretary :

W. Kirkwood

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REPORT ON THE BRITISH WEST INDIES AND BRITISH GUIANA COURT

THE Empire Exhibition, Scotland, opened by His Majesty the King, who was accompanied by Her Majesty the Queen, in Glasgow on May 3rd, 1938, was the greatest Exhibition held anywhere in the world since the British Empire Exhibition at Wembley in 1924 and 1925. It covered an area of 150 acres, or approximately the same as that at Wembley.

guarantee fund amounting to nearly £750,000. A minimum of £250,000 was laid down by the promoters as the sum necessary to justify the launching of the project. This was subscribed within a week.

The control of the Exhibition was vested in a Council of Management consisting of representatives of Scotland's municipal, banking, industrial and commercial



View of Part of the Exhibition. The Colonial Pavilion is indicated by an arrow

The Exhibition was held in Bellahouston Park, one of the most beautiful parks in Scotland, and no effort was spared to make it worthy of so splendid a setting. Over 170 acres in extent, the park lies within three miles of the centre of Glasgow. Two million people live within one hour's journey of it, and well over a million within half-an-hour from its gates.

The Exhibition was, in the fullest sense, an Empire undertaking. It was organised on the security of a

interests, whose names were in themselves a guarantee of the soundness of the project.

HOURS OF OPENING

THE duration of the Exhibition was from May 3rd to October 29th, 1938.

At the outset the grounds were open from 10 a.m. until 11 p.m. daily, excepting Sundays, while the various pavilions were open from 10 a.m. till 9.30 p.m.

on Mondays to Fridays, and from 10 a.m. till 10 p.m. on Saturdays. So great a source of attraction, however, did the Dominion and Colonial Pavilions prove, (the British West Indies and British Guiana Court being one of the most popular of them) that early in August the administration were prompted by an ever increasing public demand to request the Dominion and Colonial Commissioners to keep their pavilions open until 10 p.m. on Wednesdays and until 10.30 p.m. on Saturdays. The Commissioners willingly agreed, notwithstanding the long hours of employment to which their staffs were already subjected. On September 20th they adopted the further suggestion of the administration that the 10 p.m. closing hour should also apply to Mondays.

THE DOMINIONS AND COLONIES PARTICIPATING

THE Dominions of Canada, Australia, New Zealand, South Africa and Eire, each had its own pavilion on Dominion Avenue, while in Colonial Avenue, on the opposite side of an artificial

Cyprus, Gibraltar, Malta, Hong-Kong, Sarawak, Somaliland, Bechuanaland, Basutoland, Swaziland, Fiji, the Gilbert and Ellice Islands, the British Solomon Islands, Mauritius, the Falkland Islands, St. Helena and Seychelles.

Burma had its own pavilion in proximity to Dominion Avenue, but unfortunately neither India nor Ceylon found it possible to be officially represented.

ORGANISATION OF THE BRITISH WEST INDIES AND BRITISH GUIANA COURT

THE question of the British West Indian Colonies participating in the Empire Exhibition was first raised informally as early as November 10th, 1936, when Captain S. J. Graham of the Department



The Colonial Pavilion

lake, were situated the pavilions of the West African Colonies, Southern Rhodesia and East Africa, and the composite Colonial Pavilion. Malaya, with over 5,000 square feet of space, and the British West Indies and British Guiana, with approximately 1,400, occupied the greater part of Colonial Hall. The following Colonies and Protectorates were also represented, though on a much smaller scale in the composite pavilion:—

of Overseas Trade, who had been appointed General Manager of the Exhibition, addressed a letter on the subject to Sir Algernon Aspinall, Secretary of the West India Committee. Careful consideration of the matter, which involved a great deal of preliminary investigation owing to the depressed conditions prevailing in the West Indies, was immediately undertaken, and following the issue of a circular despatch on March

10th, 1937, by the Secretary of State for the Colonies to the various Colonial Governments to ascertain which of them intended to participate, negotiations were carried a step further when enquiries on the subject were received by the West India Committee from certain West Indian Colonies and also from the West Indian Sea Island Cotton Association, whose Advisory Committee in England were considering the desirability of taking space in a composite West Indian Court.

It was then reported that the General Manager of the Exhibition had called at the West India Committee and discussed proposals for the establishment of such a Court. An approximate estimate of the cost followed. Further discussions took place through the Exhibition's Colonial Empire Committee.

Colonies participated, the cost to each booking a minimum space of 250 square feet in a West Indian Court would be approximately £625. This information was communicated to the Colonies who appeared interested.

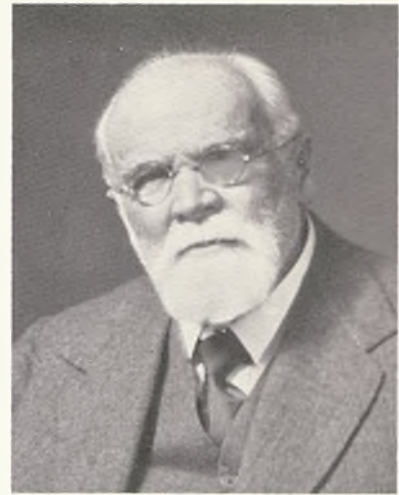
In July the West India Committee received information from the Colonial Office that four Colonies, Trinidad and Tobago, Jamaica, British Guiana and Grenada were prepared to participate, but as the money likely to be available was still indefinite, except in the case of Trinidad and Tobago, consideration of plans had to be postponed for some months. The sum available for Trinidad was subsequently increased by the following contributions: Previté & Co., Ltd., £100; The Limmer & Trinidad Lake Asphalt Co.,



Sir Algernon Aspinall, K.C.M.G., C.B.E.



Mr. J. Gordon Miller, Chairman of the West India Committee's Exhibition Committee



Mr. G. Moody Stuart, C.M.G.

Members of the Colonial Empire Committee representing the British West Indian Colonies

Barbados, Bermuda, British Honduras, and the Leeward Islands had in the meantime informed the Secretary of State for the Colonies that they found they were unable to be represented at the Exhibition, and negotiations in respect to the other West Indian Colonies were complicated and protracted owing to the fact that participation of each was necessarily involved with that of the others. In May the Finance Committee of Trinidad and Tobago approved of a contribution of £500 towards the Colony's participation provided any further sum required was raised by private contributions. This proposal was laid before firms in Trinidad by the Tourist and Exhibitions Board and before firms in the United Kingdom by the West India Committee. Replies expressing interest were received in Trinidad from the Co-operative Citrus Growers' Association, and in London from Caroni Sugar Estates Ltd. and Previté & Co., Ltd.

From data available the General Manager of the Exhibition had estimated that, assuming at least four

Ltd., £100; The Imperial College of Tropical Agriculture, £25; and the Trinidad and Tobago Co-operative Citrus Growers' Association, £25. Further discussions were held with Sir Walter Buchanan-Smith, the Chairman of the Colonial Empire Committee, but definite plans could not be made as the minimum cost of a West Indian Court was not yet forthcoming.

