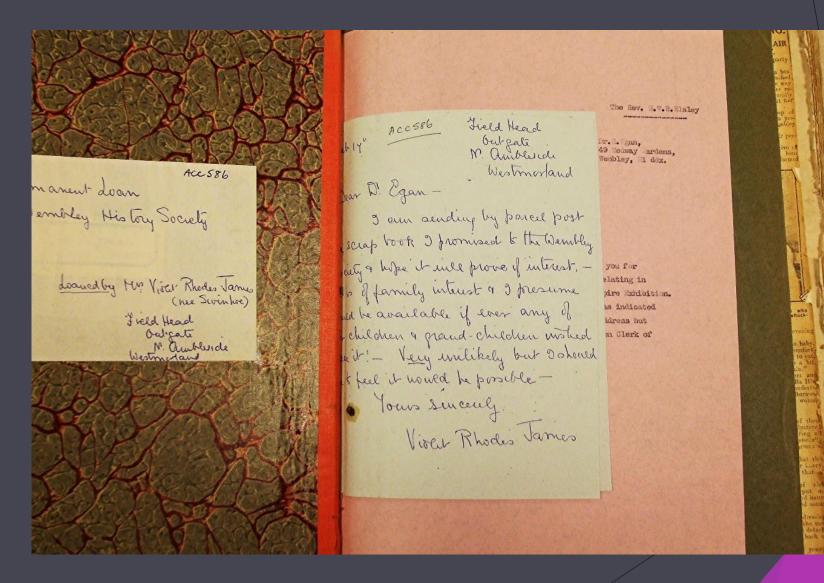
# The Jewel of Wembley - Burma at the British Empire Exhibition, 1924

# an illustrated BEE talk by Philip Grant

In February 1964, a scrapbook was given to Wembley History Society by Mrs Violet James, née Swinhoe.



### She wrote:

'My father – Mr Swinhoe – came home with the Burma section of the Wembley Exhibition. He was in charge of the dancing and Chin Lon players & I have a scrapbook of photos & press cuttings. Would this be of interest to the Society?'



WEMBLEY'S BURMESE SALESMEN GO SIGHTSEEING. - Burmese salesmen, who have come over for the Wembley Exhibition, leaving the National Gallery.

Westminder Gazde 18.3-24



Extract from a map of the British Empire

# BURMA

#### By A. RODGER, Organising Secretary

ALTHOUGH Burma is a part of British India as much as are Bengal and Madras, there was a strong feeling among people of all races who live in that picturesque country that Burma should be separately represented at the British Empire Exhibition. The Burma Section contains a Pavilion designed on purely Burmese lines, decorated with a great deal of original teak carving and other work specially made in Mandalay and Rangoon. A carved teak well-head, a Buddhist shrine and other objects of interest have been sent from Burma for erection in the grounds. Burmese actors and jugglers will give performances in a Burmese theatre, which was sent in sections. Films of Burmese life, the Irrawaddy, the forests, and the celebrated Ruby Mines will be shown.





REHEARSING ON BOARD.—Members of the Burmese theatrical party who are to appear at the Empire Exhibition rehearsing in the liner that brought them from Rangoon. We have seen the contrast in the style of the pavilions –

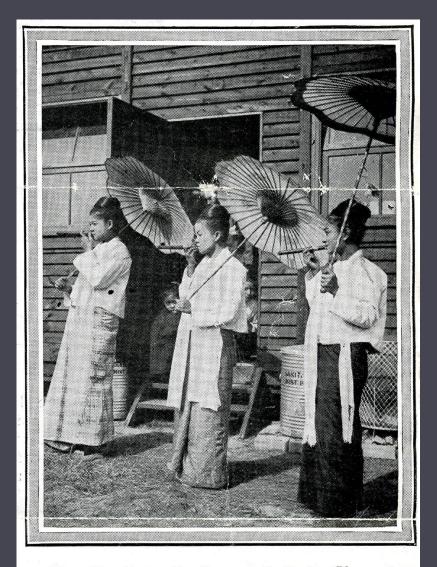
but this talk is mainly about the people who came over to Wembley by ship from Burma, setting off in early February 1924. The ship docked at Southampton on 12 March, and the party's arrival at Wembley caused great interest, especially their hairstyles ...



THE WEMBLEY FRINGE



A young Burmese woman's toilet in progress in the Burmese section of the exhibition. It may start a new Wembley hair style; who knows?



The Burmese Ladies and their Cheroots

These three ladies are now in London awaiting the opening of the exhibition. Note their enormously long cheroots

# ... and their smoking habits!



BEAUTY AND A CIGAR. — Women members of the Burmese troupe of entertainers, who have arrived for the British Empire Exhibition at Wembley, have a partiality for cigars.—(D.S.) It was not only the Burmese ladies who attracted the attention of the fashion photographers.



When they arrived in March, building work was still in progress, and it appears that the builders had not yet finished the drains for the wooden huts behind the Pavilion where the Burmese visitors were living.





# It was also very cold, as can be seen from the blanket which



the leading actress in the troupe was carrying when this photograph was taken of their meeting with one of the neighbours.

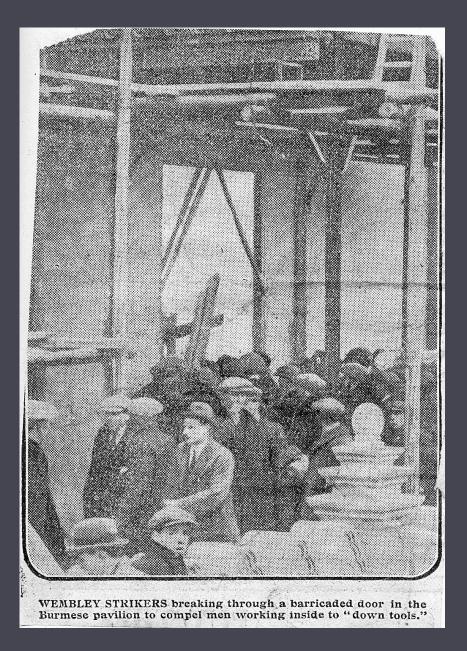
WARM WEATHER WANTED.— A barefooted Burmese maiden at Wembley feels the cold. A WEMBLEY ENCOUNTER.—Sergt. Sampson, of the Canadian Mounted Police, and Eastern visitors just arrived at Wembley, meet to their mutual interest in the grounds of the British Empire Exhibition.

