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ADVANCE INFORMATION

With Compliments.
Frank W. Roots,
New Carmelite House,
E.C.4.

The Ideal Home Exhibition of 1953 will be held at Olympia,
London, from March 3rd to March 28th.

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COUNTIES WILL SHOW PROUD PRODUCTS
IN THE CAPITAL

WOMENS INSTITUTE MARKET
FOR OLYMPIA VILLAGE IN MARCH

Tempting foods and fine handicrafts from many counties are to meet in a glamorous market pavilion in London in the Spring.

There will be crystalised flowers from Sussex, goats-milk butter from Essex, hand-made lace handkerchiefs from Dorset, early potatoes and forced vegetables from the warm West, sheaves of bread and plaited loaves and pomanders, and cheeses of local fame -- a host of good things made or grown in the countryside which merit wider fame and greater popularity.

The market will be stocked and staffed by members of the Women's Institutes Market and sponsored by the National Federation of Women's Institutes, to which they are voluntarily linked.

EVERY DAY A "MARKET DAY"

Every week day from March 3 to March 28 will be Market Day in the Village of a million visitors and shoppers in which the market will be held -- the Village of Homes and Shops at The Ideal Home Exhibition, Olympia.

Members of the market societies will travel to Olympia in parties to provide an everchanging team of qualified attendants and stewards able to tell visitors where they can obtain any of the goods on show.

Perishable produce will actually be sold -- but at the end of the day; the other specimens will be sold at the end of the exhibition.

To house the market a special pavilion with bright red and white striped roof is being built. In its walls will be show-windows to display specimens of special interest or rarity.

EASTER CAKE & PATCHWORK CUSHION

One of these will hold a large Easter cake baked by a Women's Institute member who is a qualified master baker, another the Denman Cup together with the exhibit of produce which won it for CHESHIRE at the last London Dairy Show, and a third will hold a patchwork cushion made by Miss Averil Colby, a YORKSHIRE woman now living in SOMERSET, who is famous for her patchwork. In a fourth will be a collection of home made wines, a fifth will show culinary and medicinal herbs, a sixth will present a beautifully carved wagon and horse model.

HOW THE COUNTIES CO-OPERATE

Ross (HEREFORD), Petersfield (HANTS.) and Maidstone (KENT) producers have already put apples in store for the Olympia display. William Crump apples are among those from Petersfield. A retired major of Marines at Chichester (SUSSEX) has put into store apples of a variety that fruits only every second year.

Mushrooms will be sent by growers from Dormansland and Horsham markets in SURREY.

The preserves stall will include honey from several districts, among them BRECON, which supplies heather honey of specially fine quality.

Marmalade from many districts will include some made at Petersfield (HANTS.) by a woman who is famous in her area for her jams, marmalades and canned fruits.

Crystallised flowers are to be sent by Mrs. M. Tripp, Rural District Economy Instructress of EAST SUSSEX.

COUNTRY CHEESES

There will be a stall for poultry, cheese and "delicatessen". Here will be found the famous raised pork pies from NORTHAMPTON and wellknown pies from DERBY market.

With them will be goat's milk, with clotted cream, butter and cheese made from goat's milk sent from Harlow New Town (ESSEX). Many who know it believe that the clotted cream will win great popularity. Harlow New Town will also supply gammon.

Coulommier cheese is to be sent by NORTHAMPTON and cream cheeses by Ringwood (HANTS.). These are home-made without special equipment.

Window boxes and baskets in which herbs are growing are to be supplied by Mrs. Barbara Keen from SHROPSHIRE. Shropshire and some of the home counties are to send pomanders.

WHERE ARE EASTER BISCUITS MADE?

For the cake and bread stall, a search is being made for areas which can supply Easter biscuits laden with currants. Already arranged, are supplies of such traditional cakes and Banbury and saffron from the WEST COUNTRY and Easter simnels from several areas. ESSEX markets are expected to produce gingerbread men. Gingerbread will also be sent from Colchester and Bury St. Edmunds (SUFFOLK).

Bread is expected from ESSEX, SURREY and HAMPSHIRE. There will be harvest loaves, plaited loaves, brown and wholemeal loaves. EAST ANGLIA will probably supply the last-named.

ANEMONES FROM DARTMOOR

Spring flowers are to be supplied by markets at Newton Abbot (DEVON), Andover (HANTS.) and Bishop's Stortford (ESSEX). They will include forsythia, anemones, violets, daffodils, forget-me-not, and polyanthus. The DEVON anemones will be sent by a woman who with her husband used to have a dairy farm on the edge of the "Moor"; but the difficulty of getting the milk down to distribution-centres led them to change to market gardening. They grow lots of violets and anemones now.