After consideration by the Executive Committee of the West India Committee representations were made to the Colonial Office, and on December 28th, 1937, the Secretary of State cabled to the Governors of British Guiana and Trinidad stating that after further consultation with the West India Committee he was in doubt whether it was worth proceeding with the West Indian exhibit at all since it appeared that the only Colonies in the West Indies area still wishing to participate were British Guiana and Trinidad.

Meanwhile efforts had been made to obtain financial assistance from other sources. These proved unavailing. On December 29th a letter was received from

the Colonial Office intimating that the Secretary of State was grateful to the West India Committee for the trouble they were taking and fully appreciated the position in which they were placed. He regretted to say, however, that he did not consider that there was any prospect of further funds being made available to ensure the adequate representation of the West Indian Colonies at Glasgow either through the medium of the Colonial Empire Marketing Board or through that of the Colonial Development Advisory Committee.

At a meeting held on January 19th, 1938, the West India Committee received with great satisfaction the announcement that their Secretary had received a letter from a member of the West India Committee, who wished to remain anonymous, offering to contribute £1,000 towards the cost of the representation of Trinidad and Tobago at the Empire Exhibition on certain conditions. Further, that the Government of the Colony and the Tourist and Exhibitions Board had accepted the conditions by telegram and expressed their grateful thanks. At the same meeting the Committee considered designs and estimates submitted by those firms which had responded to a request of the Tourist and Exhibitions Board of Trinidad and Tobago to tender for a stand at the Empire Exhibition. None of these proved satisfactory and it was agreed to ask three other firms to submit designs and estimates for a stand arranged in conformity with the Board's proposals.

Later in January the same anonymous benefactor offered to contribute £1,000 and £650 towards the cost of the representation of Jamaica and British Guiana respectively and a further £350 to provide for the establishment of a West Indies Information Bureau, and the prompt acceptance of these offers gave assurance that a West Indian Court could be formed. On January 29th the West India Committee learned with great satisfaction that the Advisory Committee in England of the West Indian Sea Island Cotton Association had also definitely agreed to accept the offer of the West India Committee to provide a stand in the West Indian Court for a West Indian Sea Island Cotton display at a cost of £400, the materials for display to be provided by the Advisory Committee in England of the West Indian Sea Island Cotton Association.

This was followed by the welcome announcement that the St. Vincent Co-operative Arrowroot Growers' Association too were prepared to provide the sum of £400 for a stand for an arrowroot display, and it was at last possible to begin to draw up definite plans. Fresh designs and estimates were accordingly called for from three firms and after much work on the details, conducted by correspondence and interview, the provisional tender of Display Craft, Ltd., was accepted by the West India Committee, who had undertaken the task of organising and maintaining the British West Indies and British Guiana Court on behalf of the participating Colonies and Associations. This work was carried out through a Sub-Committee

under the chairmanship of Mr. J. Gordon Miller (deputy chairman of the West India Committee), Mr. Alexander Elder, Mr. H. J. J. Freeman, Mr. W. G. Freeman, Mr. C. W. Gurney, Major K. E. Previté and Sir Algernon Aspinall. They collaborated with the Permanent Exhibitions Committee of Jamaica (Chairman: Hon. A. C. Barnes, C.M.G. and Mr. F. E. V. Smith, Secretary), the Tourist and Exhibition Board of Trinidad and Tobago (Chairman: Mr. A. Emlyn and Mr. W. Minshall, Secretary), the Colonial Secretary of British Guiana, the Advisory Committee in England of the West Indian Sea Island Cotton Association, and Dawson, Shores, Punch & Co., Ltd., representing the St. Vincent Co-operative Arrowroot Association, and gratefully acknowledge the valuable assistance received from these sources in collecting the mass of varied exhibits which formed what public opinion later agreed was one of the most comprehensive, attractive and highly instructive displays in the Exhibition.

FINANCE

THE depressed conditions in the British West Indies severely restricted the amounts which Governments and other bodies were able to contribute to the cost of participating in the Exhibition, but, nevertheless, the following grants were made:—

	£
Trinidad and Tobago (inclusive of £25 from the Citrus Growers' Association)	625
Jamaica	625
British Guiana	400
The West Indian Sea Island Cotton Association	400
St. Vincent Arrowroot Association	225
Previté & Co., Ltd.	100
The Limmer & Trinidad Lake Asphalt Co., Ltd.	100
Mr. T. Harrison Hughes	25
The Imperial College of Tropical Agriculture	25

Success had been assured, however, by the very generous and public-spirited action of the anonymous member of the West India Committee, who contributed £2,650 towards the cost of the representation of Jamaica, Trinidad and Tobago, and British Guiana, and a further £350 towards the establishment and maintenance of an Information Bureau.

THE OPENING DAY AND THE KING'S VISIT TO THE BRITISH WEST INDIES AND BRITISH GUIANA COURT

ON Tuesday, May 3rd, 1938, in brilliant weather, the Empire Exhibition, Scotland, 1938, was officially opened by His Majesty King George VI, who, as already stated, was accompanied by Her Majesty the Queen. Declaring the Exhibition opened, in a speech which was broadcast throughout the Empire, His Majesty said:—

"The Exhibition is an Empire undertaking, but we do well to remember that it owes its origin and

to a great extent its execution to the people of Scotland. . . .

"Scotland believes that the best means of avoiding trouble is to provide against it, and that new enterprise is the safest insurance against the return of depression. It is in this spirit that the Exhibition has been built, and I see in it the symbol of the vitality and initiative upon which the continued prosperity of Scotland must rest.

"I have spoken first of Scotland, but I am well aware that without the generous help and support of the rest of the Empire this Exhibition would not have been possible.

"It now stands before us to testify to that willing co-operation which I rejoice to think is the hallmark of the Commonwealth of Nations.

"Just as men and women have gone out from Scotland in the past to found a new home in countries



Their Majesties King George VI and Queen Elizabeth at the Opening of the Exhibition

overseas, so I hope that this Exhibition, built by their descendants, will attract to Scotland many visitors from those distant lands, and to those who come from foreign countries I can promise a cordial welcome, and I am sure that they will not be disappointed in what they find.

"These fine pavilions will show a variety of products for which the skill and resources of the different countries of the Empire are responsible.

"They will, I hope, provide a meeting place, for men and women of many nationalities where ideas can be exchanged and points of view explained, for in this way we can learn to appreciate the outlook and the problems of the others, and by so doing help towards a better understanding among the peoples of the world.

"Confident as I am that this great Exhibition can make a real contribution to the general well-being, I have the greatest pleasure in declaring it open."

At the conclusion of the opening ceremony which took place in the adjacent Ibrox Stadium, in order to accommodate comfortably the immense crowd which attended, His Majesty drove to Bellahouston Park and proceeded on a tour of the pavilions. His itinerary provided for an early visit to Colonial Hall, at the entrance to which he was received by representatives of the Colonies on his arrival at 12.10 noon. After presentations, the King proceeded through the Colonial Hall to the Malaya section and thence to the Court of the British West Indies and British Guiana, where Mr. J. Gordon Miller, deputy chairman of the West India Committee, had the honour of presenting to His Majesty Major Kenneth Previté and Mr. Robert Bryson, O.B.E., members of the Executive Committee.