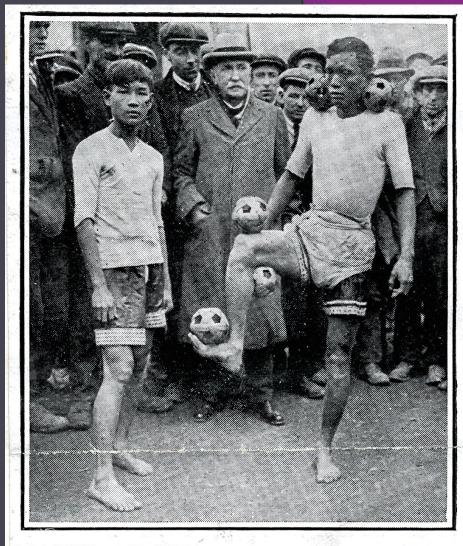




Already many Londoners have been informally introduced to many of our overseas visitors to the British Empire Exhibition, at Wembley, as the latter have been seeing the sights for themselves in the big city. "Cousins" from Burma at the Zoological Gardens.

Out and about in London before the Exhibition opened.





MAZED AT THE LIGHTNING STRIKE Burmese natives amusing strikers.

... and at the end of March 1924, a strike by building workers at the BEE

#### Buddhism at Wembley.

While thousands of Anglicans and Roman Catholics in London celebrated Palm Sunday according to tradition, a religious ceremony centuries older than Christianity was performed before the newly-unveiled shrine of Buddha at Wembley.

This handsome ivory god, enthroned in a carved wooden temple, was brought from Burma, and yesterday a number of Burmese stood on the damp ground, divested themselves of their shoes and stockings, and did homage to their god.

Buddha stands a few yards away from the Burmese pavilion, sacred elephants guarding him on either side. This bit of the East is one of the most fascinating spots in the exhibition. With the Canadian National Railways building on one side and old London Bridge on the other, it is literally East meeting West.

#### The Burmese New Year.

Over a quarter of a mile of muddy ground -truly English April soil-I ploughed my way



to the Burmese camp from whence came sounds of music and revelry, for these dark-skinned visitors were celebrating the Burmese New Year. In one hut a number of women in silk

tunics and trousers were enjoying a kind of tea party. They seemed happy and vivacious enough, but alas! I could not understand their language.

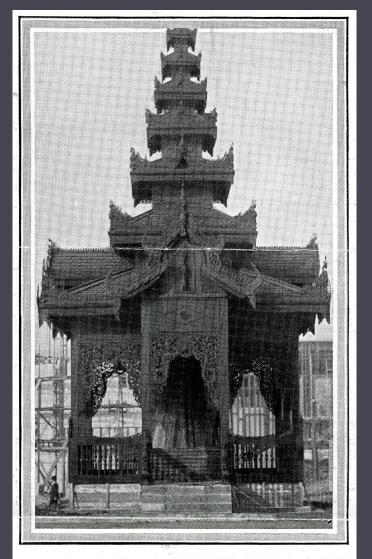
To-day's Weather : Rain ; less cold.

There is no purdah seclusion in Burma, and the women in this

camp were adapting themselves to the new life as easily as Americans make themselves at home in Europe.

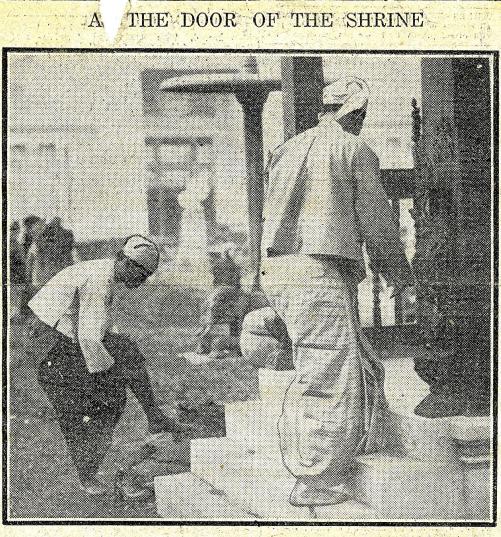
It is to be hoped that the catering arrangements around Wembley will improve.

Hundreds of people who had procured permits to the grounds went out there yesterday, and searched in vain for an open restaurant.



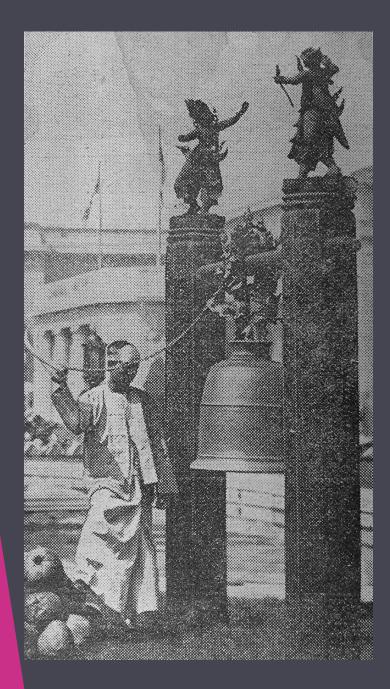
A Burmese Praying Temple

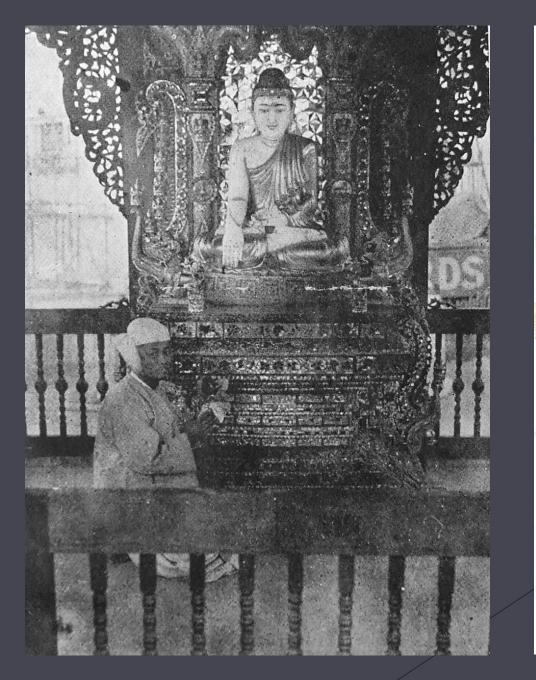
The elaborately constructed temple, with its fretted spire of superimposed roofs, will be a prominent feature of the section



More Wembley scenes—A Burman taking off his shoes and stockings before entering the Shrine of Buddha at the Exhibition. (Photo, "Daily Mirror.")

