

HM The Queen to Accept National Savings Movement

"40th birthday" Cake

A 3-cwt. cake, commemorating the 40th anniversary of the National Savings Movement, is to be presented to HM the Queen at Guildhall (on Tuesday May 15). The cake, a gift of Thomas Hedley & Co. Limited, was planned as a full-scale architectural project and will carry 40 electric candles which the Queen will extinguish.

Constructed from scale plans accurate to 1,000th of an inch, the cake was designed by Richard Lonsdale-Hands Associates, the industrial designers, who gave their services. Elevations were drawn up and drawings prepared giving exact measurements and detail of the cake and decorations.

Pieces of the cake will be distributed to 400 voluntary officers from all parts of the United Kingdom who have served the movement since its inception in 1916. Members of the National Savings Committee, National Savings Assembly and other workers connected with the Movement will also receive portions of the cake.

Measuring 40 inches in height and nearly 2 foot square, the cake proved too heavy for four men to carry and will be brought in on a specially designed trolley. Over 1½-cwt. of marzipan and 60-lbs. of icing sugar have been used.

An exact replica of the facade of Guildhall, repeated on four sides to form a square and made from detailed drawings taken from special photographs, surmounts the cake, which is covered with heraldic designs. Set at each of the four corners are the coats-of-arms of the capital cities London, Edinburgh, Belfast and Cardiff with, above them, the national emblems -- the Tudor rose of England, the thistle of Scotland, the shamrock of Ireland and the leek of Wales -- all fully emblazoned. Strict accuracy of detail was ensured

by consultation with the Royal College of Arms.

The model of Guildhall has been carried out in a light biscuit colour with gold finials and tower.

The sides of the cake show the National Savings emblem on background panels of pink, interlaced with intricate raised white tracery. On a smaller white panel below, the words:

"Commemorating the 40th anniversary
of
the National Savings Movement
1916-1956"

are picked out in relief gold lettering.

Four arms extend from the corners of the cake to form a diagonal-cross shape. Each bears ten electric candles, making the 40 for the Movement's "birthday". The candles were specially designed, each bulb being hand-blown into the shape of a small candle flame. They are controlled from a switch set on the trolley which the Queen will press to extinguish the candles.

The arms have four small Ionic pillars on each side with panels bearing the Movement's sword between them. At the end of each arm, standards of the quarterings of the royal arms with the red dragon of Wales are emblazoned in full colour -- these are the three lions of England in scarlet and gold, the Scottish gold lion rampant on a red ground, the gold Irish harp on a pale blue ground and the red dragon of Wales on a background of white and green.

The whole cake rests on a two-tier plinth measuring four foot square, which in turn is supported by the trolley covered in crimson velvet, the handles and legs of the trolley being gilded.

E N D

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