The specimens of hardwoods from British Guiana, prominently displayed, attracted the attention of His Majesty, who then passed on to the West Indian Sea Island Cotton Association stand, where he was shown

samples of cotton seed with the fibre attached, and a diagram illustrating the length of the staples of Sea Island cotton.

Exhibits of Blue Mountain coffee, rum and cigars from Jamaica were prominent on the stand of that Colony, and the King made special enquiry as to the progress of Jamaica's trade.

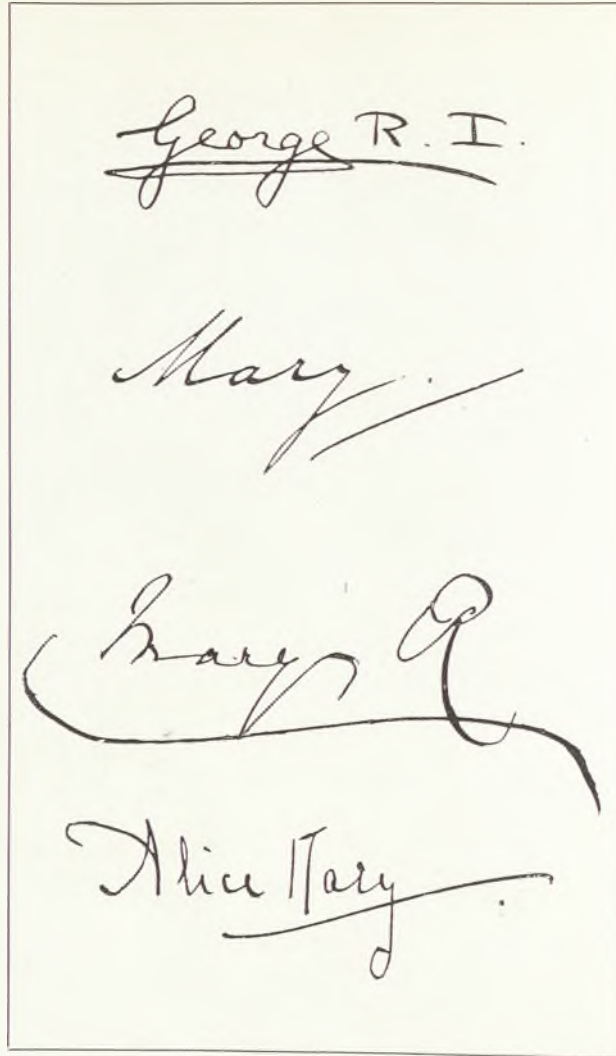
At the Information Bureau of the West India Committee His Majesty was graciously pleased to sign the Visitors' Book. The Rt. Hon. The Earl of Elgin and Kincardine, Kt., C.M.G., LL.D., President of the Empire Exhibition, thereupon took occasion to express gratitude and thanks to the anonymous donor whose contribution, at a critical stage, had enabled the British West Indies and British Guiana Court to come into being.

The Trinidad and Tobago stand was next visited, and the King immediately recognised the diorama of the pitch lake as the one he had previously seen at the Imperial Institute. Major Previté was invited to explain his company's exhibits and interests in Trinidad's asphalt exports. His Majesty asked about present conditions in Trinidad and after inspection of the exhibits of primary products on display at the stand he departed, leaving all present with a sense of his deep and abiding interest in the British Caribbean Colonies and his hope for the welfare of his peoples there.

The British West Indies and British Guiana Court, which was thronged with visitors throughout the day, was the subject of high commendation on all sides

directly it was opened to the general public. In this connection the following telegram from Sir Walter Buchanan-Smith, Convener of the Colonial Empire Committee to the Secretary of the West India Committee, is worthy of reproduction:—

"Many thanks for your good wishes. The general admiration of your beautiful Court would have pleased you and its anonymous benefactor. It was visited by the King, who signed its book."



Signatures of Royal Visitors to the Court

PERSONNEL OF BRITISH WEST INDIES AND BRITISH GUIANA COURT

THE officer appointed at the beginning of the Exhibition to assume charge of the British West Indies and British Guiana Court as a whole and of the West India Committee Information Bureau was Mr. H. R. Latreille formerly of Jamaica. Sectional interests were looked after by the following staff:—

Jamaica	Mr. Scott M. Jacobsen.
Trinidad and Tobago ..	Mrs. J. Liddelow.
British Guiana	Mr. P. Campbell Cumming.
The West Indian Sea Island Cotton Association ..	Mr. J. L. H. Richards.
The St. Vincent Arrowroot Association	Mrs. Eva McLean.

The attendant for the Court was Sgt. G. A. Roberts, who has long experience of Exhibitions in which the West Indies have taken part in the United Kingdom.

Mr. H. R. Latreille, who had rendered very satisfactory service, found it necessary for personal reasons to tender his resignation as officer-in-charge at the end of July. He was succeeded by Mr. Douglas Grant, a former branch manager and bank inspector, whose close business connections with the British West Indies and British Guiana, extending over twenty-four years, proved very valuable in dealing with trade and tourist enquiries.

GENERAL DESCRIPTION OF THE COURT

THE British West Indies and British Guiana Court, in which was housed the stands of Trinidad and Tobago, Jamaica, British Guiana, the West Indian Sea Island Cotton Association, the St. Vincent Co-operative Arrowroot Association and the West India Committee Information Bureau, was in the right-hand court of the Colonial Hall, occupying an area, inclusive of passage-ways, of approximately 1,400 square feet. Stand space was allocated as follows:—

	sq. ft.
Trinidad and Tobago (inclusive of 100 sq. feet of space for asphalt exhibit)	330
Jamaica	250
*British Guiana	160
The West Indian Sea Island Cotton Association	160
The St. Vincent Co-operative Arrowroot Association	100
The West India Committee Information Bureau	100
Total	1,100

* Nine specimens of British Guiana timbers were displayed in an entrance hall adjacent to the British Guiana Stand and occupied a space additional to the 160 square feet allotted to that Colony.

The Colonial Hall, with its main frontage on the 400-foot wide artificial lake, famed for the magnificence of its illuminated fountain display, was without doubt most happily situated, as this particular section of the grounds proved to be the most densely thronged of any, both by day and by night, throughout the entire period of the Exhibition.

Flagstuffs, each carrying the flag of a participating Colony, were erected in the ornamental garden plots outside the Pavilion, entrance to the British West Indies and British Guiana Court being gained through the main entrances of Colonial Pavilion.



The Asphalt Exhibit and Diorama

The design of the Court was carried out to express harmony, but, at the same time, the individuality of each Colony was well maintained. The keynote undoubtedly was "sunshine and happiness," and visitors readily agreed that by the prevailing colour scheme of orange, yellow and green, the designers admirably achieved their object.