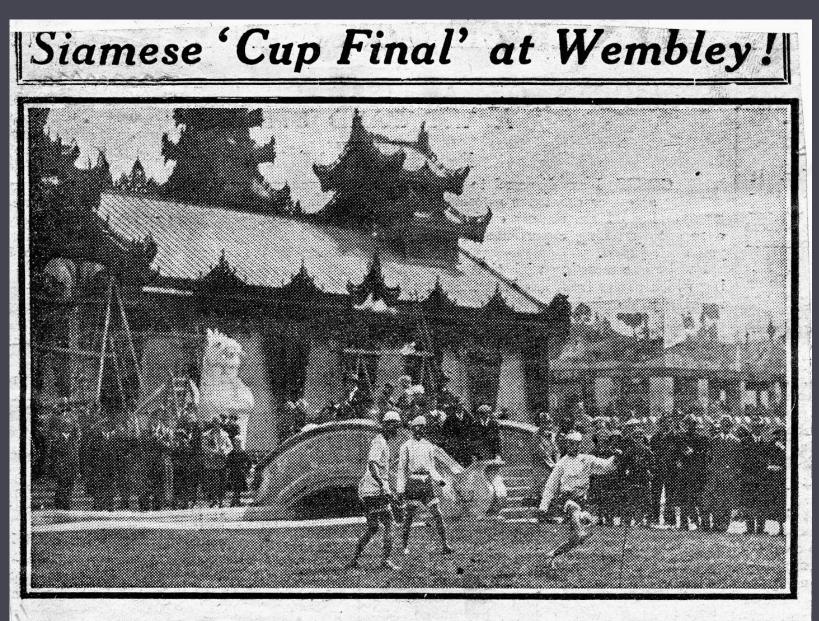
(Burmese) New Year, and a place to worship, April 1924







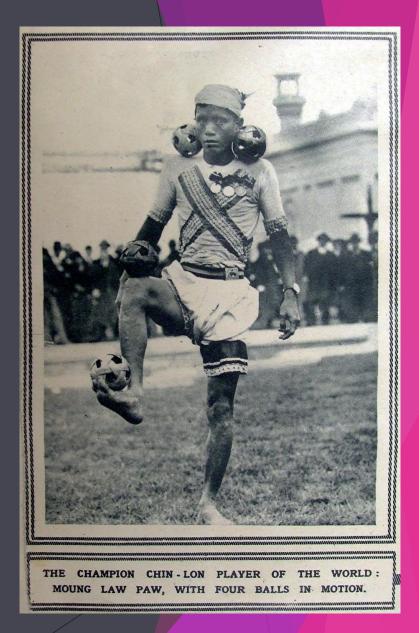
AT THE SHRINE OF BUDDHA.—Burmese worshipper at the shrine of his god in the Burmese section of the British Empire Exhibition, where devotees of innumerable religions are gathered together.



Siamese giving the Wembley visitors a foretaste of to-day's Cup Final during their luncheon hour yesterday. Workmen are seen on the left of the picture busy completing the building despite the counter attraction. The Exhibition was opened on 23 April 1924, with the F.A. Cup Final taking place in the stadium a few days later.

Can you spot the geographical error?





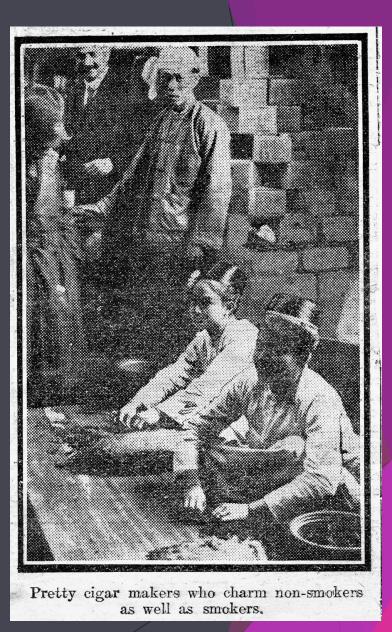
... more photos of the Chin-lon players showing their juggling skills.



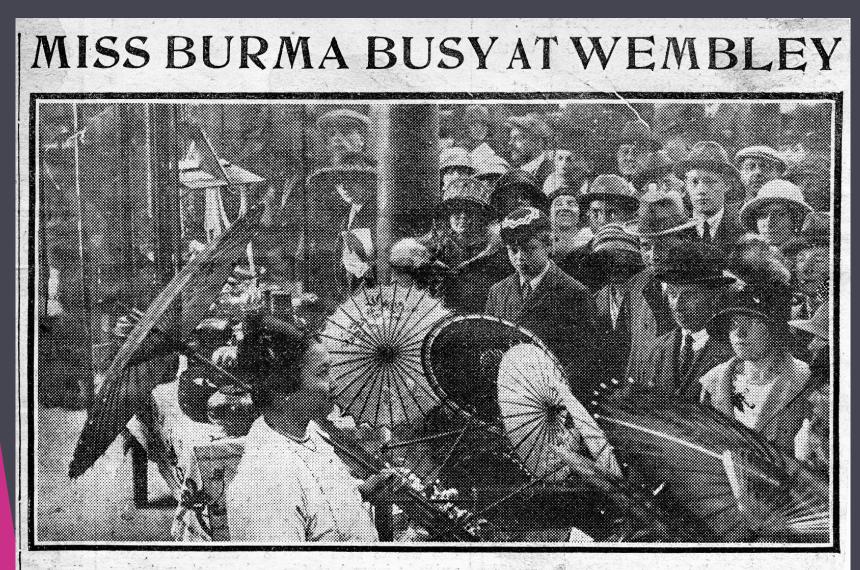
THE WEALTH OF BURMA is displayed in the delightful Burma pavilion. Skilfully carved ivory figures with specimens of lacquer work, silver, and amber are among the exhibits.