Alpine plants will be sent from Limpsfield Chart (SURREY) by a nurseryman who wins prizes for them at national shows. It is hoped that NORTHAMPTON will send some of the miniature gardens which are made to order for the Women's Institute market there.

HEDGEROW BASKETS AND DORSET LACE

Beautiful baskets made from hedgerow twigs -- shopping baskets and fruit baskets -- will be seen. From Petersfield and Bishop's Waltham (HANTS.) are to come hanging baskets for plants, mostly made of cane. Bishop's Waltham will also send shopping baskets from the hedgerows. Newton Abbot (DEVON) will supply trugs, flat flower baskets and cane baskets.

Aprons in DORSET stitchery and the embroidered hand-made lace

handkerchiefs of Upway and Broadway will be supplied through Weymouth market. Various areas will send traditional gardening smocks.

More and more traditional wares are being sought and even the present long list is likely to be greatly increased as the organisation progresses.

For visitors from the towns and cities the Women's Institute market will provide an astonishing survey of the skill and taste inherent in farm and cottage. Even for the Women's Institute members themselves it will supply in one panorama a vision of riches peculiar to far off districts.

The exhibition will be open for 12 hours every week day from March 3 to March 28.

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CORONATION CAVALCADE PRE-VIEW

A Million May See Brilliant Replica

For the first time in two centuries, the British people in great numbers will be able to see at close range, in a few month's time, the full beauty and detail of the golden coach in which their Sovereign rides in state to be crowned. They will be able to read and enjoy at leisure the story it records, in rich symbolism of paintings and carvings, of Britain's pride in her place and destiny.

Although it is their special possession and the envy of many lands, the famous "Glass Coach" of Coronation time has been for all but few of them a spectacle viewed only at a distance -- over a crowd of heads, beyond a line of troops, and briefly, in its passing.

This time it will be different. Long before the Coronation the splendour of the coach and the brilliance of the cavalcade of which it is the heart -- the team of noble grey horses, the gold and scarlet outriders, Walking Men, Yeomen of the Guard, the Queen's Standard Bearer and officers of the Sovereign's Escort -- will stand before them in perfect replica for a month-long preview.

TRUE-TO-LIFE DETAIL

Brilliant young artists and sculptors, and veteran masters of vanishing crafts are at work in secluded studios in many parts of London re-creating the Coronation Cavalcade in full colour and detail. They are making a replica, two-thirds of the full size, which will stand 100 feet long, 12 feet 6 inches high and nearly 10 feet wide at

Olympia in March. And a million people at least will be able to see it there.

This Coronation Cavalcade which has cost many times as much as the original did in 1762 will be the proud centrepiece of the Ideal Home Exhibition which opens on March 3.

It will be the most costly scenic masterpiece ever made specially for the exhibition. It is being made to last, to be an enduring proof that British craftsmanship has not been lost in the havoc of two war-times. It has been envisaged with a view to showing the world -- even if required by a visit to the U.S.A. -- something of this country's pride in its traditions and its arts.

Months of research and planning and expert draughtsmanship are now over. Much of the creative work has already been completed and many of its extremely numerous parts have been cast in their final form.

RED LEATHER & GOLD BRAID

In Fulham a young woman artist is making the complex reproduction of the red morocco harness of the coach team -- 50 pieces to each horse! -- and the black sadlery of the Guards. In Paddington 1,200 metal parts -- buckles, ornamental bosses and so on which are largely of 22 carat gold in the original -- are being copied to complete the harness. Two young Sheffield sculptors, working in Kensington, have modelled the 12 horses and the 18 men in clay and the veteran mould-maker, one of the few of his craft now to be found, has made the moulds in which the final figures are now being cast in gleaming white hard plaster.

Hundreds of yards of real gold braid and cord and other rich and lovely materials are being skilfully made into an array of dazzling uniforms by a Belfast born young woman artist and her collaborator, a lecturer on historic costume. Each will be tailored on to its wearer. Other skilled workers have created the shining breastplates, helmets and swords of the Guards, the halberds of the Beefeaters.

COACH HAS 200 PARTS

The very heart of the cavalcade -- the Coach itself -- is coming into being at a famous studio in Camden Town. More than 200 castings go to its creation -- each formed from a meticulously moulded copy of the lovely counterpart carved by the original artists.

The seven famous painted panels of the coach, painted by Giovanni Cipriani, have been reproduced at the exact size needed and are being tinted in the original hues by skilled artists.

Between all these centres of inspired artistry a system of constant liaison is maintained to ensure that the completed masterpiece shall be a spectacle worthy of the Coronation Year and the appreciation of the visitors the world will send to London for the event.