The appearance of the Court was enhanced in its beauty by, and owed much of its enchantment to, the scenic illuminated backgrounds of the different stands. Trinidad and Tobago had its beautiful East Coast marine scene, the Jamaica Stand was embellished with its picturesque "Blue Lagoon" setting, British Guiana proudly vaunted the majestic "Kaieteur Falls" (opportunity of course was taken to remind the public that these were five times as high as Niagara), The West Indian Sea Island Cotton Association Stand had a vivid and colourful cotton-plantation scene for its

background, while the Bay of Kingstown lent an air of restful beauty to the St. Vincent Arrowroot Association Stand. A realistic diorama depicting the discovery of the Pitch Lake by Sir Walter Raleigh in 1595, completed a series of backgrounds which could not fail to create impressions of romance and enchantment so unalienably associated with the West Indies. All of the scenic backgrounds were artistically illuminated in soft shades of blue, green, orange and red, the general effectiveness being enhanced by the harmoniously coloured cut-out planes ornamenting the foreground of the stands. Brilliantly illuminated display alcoves of the kiosk, or shadow-box type, decorated in colour schemes of bronze and gold with display cubes of like colours gave added gaiety and brightness to the stands and served to further promote and maintain even on the duller of days the impression of perpetual sunshine which it was sought to create in the minds of visitors to the Court.

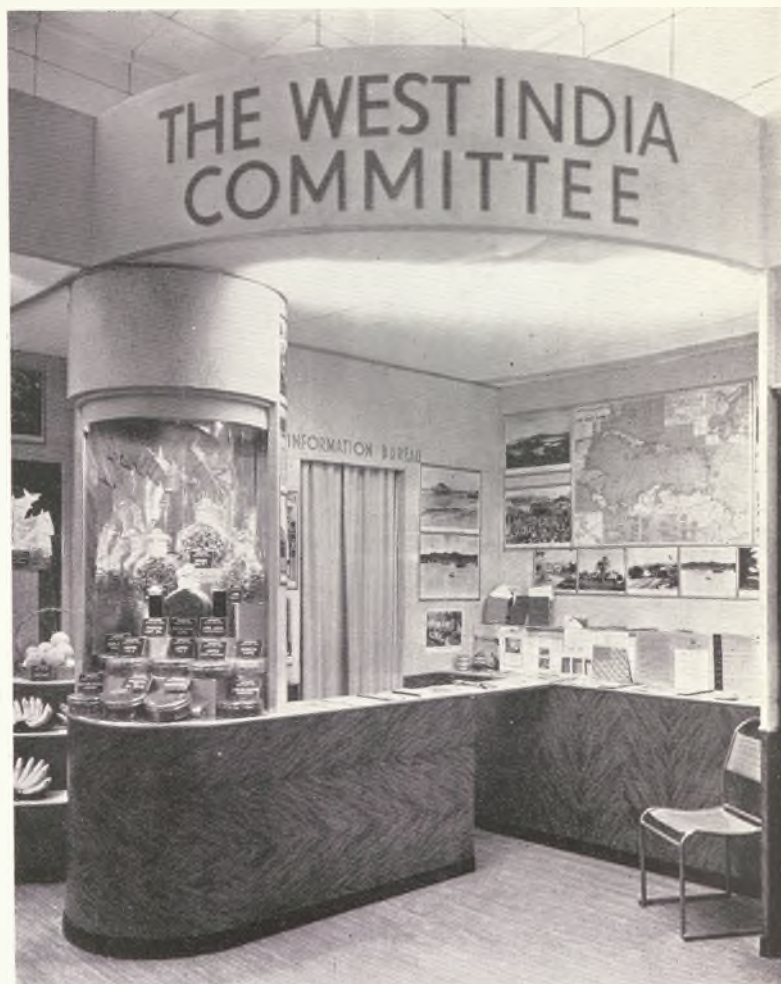
The walls and fascias of the various stands and the cylindrical columns in the centre of the Court were all of a decided orange tint, the tops of the columns being decorated with a series of modernist-type palm leaves prepared in cut-out plywood which were most effective. These columns and certain sections of the wall spaces were used for displaying large photographs depicting various phases of tropical life, industries, and beauty spots, etc., which added to the appearance of the Court and which were much admired by the general public. A frieze over each stand bore prominently the name of the participating Colony in red cut-out lettering, 9 mm. thick, smaller lettering of similar type being used to describe the scenic illuminated backgrounds.

Mahogany grained paper was used to cover all the counter-fittings provided for displaying exhibits and for setting out literature for distribution to the public, while the flooring was of green Jaspe linoleum which blended very well with the general colour scheme of the internal fittings of the Court.

The West India Committee as organizers of the British West Indies and British Guiana Court gratefully acknowledge the initiative and skill of Display Craft, Ltd., London, which played an important part in creating so beautiful a setting for the comprehensive display of exhibits featured by the participating Colonies.

THE EXHIBITS

THE main object of the Exhibition Committee was to display only the staple products of commercial importance to the participating Colonies, but certain other articles were also shown which it was thought might attract the public to the stands. It was considered desirable at the same time



The Information Bureau

to emphasise the attractions offered by the British West Indian Islands and British Guiana to tourists. Lists of the exhibits displayed on behalf of the various Colonies are given below.

Trinidad and Tobago

Sugar-canes, sugar, rum, green swizzle, Angostura bitters, cocoa pods, cocoa beans, chocolate (eating and drinking), coco-nuts, copra, coco-nut meal, lime oil (distilled), honey, grapefruit (fresh fruit when in season

and tinned), limes, Tonca beans, bay rum.

A model of a cacao-tree, complete with pods, attracted a great deal of attention and was very effectively used in connection with the general cocoa exhibits and with the displays of Cadbury's chocolate and Rowntree's "Black Magic Chocolates" in the manufacturer of which Trinidad Cocoa is used. These were specially featured during the exhibition.

A model of a branch of a grapefruit tree showing how the fruit grows in clusters also proved interesting

coved fillet). Mastic Asphalt. Trinilake (combined asphalt roofing). Asphalt (Crude and Epuré).

A novel feature of the asphalt display consisted of many miniature barrels containing refined asphalt, which, it must be confessed, proved a great source of temptation to "souvenir-hunters" towards the close of the exhibition.

Grateful acknowledgment must be made of the aid rendered by the Limmer & Trinidad Lake Asphalt Co., Ltd., of Glasgow, in deputing various members



The Trinidad and Tobago Court

and instructive to the public. Minor exhibits displayed included a variety of curios and a selection of local preserves provided by the Home Industries Association of Port of Spain, Trinidad, Alpagatas, a display of "Bandit" syrups and cordials, a case of stuffed humming birds and specimens of the nests of these birds.

Asphalt Exhibit

Asphalt Macadam for roads. Asphalt for footpaths. Red Asphalt. Permanent Traffic Lines (white and amber.) Trinazzo (decorative asphalt flooring). Trinilake (combined asphalt flooring with Sparmath finish). Colourphalt (green decorative flooring with brown cove fillet). Colourphalt (red decorative flooring finished to

of their office staff to assist at nights in supervising the asphalt display.

The Imperial College of Tropical Agriculture

An electrically driven Rotograph machine showing views of the College and its buildings and laboratories besides various phases of college life, educational, domestic and sporting, were exhibited. These attracted a great deal of interest on the part of prospective students, and the relatives and friends of students now in residence at the college.