# The Burmese were not just in Wembley to entertain ...





... there were goods to sell, and new customers to find for their products,



There was not much sun yesterday, but the Burmese sunshade girl at Wembley did a brisk trade among the people who visited the Exhibition on the first day after its opening.

#### The New Entertaining.

ONE popular corner at Wembley is the stall in the Burmese building where the oiled paper umbrellas are sold. Summer girls are buying them to use either as sunshades or umbrellas, and I saw several in use during the week-end downpour.

There are gold paper sunshades, too, which can be used appropriately with quite elaborate frocks.

I hear of several Amusement Park parties planned for the near future, and it seems likely that these will be very popular among young folks this

summer. The plan includes motoring out, an early dinner, and a wild evening on the roundabouts and swings.

> ... and new products to sell to visitors!



The sunshades even appear in this exhibition postcard ...

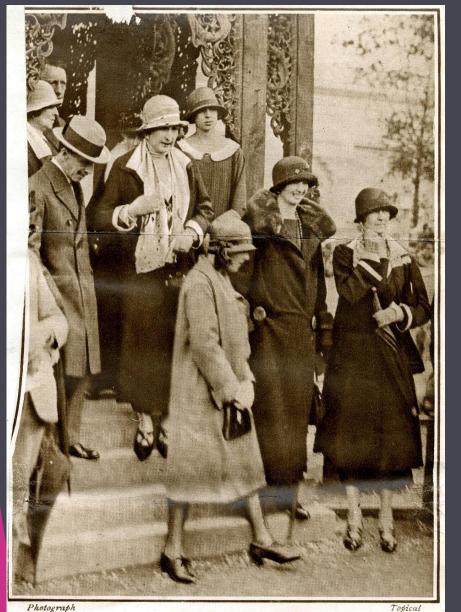


... and became even more popular after a Royal Visit to the Burma Pavilion on 14 May 1924, when King Ferdinand and Queen Marie of Roumania were the guests of King George V and Queen Mary.

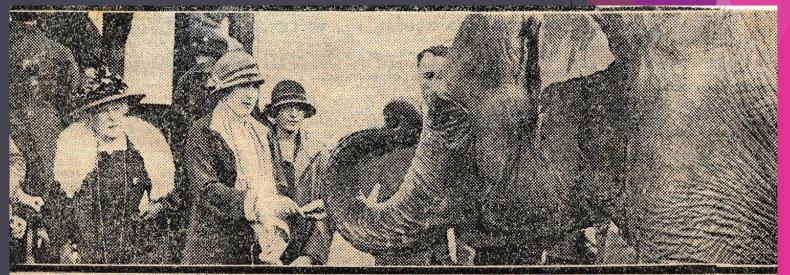
The two garlanded Queens made a wonderful picture when, at the exquisite carven bridge - house in front of the Burmese pavilion, they were received by officials in Burmese costume, bearing golden umbrellas mounted upon scarlet poles of prodigious length. Golden umbrellas were also held over the two Kings, and the sun was fierce enough to render their shade very grateful.

In Burmah golden umbrellas play the same part in an official reception as garlands "of welcome and good omen" in India. All the time the visitors were on Burmese territory the great prayerbells on the lawn tolled a booming bass to the eternal treble of the wind-bells on the carven spires and pinnacles.

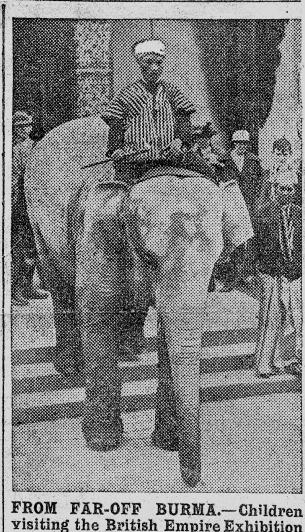




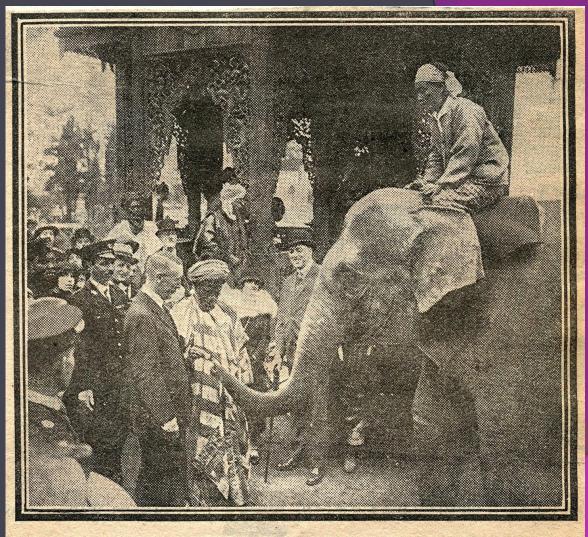
A GATEWAY TO THE EAST The Queen of Spain (behind whom is her mother, Princess Beatrice) with her two daughters. leaving the Burma pavilion during their recent visit to the British Empire Exhibition. The Royal party was received by Lieut.-General Sir Travers Clarke The Burma Pavilion welcomed other Royal visitors as well, and not just with sunshades.



THE QUEEN OF SPAIN feeding an elephant in the Burmese Village at Wembley yesterday.

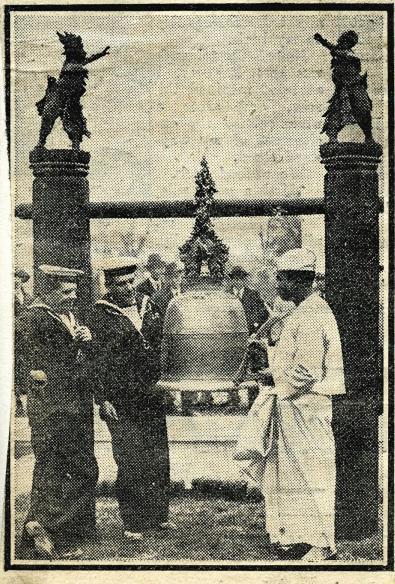


visiting the British Empire Exhibition take special interest in this fine specimen of the Burmese elephant.