Jamaica

Sugar, rum, coffee, bananas, grapefruit, limes, mangoes, capsicums, aubergines, cocoa beans, annatto,

copra, ginger, honey, pimento, pimento leaf oil, quassia chips, kola nuts, orange oil, lime juice (concentrated and raw), lime oil, sarsaparilla, cigars and tobacco leaf, dyewoods.

Specimens of very attractive embroidery work, supplied by the Jamaica Women's League, proved an exhibit of great interest to lady visitors, the work being favourably commented on by Queen Mary on the

locust, red-cedar and a bull-forehead greenheart occasional table, bauxite ore, sodium aluminatc alumina, sodium sulphate and a bar of aluminium.

The St. Vincent Arrowroot Association

Powdered arrowroot, rhizomes, arrowroot biscuits manufactured by the leading British biscuit makers, home-made blanc-manges, custards, cakes and



The Jamaica Court

occasion of her visit to the British West Indies and British Guiana Court on September 10th, 1938.

British Guiana

Sugar-canes, sugar, molasses, rum, blue stick and demerara, creole padi, super-quality parboiled rice, Liberian coffee, coco-nuts, copra, desiccated plantain, plantain flour, cassava starch, cassava cassareep, honey, guava jelly, guava syrup, guava cubes, mixed pickles (piccalilli), mango chutney, hot sauce, Tamarind syrup, specimens of British Guiana timbers, viz: Bull-forehead greenheart, determa, Kabukalli, purple-heart, hububalli, empire andiroba, keriti silverballi,

sponges, miniature arrowroot barrels, photographs of St. Vincent Arrowroot Factory, and booklets of recipes.

The West Indian Sea Island Cotton Association

Raw Sea Island cotton from St. Vincent and Montserrat, dried cotton plant, combed halos from St. Vincent seed cotton, sorter diagram showing length of St. Vincent cotton (up to 2½ inches), yarn samples, shirts and pyjamas, shirting materials, underwear, handkerchiefs, rain-coats and golf-jackets, gaberdine material, ladies stockings, featherweight rain-coats, gents socks, sewing thread and lace.

The West India Committee Information Bureau

The West India Committee Bureau, the establishment of which was rendered possible by the donation previously mentioned, was the centre of trade and tourist information, not only for the Colonies and organisations actually participating in the Exhibition, but also for Barbados, the Windward Islands, the Leeward Islands, British Honduras and the Bahamas.

The wall space in the Bureau was utilised for displaying photographs of well-known bathing beaches and beauty spots together with agricultural, industrial and other scenes of unique interest in various Colonies, while the West India Committee's large wall-map of the West Indies was constantly referred to by people anxious to ascertain the relative geographical positions of the different islands. In the literature racks provided in the Bureau a large variety of descriptive pamphlets furnished by Jamaica, Trinidad and Tobago, British Guiana, Barbados and the Windward and Leeward Islands were conveniently arranged for the use of the public.

A well prepared specimen in formalin of Grenada nutmegs in fruit showing mace, supplied by Jonas, Browne & Son, Ltd., attracted a great deal of attention, particularly as it was little known that these two spices of entirely different flavour were obtained from the same plant.

Mounted and framed sets of the latest issues of the postage stamps of British Guiana (including the novel design showing the Colony's position in South America, based on a suggestion made by Mr. Ulric R. White), Jamaica, the Cayman and Caicos Islands, and Trinidad and Tobago, supplied by their Governments through the Crown Agents for the Colonies, proved of great interest to hundreds of philatelists and others who were attracted by the picturesque designs.

NOTES ON THE EXHIBITS

Trinidad and Tobago

OF the commercially important exhibits which attracted most attention in the Trinidad and Tobago stand, particular mention should be made of the cocoa and chocolate exhibit and the citrus exhibits—grapefruit (fresh and tinned) and limes.

At the request of the West India Committee, who placed a prominent alcove at their disposal, Cadbury Bros., Ltd., of Bournville, and Rowntree, Ltd., of York, staged special displays of their superior brands of chocolates during the Exhibition and both firms drew strong attention by display cards to the fact, of which the great majority of the public was quite unaware, that these chocolates contained Trinidad cocoa. In view of the high reputation and immense popularity of Cadbury's and Rowntree's chocolates, it is unquestionable that the special displays featured by these firms and their informative display cards afforded excellent publicity for the Colony's cocoa.

Special efforts were made by the lady attendant in

charge of the Colony's stand to promote an increased public interest in citrus fruits, and although the Exhibition Committee was unable to undertake the sale of samples, a sufficiently large number of orders was actually taken and executed through the agency of the West India Committee for cases of grapefruit (fresh and tinned) and for trial quantities of limes to indicate that, provided supplies could be guaranteed to come forward regularly and at competitive prices, a market was available for Trinidad citrus fruits in Scotland. The high quality of these was frankly recognised, but doubts were expressed as to whether Scotland could compete in the all-important factor of price, in so far as grapefruit is concerned, with other producing countries, particularly Palestine.

Sugar, rum, cocoa, Tonca beans, coco-nuts, copra, asphalt and oil were not well-known in Scotland as products of Trinidad, and the Empire Exhibition, Scotland, 1938, therefore afforded a valuable opportunity of bringing these commodities and the amenities of the Colony prominently to the attention of the Scottish people and visitors from all parts of the world. It is gratifying to record that visitors showed great interest in the comprehensive display which was staged.

Jamaica

As was to be anticipated, rum was made a special feature of the display in the Jamaica stand, over thirty different brands being used in a bold and well-planned exhibit which attracted a great deal of attention and favourable comment.

The splendid banana display was provided by the representatives of the Elders & Fyffes and "Empire" concerns and as a result of their close and cordial co-operation only the finest specimens of this fruit were shown on the stand at all times.

Mangoes, grapefruit, limes, aubergines and capsicums aroused a great deal of interest during their respective seasons, while the famous "Blue Mountain" and other types of coffee, spices, lime oil, orange oil and pimento leaf oil, ginger and honey were all shown to great advantage.

Considerable interest was manifested in the excellent selection of Jamaica cigars to which prominence was given. Samples were given away to cigar smokers, and it is a matter of great satisfaction to be able to report that many of the recipients subsequently returned and placed orders for trial boxes. All who received sample cigars willingly furnished their names and addresses for submission to the Golofina Tobacco Company and the agents of Messrs. B. & J. B. Machado in London, and members of prominent London and provincial clubs expressed their intention of taking steps to have Jamaica cigars stocked by them.

Amongst the logwood and fustic exhibits were specimens of dyed goods which had actually been on show at the Wembley Exhibition (1924), and the public were not slow to recognise the importance of the point that these articles had fully kept their colour for fourteen years.

The display of hand embroidery submitted by the Jamaica Women's League proved an unfailing source of attraction, who were particularly impressed by the novel and artistic designs and by the excellence of the work in general. One of the leading firms in Glasgow—Pettigrew & Stephens of Sauchiehall Street, the city's fashionable shopping centre—was induced during the early months of the Exhibition to carry a selected range of these articles, and it is understood that the demand created soon led to repeat orders being placed in Jamaica.