WEMBLEY'S NIGERIAN VISITOR .- The Emir of Katsina, who has come to England to visit Wembley, placing a coin in the elephant's trunk at the Burmese Pavilion during his tour of the British Empire Exhibition yesterday.

The two elephants, with their own elephant-house next to the huts behind the pavilion, were another popular attraction.



Two bluejackets interested in the Burmese praying bell. The beauty of the pavilion, its bridge house, shrine and gardens, was a great attraction to visitors, whether Royal or otherwise



#### Beautiful Burmah Pavilion.

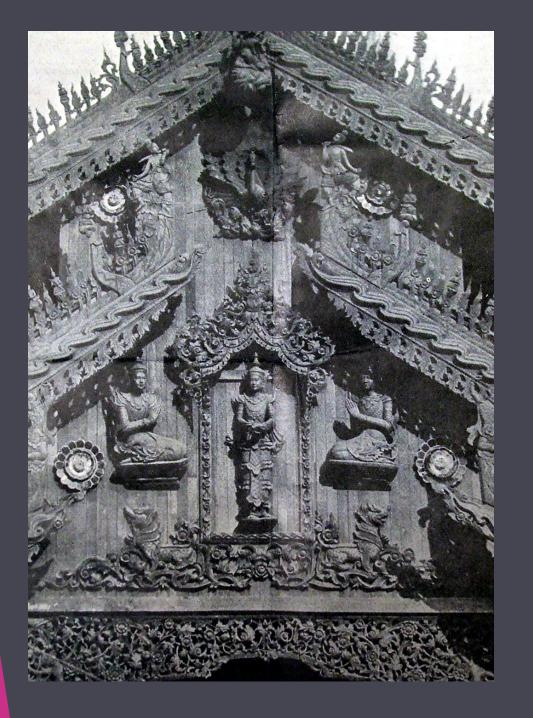
One other superstructure of high and distinctive character is prominently that of the Burmah Pavilion. The lightest breeze will stir the silvery bells clustering aloft, whilst entwined on tapering poles are figures of graceful clambering natives or hideous dragon-headed serpents. "All ye," runs the inscription at the gates of Burmah, " who come from many parts of the world to see the beauty and the wealth of the golden frontier-land, enter now, and learn how blessed is Burmah, in the happiness of her people, and the abundance of her products."

# The carving and ornamentation was exquisite



This decorative figure will grace the temple in the Burmese sections. It is carved and gilded in the Burmese fashion





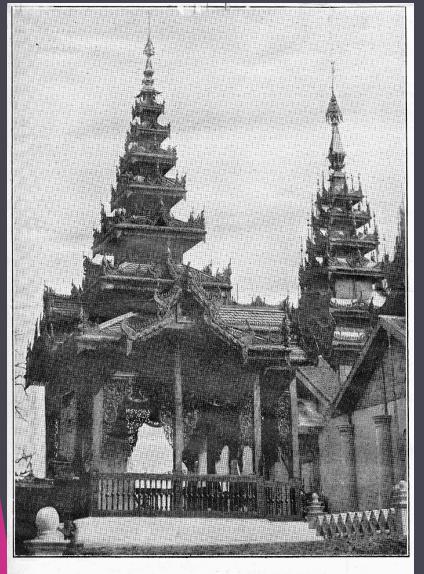
#### "Enundminisht of the East,

It is safe to say that Burma will be one of the greatest favourites among all the Overseas Pavilions. With its wealth of brown teak-wood carving straight from Burma and its delicate gilded pinnacles hung with bells, which tinkle perpetually in the wind, it is full of the enchantment of the East. There is a richly-carved bridge-house at the entrance; and in the grounds a temple containing a statue of Buddha, still shrouded from sight; an elephant-house; a sacred well; and several large temple bells. These are all adorned with elaborate carving and surmounted by delightful little statues of warriors and priests.

One of the four compounds of the native

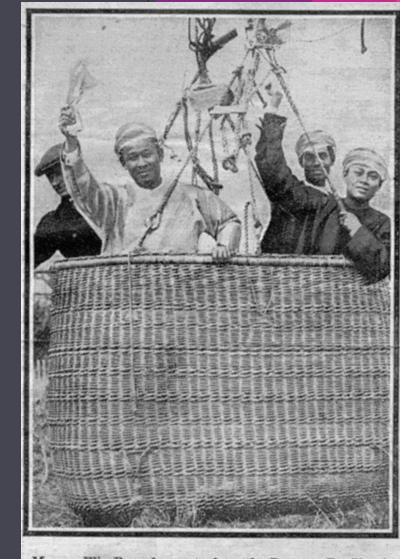
# BURMA'S FASCINATING IDOLS AT THE BRITISH EMPIRE EXHIBITION.

A row of the strange Burmese idols at the exhibition. They have a fascinating effect on the visitors, and there is usually a crowd gazing at them.

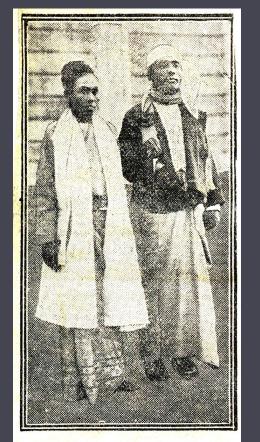


# More cuttings from the Burma scrapbook.

Burma is only a few steps ahead, and here it is possible to "take thy fill of beauty" without exertion. The Bridge House, modelled on one of the famous temples of Mandalay, faces us. Through it the garden is entered and affords a good view of the pavilion, covered with exquisite carvings in teak, relieved by massive pillars lacquered in gold and red. In the garden, too, is a characteristic and beautiful shrine, with many life-sized figures therein—but the whole place deserves to be examined with great care. It is perfect in every way, and the flowers are beautiful.



Maung Win Pe and a party from the Burmese Pavilion in the car of the DAILY GRAPHIC airship.



FASHIONS AT WEMBLEY. — A Burmese lady and gentleman, who are supervising the construction of the Burmese village.

# A LAWYER'S DANCE TROUPE.

**H**AVING Imperial interests at heart, a well-known English. lawyer and judiciary of Mandalay has left his offices at Burma to take charge of the Burmese Company of dancers and singers at Wembley Exhibition.

He is Mr. Swinhoe, who for 36 years has lived in Burma and has taken a great interest in the arts and crafts of the country.

Mr. Swinhoe is regarded by his company as their guardian, and as they cannot speak a word of English the lawyer leads a busy life answering the 101 questions of the delightful dance girls and their partners.

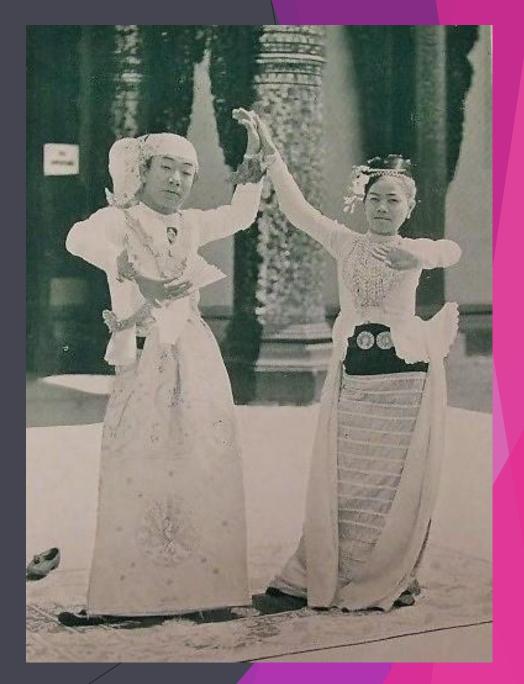
girls and their partners. The stars of the company are Maung Ba Hla and his little wife, Ma Bala Hkin —they are among the leading dancers of their country.

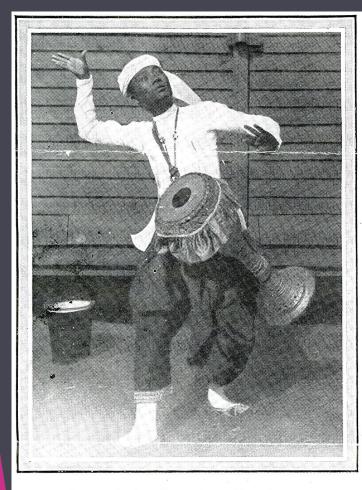


The Burmese entertainers ready to rehearse one of their dances. They are all expert jugglers.—(Daily Sketch.)

# Maung Ba Hla and Ma Bala Hkin in their dancing costumes.

The photograph is one of many in a Special Wembley Souvenir Supplement, published by the "Rangoon Times" as part of their Christmas 1924 edition. A copy of this supplement is held at Brent Archives, along with the album at ref. 19421/PRI/20/1.





One of the Burmese Bandsmen



A picture que scene of Burmese dancers at the Wembley Exhibition. The long heavy skirts exaggerate the sinuous contortions of the body, the feet playing a small part in the movements.



Their photographs had been in several national newspapers before the Exhibition opened, and even the crowds coming to Wembley for the F.A. Cup final in late April enjoyed watching the Burmese dancers.

By the end of April 1924, "The Sketch" magazine had commissioned an artist to produce pictures for a double page article about the Burmese dancers.

#### 224 Thetch - April 30, 1924

WHEN FEET ARE "INCORRECT" AND HEADS AND HANDS ACT: BURMESE DANCES FOR WEMBLEY.



IMITATING THE MOVEMENTS OF MARIONETTES : A BURMESE GIRL IN THE "YODAYA."

BEATING THE PECULIAR WINE-GLASS-SHAPED DRUM: A BURMESE GIRL IN THE O-HSEE DANCE.

The Burmese dancers who are at the British Empire Exhibition are likely to rouse much interest. Burmese dancing consists largely of posturing, combined with skillal use of the hands. It includes the Yodaya, or Siamese dances, in which the performers initiate marinorities. Solo dances of Yodaya, or classic, type are stately, but there are other dances of a lively nature, in which the performers caper about, twirling and twisting. When darcing, a Burmese girl wears a white jacket with wired ends standing out, and a "tamein," or silk skirt. which, for pen down one side, but for dancing is wrapped tightly round and sewn

THE O-HSEE DANCE : ONE OF THE PERFORMERS CAPERING GRACEFULLY TO THE NOISE OF CYMBALS.



April 30, 1924 - "Shetch - 225

ALMOST SUGGESTIVE OF A SAILOR'S HORNPIPE : A BURMESI DANCING GIRL DOING A CIRCULAR STEP.

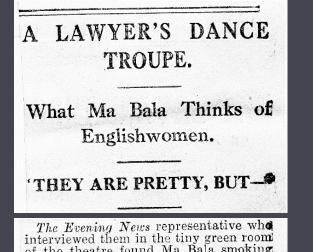
ness, and enables the dancer to use the skirt as a support in dancing, the knees being pressed against the sides. The skirt trails on the alimness, and ensures used ensured incorrect to show the fact more than can be helped. In the posturing dances the head and hands may be said ground, and it is considered incorrect to show the fact more than can be helped. In the posturing dances the head and hands may be said to dance insisted of the legs, and there is little movement of the fact. The O-Hyse dance is a wild performance, in which one dancer capers to dance instead of the regular wine-glass shape, and another makes as much noise as possible with a pair of cymbals, the remaining with a drum of the strangest antics .- [FROM THE WATER-COLOUR DRAWINGS BY T. MARTIN JONES.]



IMITATING THE MOVEMENTS OF MARIONETTES : A BURMESE GIRL IN THE "YODAYA." BEATING THE PECULIAR WINE-GLASS-SHAPED DRUM: A BURMESE GIRL IN THE O-HSEE DANCE.

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interviewed them in the tiny green room of the theatre found Ma Bala smoking a modern brand of cigarette and her husband a queer large cigar from Burma.

With Mr. Swinhoe's help Miss Ma Bala told how unhappy our English climate made her until the flowers began to bloom and the sunshine became more frequent. (The dancers arrived in London in March).

"English women are pretty," said Ma Bala, "and I like to dance for them, but they should not wear such short skirts. To be beautiful only the feet should show beneath the skirt."

Regarding with narrowed eyes the **9** stone 10 of an English girl, Ma Bala said slowly: "You English women are very big, but I like you if you are not too tall and not too fat. It is well that you dress in a costume of one colour and not in several colours as we do."