British Guiana

Visitors to the British Guiana stand could not but be impressed by the diversified range of exhibits on view and the admirable manner of its arrangement. Most conspicuous of the exhibits was undoubtedly the attractive display of the Colony's hardwoods grouped together in the entrance hall adjacent to the stand. The beautiful appearance and finish of the timbers selected for display reflect great credit on the Forestry Department of British Guiana who were responsible for the exhibit. It attracted much attention from architects, building and engineering contractors and the general public alike and received the warmest commendation on all sides. Cabinet makers displayed much interest in red cedar and would undoubtedly employ this Empire wood in preference to Peruvian cedar which now monopolises the market if British Guiana quotations are not prohibitive and if regular supplies can be guaranteed.

When mentioning "Demerara" one instinctively thinks of the sugar-cane and its derivatives, sugar, molasses and rum so that it was to be expected that these commodities would be prominently displayed in the stand and form the subject of much public interest. Many enquiries were received too in respect to the padi and rice display.

The composite bauxite exhibit, which consisted of specimens of no fewer than fifteen different grades of the ore, sodium aluminate, alumina, sodium sulphate and a bar of aluminium together with a micro-photograph comparing the thickness of a human hair with that of aluminium wire, made a distinct appeal to the public owing to the variety of ways in which aluminium is used nowadays, many enquirers being interested to learn that British Guiana is one of the greatest bauxite-producing countries in the world.

Much public attention was also bestowed on the inviting displays of local pickles and preserves shown in the Colony's stand, Guava jelly and attractively packed Guava cheese receiving particular notice. Cooper & Co., the largest and most important grocery stores in Scotland, comment as follows on the subject of Guava cheese :—

"We have had numerous enquiries for Guava cheese through your efforts during the past six months and we consider there is business to be done but only if it is attractively packed and offered to the public in suitable sizes."

Not only must the article itself be of high quality, but a high quality "pack" of attractive appearance is also essential to successful marketing of a product of this nature and while Cooper & Co. commented favourably on the type of "pack" used in connection with the British Guiana exhibit, this is an important point which should not be overlooked by manufacturers and others interested.



Some of the Timbers

The West Indian Sea Island Cotton Association

The West Indian Sea Island Cotton Association, which represents the growers of Sea Island cotton in Antigua, Anguilla, Barbados, Montserrat, Nevis, St. Kitts, St. Vincent and the Virgin Islands, on the advice of its Advisory Committee in England, took advantage of the opportunity afforded by the organisation of the composite British West Indies and British Guiana Court to stage a display representing Sea Island cotton and the wide range of articles now made from what is universally regarded as the finest cotton produced in the world.

The articles displayed were collected by the Advisory Committee in England through the Secretary, Mr. John Cook from firms authorised to use the Association's Trade Mark which can only be affixed to articles guaranteed to be made of 100 per cent. Sea Island cotton grown in the British West Indies and Fiji.

An exhibit which aroused a great deal of interest was the tyre which was actually on the left front wheel of Captain George Eyston's car when he established his former world land speed record of 312 miles per hour in November, 1937. West Indian Sea Island cotton was, of course, specially chosen for use in the manufacture of these tyres owing to its resistance to severe strain.

Retailers in Glasgow, especially Messrs. Austin Reed and Messrs. Copland & Lye, supported the efforts of the Association to stimulate consumption of Sea Island cotton goods by making special displays in their shop windows during the entire period of the exhibition. Thanks are due to these two firms who also kindly loaned useful fittings for the display of various articles in the Association's stand.

Many enquiries were made by the general public to the trade concerning the articles exhibited, and it is felt that the consumption of goods made from West Indian Sea Island cotton will be materially increased as a result of the display. The fine silk-like quality of the pyjamas and shirts, the handkerchiefs, under-wear and other articles attracted great interest. The Advisory Committee was encouraged by the great success attending its participation in the exhibition to arrange for a further display on behalf of the West Indian Sea Island Cotton Association to be made at the next British Industries Fair, Textiles Section, which took place in February, 1939.

St. Vincent Arrowroot Association

Messrs. Dawson, Shores, Punch & Co., Ltd., agents in Great Britain for the St. Vincent Arrowroot Association, have submitted the following report :—

“Our exhibit has been the means of bringing directly before a large and varied section of the public from all parts of the United Kingdom in particular and visitors from many parts of the world in general, the island of St. Vincent's chief industry—that of the cultivation of arrowroot.

“Arrowroot has been introduced to the public daily during the course of the exhibition, both in its raw state and when made into various dainty and appetising dishes—such as cakes, biscuits, blanc-manges, custards, etc.

“Great interest has been shown in these and many other uses to which arrowroot can be put, and old associations with this pure article of food have been revived and new ones created.

“An attractive booklet of 32 recipes, together with tasting samples have been eagerly sought after and willingly given away after demonstration by a capable and intelligent lady attendant.

“Apart from this, quite a large number of tins and packets have been sold and very many forms have been filled in by visitors giving their names and addresses and also those of their grocers, for future supplies.”



The British Guiana Court

Enquiries

Their experience in the West Indian Colonies enabled the attendants in charge of the various stands and the officer-in-charge of the West India Committee Information Bureau to answer fully the great number of enquiries received daily regarding the various exhibits on display, tourist facilities, and a wide range of other subjects. Lists procured by the West India Committee of Colonial exporters (with the names and addresses of their English and Scottish representatives) were held for purposes of reference by each member of the staff and proved useful in handling trade enquiries.

A record of enquiries was forwarded regularly at short intervals to the West India Committee which gave them careful and prompt attention.

The comprehensive and exhaustive information files available at the rooms of the West India Committee proved invaluable in answering special enquiries which could not be satisfactorily dealt with in Glasgow. This work, together with that incidental to the maintenance and in some cases periodical renewal or replacements of exhibits was performed by the West India Committee without any addition to its staff. In this connection special mention is due to Mr. T. Souness the Executive Officer of the Trinidad and Tobago Standing Committee and Mr. G. P. Osmond, M.B.E., Chief Clerk of the West India Committee, for the zeal and efficiency with which they carried out these tasks.

TRADE AND THE EXHIBITION

IT is always difficult to assess with any degree of accuracy what immediate trade benefits accrue to those taking part in commercial and industrial exhibitions of this nature, especially when, as was the case in the Empire Exhibition, Scotland, 1938, those responsible for the organisation of the British West Indies and British Guiana Court were unable to solicit orders for, or to enter into any contracts for the sales of any of the commodities on display. That this Court was not conducted on the lines of a "sales room" was undoubtedly one of the reasons why it proved such an attraction to the general public—here was none of that unfortunate importuning to buy this or that article which so greatly irritated visitors to other pavilions, but a well-planned, artistic and dignified presentation of a wide range of tropical products where one could stop to admire unmolested, and where efficient and courteous attendants could be found, if required, to willingly be of service in answering enquiries of every conceivable nature in regard to the Colonies they represented.