#### WONDERFUL PAIR OF HANDS.

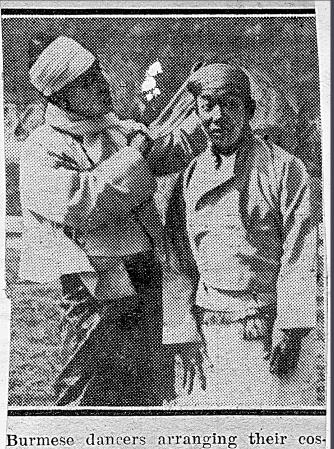
Maung Ba Hla and Mr. Swinhoe took Ma Bala to a London music-hall to see our ballet and vaudeville dancing.

our ballet and vaudeville dancing. "It is pretty," said the Burmese girl, "though they could not do our Burmese dances."

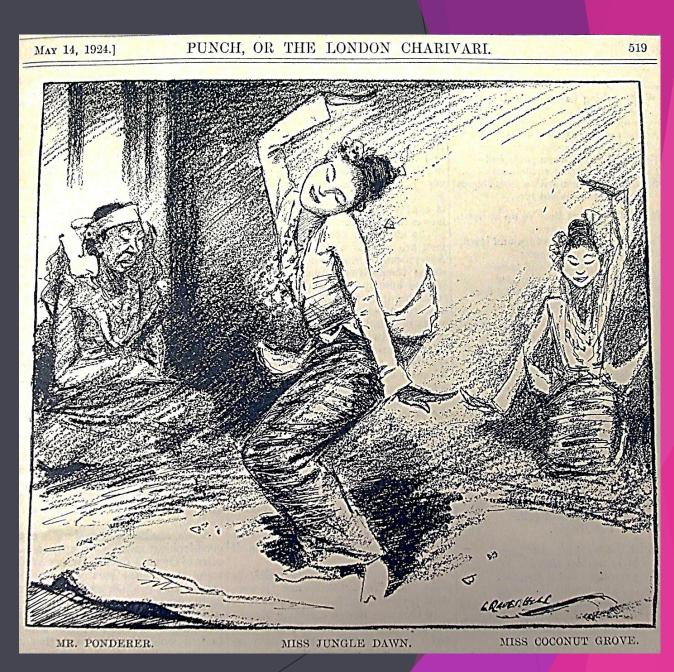
This petite dancer has wonderful hands and the fingers will curve backwards until they almost touch the back of the hands. This is one of the important features in a Pavlova of Burma.



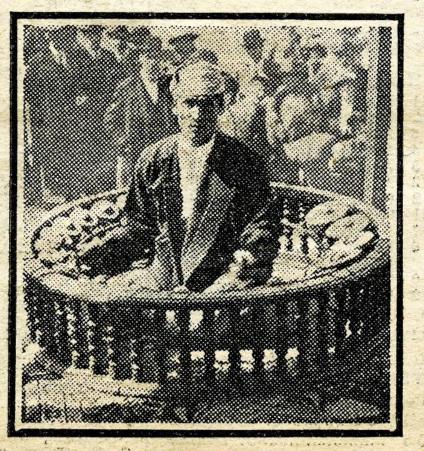
# Maung Ba Hla's troupe performed not only dance, but drama ...



Burmese dancers arranging their costumes for a rehearsal yesterday in readiness for performances before the public at the opening to-day.



# JAZZING TO THE KAJIGWAING IN BURMESE THEATRE.



A native musician playing a weird instrument, the kajigwaing, in the Burmese theatre at Wembley.



There is more movement, however, when the dancing girls get going around a performer on a quaint type of drum. The dancers are proving a great attraction to Western spectators.

# ... and music!

The troupe were so popular that they were invited to perform for society guests at a Mayfair garden party



## Burma in a London Garden.

Outside in the garden, in the old Temple of Venus, the Burmese players from Wembley gave a performance.

"Where's Venus?" asked one of the delegates of young Gordon Selfridge, when he saw the brown-skinned Burmese musicians squatting on their mats with their queer instruments.

Anyway, although few of them appreciated the music, they were most impressed with the lancing and the juggling. Maung Law Paw, the juggler, had a row of medals on his breast. One of them had been given him by the Prince of Wales when he was in Burma.

## Smoking to Keep Warm.

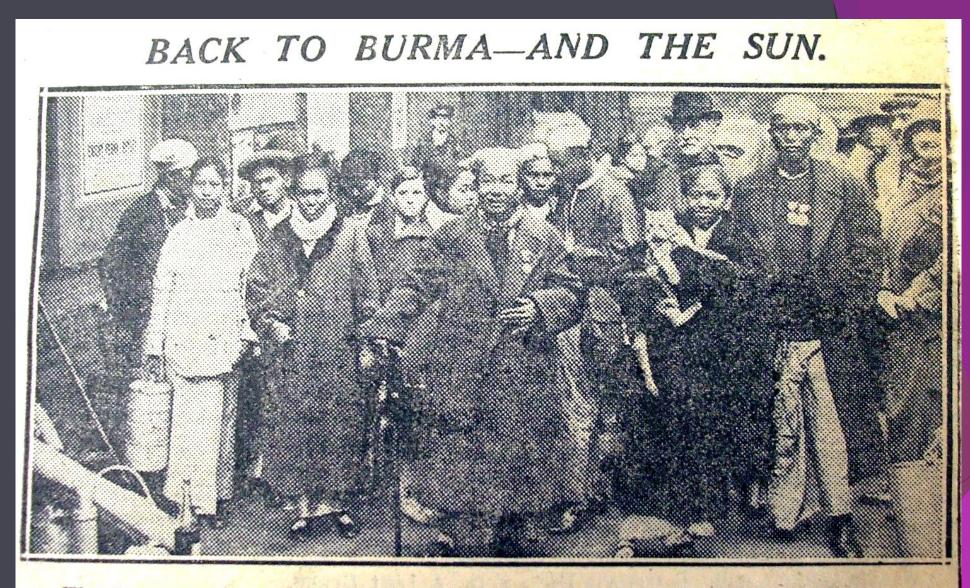
Behind the scenes the Burmese were shivering while everyone else was talking about the neat. The little Burmese women, with there hair wound in chignons high on the top of their heads, stood smoking cigarettes furiously.