When Earl Baldwin of Bewdley, then Prime Minister of Great Britain, sent his good wishes for its success to the promoters shortly before the opening of the Exhibition he did not make use of idle words in proclaiming that :—

"It is nearly twelve years since the British Empire Exhibition at Wembley brought to our notice, in a very realistic way, facts about the Dominions and Colonies which we had not appreciated before. Your great Exhibition will emphasise those lessons afresh, and will, I have no doubt, bear fruit in

increased trade, not only within the Empire but outside it, and in an extension of our appreciation of the potentialities both of this country and of the British Commonwealth of nations."

That the Empire Exhibition, Scotland, 1938, will eventually bear fruit in increased trade, not only within the Empire, but outside of it, is beyond question. The propaganda value alone of participating in an Exhibition which attracted over 12½ million visitors from all parts



St. Vincent and its Chief Industry

of the globe is immense, and the great interest displayed in many of the commodities exhibited in the British West Indies and British Guiana Court such as cocoa and chocolate, citrus fruits, cigars, timbers, rice, preserves, etc., Sea Island cotton and arrowroot, to which reference has already been made, justifies the belief that a stimulus to trade will result from the participation of the British West Indian islands and British Guiana in the Exhibition, even although it may be difficult, if not actually impossible, to trace its origin at a later stage to Bellahouston Park.

The major industries, viz., sugar, rum, bananas, asphalt and cocoa were displayed with special prominence so as to attract the attention of the many

thousands of visitors from the Dominions and Colonies overseas and from various foreign countries, and new avenues for trade may well be opened up through these sources as a result of the Exhibition.

THE TOURIST TRADE

THE warmth of colouring of the British West Indies and British Guiana Court, the beautiful scenic



through their intimate personal knowledge of the British West Indies and of British Guiana, and by reference when necessary to literature available, were able to give the most detailed information in respect to travel facilities, hotel and boarding house accommodation, costs of living, banking arrangements, climatic conditions, clothing required, amusements, social and club life, and a host of other matters which cropped up



The Production and Uses of Sea Island Cotton

backgrounds of the various stands, and the large number of photographs on display must inevitably have conveyed to visitors many vivid impressions of the glamorous attraction of these enchanting islands and our great South American Colony as tourist centres, and made strong appeal to the travel-just inherent in most of us.

A large number of prospective tourists were interviewed by officers-in-charge of Colony stands and the West India Committee Information Bureau, who,

from time to time in the course of conversation.

It was this personal touch no doubt which encouraged so many enquiries. To be able to talk things over with people who had actually lived for lengthy periods in the West Indies was infinitely more satisfactory than mere reference to guide books and shipping companies' tourist pamphlets, however useful or helpful these may be, and much valuable propaganda work on behalf of the tourist trade was accordingly carried out at the British West Indies and British Guiana Court. Not-

withstanding that the recognised tourist season had not yet begun, there are cases on record of parties who actually went out to the West Indies as a result of information obtained at the British West Indies and British Guiana Court, and who returned to the Exhibition before its close to express their appreciation of the advice given to them to undertake the trip and also to make frank acknowledgment of having enjoyed "the most wonderful holiday."

Unfortunately the plans of prospective tourists in the majority of cases provided for round trips only; a greater extension of "stop-over" privileges and facilities would be of benefit to everybody concerned and it seems reasonable to assume that more satisfactory arrangements in this respect, coupled with an assurance that modern hotel and boarding house accommodation is available at reasonable prices would go a long way towards definitely increasing tourist traffic to the West Indies and making this important trade more remunerative to the Colonies.

EDUCATIONAL VALUE OF THE EXHIBITION

ONE of the most praiseworthy features of the British West Indies and British Guiana Court has been its great educational value to the public of Great Britain in particular, and in a lesser degree, perhaps, to visitors from overseas.

It has helped people to acquire a more accurate knowledge of the geographical position of the British West Indies and British Guiana, to realise more fully the nature and extent of the agricultural, mineral and forest resources of those Colonies, and through personal contact with the staff of the Court and the many West Indian visitors who were to be found there daily to appreciate more fully the culture and refinement of the people of the West Indies and British Guiana in general and the strong bonds of friendship existing between the peoples of the British Commonwealth of Nations.

It is estimated that under the auspices of the local educational authorities fully one hundred thousand school children from the Glasgow area alone visited the Exhibition under the supervision of their teachers, while special cheap excursion trains frequently brought conducted parties from public and private schools all over Great Britain. To these children (the men and women of to-morrow) the Dominion and Colonial Pavilions offered vivid and intensely practical lessons in respect to the resources and potentialities of the Empire overseas, lessons which, in the case of the British West Indies and British Guiana Court, were amplified and made more interesting by the many impromptu descriptive lectures on tropical products and industries which were given to the children by the officers in charge of the various stands. These informal talks were always of great interest and educational value to teachers and scholars alike and the courtesy and patience shown by the Court officials towards the children were highly appreciated by those in charge of them.

To illustrate the interest taken in the British West Indies and British Guiana Court by educational boards throughout the exhibition it might be mentioned that during the closing days of the exhibition many requests were received from universities, colleges, schools, etc., for various specimens of tropical produce for museum displays and these were invariably complied with. In particular the Hunterian Museum of the University of Glasgow was furnished at the special request of its Curator with a specimen of crude Trinidad Lake Asphalt while the Training Centre, Jordanhill, which is responsible for providing teachers for all the schools in the West of Scotland area applied for and very gratefully acknowledged the receipt of specimens of almost every variety of tropical produce displayed in the Court, including a branch of a cotton tree with pods in various stages of growth, which was furnished through the courtesy of the West Indian Sea Island Cotton Association.

CRITICISM AND SUGGESTIONS

WHILE the British West Indies and British Guiana Court, throughout the entire period of the exhibition, came in for much spontaneous praise on all sides which was not undeserved, it would be folly to pretend that it was not subjected to a certain measure of criticism, constructive and otherwise.

Constructive criticism was mainly centred around the desirability of operating a refreshment lounge and punch bar where "Blue Mountain" coffee, Trinidad cocoa, a variety of local fruits and preserves, and rums from British Guiana, Jamaica and Trinidad could be served up to the public in their most appetising forms.

In this connexion the West India Committee desires to point out that while it appreciates that a refreshment lounge and punch bar would undoubtedly have been a great source of attraction, the funds contributed by the participating Colonies on this occasion were quite inadequate for any such purpose.

Much surprise was expressed at the absence of any form of oil exhibit in the Trinidad and Tobago Section, and of diamonds and gold in the British Guiana Section, particularly in view of the relative importance of these industries to the Colonies in question. These of course are matters for which no responsibility can be attached to the West India Committee who would have been happy to sponsor any such exhibits had they been made available by those interested.