"They smoke cheroots at home, but all they can get here is a cigarette. And it keeps them warm to smoke," said Maung Win Pe, who speaks the most perfect English.

But the Americans couldn't understand the dancers. "They're like roosters crowing," one man said. It was a good thing Mr. Maung Ba Hla (Mr. Handsome) and Ma Bala Hku (Miss Dearest) couldn't understand their remarks, or they might have thought some of them rude. The Burmese had trouble keeping warm on a London summer evening, so when September came ...



For climatic reasons the Burmese at Wembley leave for home on Friday In recognition of their work at the Exhibition they were presented with gold medals and certificates by Mrs. Symns, on behalf of the Rangoon and London Committees.



The Burmese players who have been performing at Wembley left Euston on the way to Rangoon to-day. They are going home earlier than expected, owing to the cold weather.

### RANGOON GAZETTE, TH

#### BURMA AT WEMBLEY.

#### BURMA CONTINGENT DUE HERE ON TUESDAY 21ST INSTANT.

The Burma Contingent at the British Empire Exhibition is returning to Burma by the Henderson Line S.S. Burma which left Liverpool on 20th September. The Executive Committee have received intimation from the Captain that the S.S. Burma is expected to berth alongside Sule Pagoda Wharf at 8-30 a.m. on Tuesday 21st October and are arranging a reception to which they extend a hearty invitation to the public to be present. On landing each member of the Party will be presented with a substantial cash bonus by the Committee in recognition of the great success of Burma at the Exhibition and of the large part played in this success by the Burmese salesmen and entertainers. The party consists of Mr. R. C. J. Swinhoe, Maung Thin Maung, Assistant Exhibition Commissioner, Maung Thu Daw, Maung Win Pe and Maung Ba Gyaw, salesmen, and the following artists,-Maung Ba Hla, Maung She, Shwe Myet Hman, Ma Bala Hkin, Ma Than Sein, Ma Ohn Hmin, Ma Chit, Ma Ohn Myaing, Ma Saw Myaing, Ma Yee, Maung Nyo, Maung Chit Pe, Maung Shwe, Maung Than, Maung Ba Chein, Maung Po Ka, Maung Law Paw, Maung Shwe and Maung Kyaw Sein.

... and the final chapter in the scrapbook's record of the story of Burma at the BEE is told in two articles from the "Rangoon Gazette" in October 1924, reporting the very warm welcome they received when they arrived home!



WEDNESDAY, OCTOBER 22, 1924.

reception The splendid given at Sule Pagoda Burma at wharf yesterday to the Wembley. members of the Burma Contingent on their return from Wembley will be echoed by the public at large. His Excellency in a message of welcome to Mr. Cherry has already conveyed his gratification at the way the Contingent have upheld the name of the Province, and the Forest Minister in his speech at the ceremony congratulated the actors and actresses on the successful outcome of their mission. Their performances and their cheerful faces had won the goodwill of the great British public who had seen them at Wembley and he very rightly ventured to think that this goodwill would be extended to the people of Burma as a whole. Mr. Swinhoe, who has laboured so heartily in company with Mr. Symns for the success of the Burma enterprise, spoke of the extent to which the beauty of the Pavilion had captured the imagination of the English Press. The designers gave Wembley an unconscious illustration of the truth of Ben Jonson's saying, "In small proportions we just beauties see". Another matter for congratulation is that the sales effected at Wembley were considerable, so that altogether everyone who took part in the recent display at the great Empire Exhibition deserves the hearty thanks of the public.

## The Burmese people had gone home, but they left behind



# the Jewel of Wembley

That should have been

# THE END

of the talk, but

Schhhhh...

there's a postscript

#### SCHWEPPES Ltd.



### SOUVENIR

SCHWEPPES' PAVILION

WEMBLEY, 1925

Burma British Empire Exhibition

#### By Appointment

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The Burmese Pavilion constructed of teak carved by the best craftsmen of Mandalay and Rangoon, and guarded by a monster pair of leogriffs, has an eastern and mysterious dignity admirably set off by the surrounding garden with its Indo-Malayan shrubs and splendid Burmese peacocks. This building has been acquired by Messrs. Schweppes Ltd., and the interior reconditioned as a Tudor Village where their refreshing mineral waters and cordials may be sampled under idyllic conditions.

SCHWEPPES Ltd.



SOUVENIR

.





Schweppes Tudor Village, Burma Pavilion



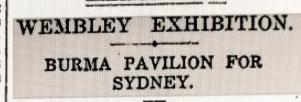
(with thanks to Dilwyn Chambers for the postcards!)



The original house of Schweppe at Bristol, where the founders of the firm commenced business.

But what happened after the Exhibition closed in 1925? The Sydney Morning Herald of 11 November takes up the story:





Arrangements have been made for the transfer to Sydney early next year of the Burma pavilion at the British Empire Exhibition at Wembley. The announcement was made yeaterday by Mr. Edmund S. Paul, managing director in Australia for Schweppes, Ltd., who returned to Sydney last week after a visit to Europe. It was proposed, he said, to re-erect the pavilion in the grounds of the Royal Agricultural Society at Moore Park.

Architecturally the Burma pavilion was one of the most admired features of the opening year of the Wembley Exhibition. The building, which is beautifully ornamented with Burmese wood-carving, and with three turrets with their jingling bells, forms an imposing structure. As far as the land made available by the Agricultural Society to Schweppes, Ltd., will permit, the grounds will be laid out with an artificial lake, gardens, and sloping lawns in facsimile design to Wembley. It will be a unique addition to the Showgrounds. The beautifully handcarved entrance pagoda, the temple with the shrine of Budda, and all the accompanying figures, the poles showing the Burinese climbing up to beaven, the well, and the two Burmose bells, are all being brought to Sydney for re-erection complete.

Unfortunately the work of re-erecting the pavilion at Moore Park will not be completed in time for the opening of the Royal Show next Easter.

and a second second

# and for twenty years the Schweppes Burma Pavilion was



# the Jewel of Sydney

(this and the previous photograph courtesy of the Royal Agricultural Society of New South Wales)

# That really is the end!

You can see the BEE Burma scrapbook for yourself at Brent Archives, at W.H.S. Collection ref. Acc.586,

and there is also another album of cuttings on the same subject at ref. 19421/PRI/20/1:-