Destructive critics there were, but fortunately they were few in number, and their complaints were on the whole trivial and ill-considered, reflecting as they mainly did on the absence of a few articles of very minor importance to the trade of the participating Colonies. A little forethought would have enabled these critics to realise that in a commercial and industrial exhibition of this nature attention should be concentrated on displaying to the best possible advantage only the staple products of commercial importance to each Colony, particularly when, through force of circumstances, space is limited. Unfortunately too,

the period of the exhibition did not coincide with the West Indian winter fruit and vegetable season in general, and the organisers were thus precluded from having on show at all times as full and satisfactory a fresh fruit and vegetable display as might otherwise have been maintained. As such excellent and life-like replicas can be constructed nowadays, due consideration might be given to the suggestion that for future exhibitions a complete range of models might be made of all fruits and vegetables which are exported in appreciable quantities from the West Indies so that these models could be displayed when fresh fruits and vegetables are not available. The replicas of a cocoa-tree and a branch of a grapefruit tree which were on display in the Trinidad and Tobago Section proved so full of interest to the public that replicas of other tropical plants (e.g., a banana tree with a complete bunch of fruit) might well be obtained for use at the British Industries Fair and other exhibitions.

Suggestions have emanated from one or two sources to the effect that a series of "still exhibits" would have been all that was required to represent adequately the British West Indies and British Guiana at the exhibition, thereby saving the additional expense of personal attendants. A number of minor Colonies and Dependencies did in fact rely for reasons of economy on "still exhibits" in a separate section of the Colonial Hall but the "museum-like" atmosphere of such restricted displays repelled rather than attracted the public. They certainly compared very unfavourably with the vivid and colourful appearance of the British West Indies and British Guiana Court, so imbued with an atmosphere of life and interest by the presence of its active and efficient stand supervisors and by the scope and extent of its ever-changing exhibits.

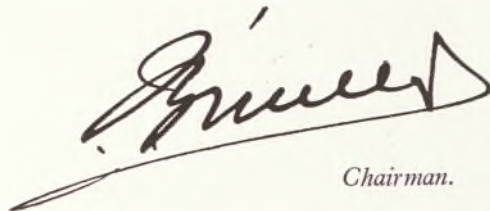
Literature Distributed at the Exhibition

Between two and three hundred thousand pamphlets of various descriptions were distributed to the public on behalf of the Colonies of Trinidad and Tobago, Jamaica, British Guiana, Barbados, The Leeward Islands, and The Windward Islands, and also on behalf of The West Indian Sea Island Cotton Association, The St. Vincent Arrowroot Association, Elders & Fyffes, Ltd., Angostura Bitters, Ltd., and some of the leading hotels in the above territories.

The Trade and Commerce of the British West Indies and British Guiana and their appeal as tourist resorts were fully covered in these interesting and informative pamphlets which were very eagerly accepted by the public, efforts being made, as far as possible of course, to ensure that they fell into the hands of the right type of person.

The West India Committee gratefully acknowledge the skill and care displayed by Robert MacLehose & Co., Ltd., of Glasgow, in connection with the printing of the pamphlets for the various Colonial Governments and also for the special concession made in respect to the delivery of weekly supplies to the British West Indies and British Guiana Court in order to obviate storage difficulties there.

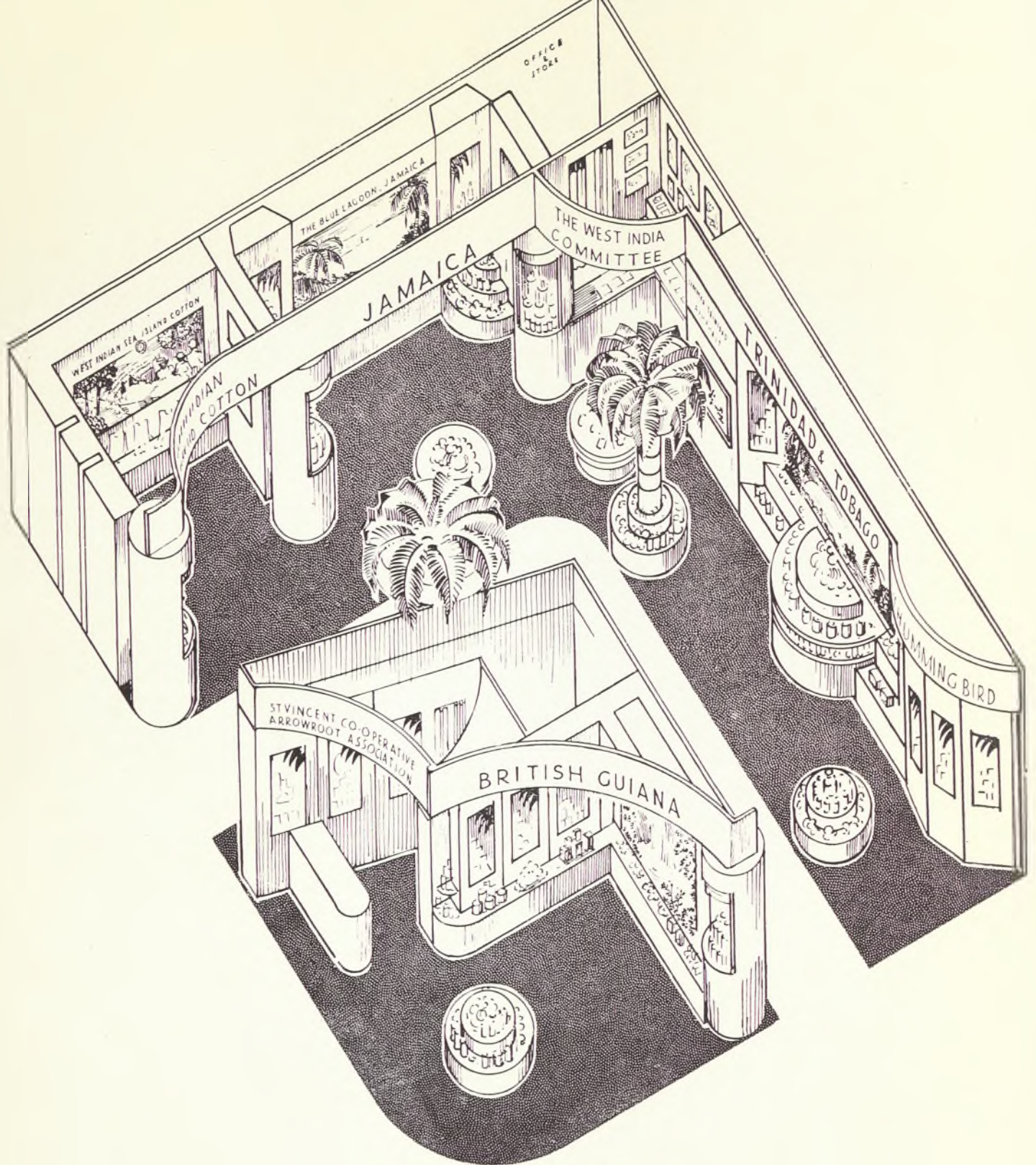
In conclusion the Executive Committee (and Exhibition Committee of the West India Committee) feel that they should place on record the pleasure which it gave them to co-operate with the Permanent Exhibitions Committee of Jamaica, the Tourist and Exhibitions Board of Trinidad and Tobago, the Government of British Guiana and the other participants in the West Indies and British Guiana Court which proved such an outstanding feature of the memorable British Empire Exhibition, Scotland.



Chairman.



Secretary.



THE ARRANGEMENT OF THE BRITISH GUIANA AND BRITISH WEST INDIAN COURT
AT THE EMPIRE EXHIBITION AT GLASGOW