

TAMWORTH EDITION

JUNE 1960

# Home

M A G A Z I N E



**CHOOSING  
SHOES FOR  
CHILDREN**

★

**The Day I  
Bought a  
Scooter**

★

**DORA TAKES  
THE BISCUIT**



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most important  
Baby of 1960*

That, of course, is *your* baby—  
for whom you'll want the most  
modern, the most elegant,  
and certainly the most  
comfortable baby carriage you  
can buy—and that means  
a Queen of the Road,  
without a doubt.



**QUEEN OF THE ROAD**

BABY CARRIAGES

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Features all the  
latest refinements in  
baby carriage design and  
construction.

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FROM CO-OPERATIVE STORES

# HOME MAGAZINE

Editorial Office: 1 Balloon St., Manchester 4

JUNE, 1960

Vol. 65, No. 6

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## FRONT COVER

His first grown-up cricket outfit! It's a great day in his life and a great day in mother's, too, because she's going to have to keep those clothes in spotless order for the rest of the season.

Fortunately, there are many Co-operative aids to help her with the housework today, whether it's washing, painting, or cooking. The young men at the window look pretty spruce, too. Their mothers seem to have the secret as well.

## She Takes the Biscuit

**H**AVE you a sense of humour? We all like to think that we have, although it is sometimes difficult to find when the joke turns against us.

One of my favourite comedy stars is **Dora Bryan**. I remember very well how impressive was her impact on the West End stage when she first made a hit in a London revue with the now famous sketch of the hotel receptionist.

You can see her yourself in what I consider a wonderful new comedy series on television. It is a number of short commercials and the subject is CWS biscuits. You see Dora Bryan popping out of bed in the middle of the night for her favourite shortcake. In another she is unveiling a plaque and telling you confidentially about the biscuits she likes best.

Yet another shows her behind the counter selling CWS biscuits in her own inimitable way, as quick as lightning, to a whole range of satisfied customers.

I believe these films are something new in commercials. You get a really hearty laugh over her antics and a warm satisfaction at the same time that these splendid products of CWS are presented in such a first-class fashion to the world.



"At the third crunch it will be time for another rich tea biscuit," says Dora

Forgive this pat on the back, but it is a pleasure to be able to draw your attention to something that stands in the front ranks of advertising for honesty of presentation.

Elsewhere in this number **David Rowlands** tells you how such fascinating television advertisements as the Dora Bryan films are produced in the studios.

## THIS BRITAIN . . .

This picturesque church in the woodedcombe at Culbone in Somerset is set in the most delightful surroundings possible to imagine. It is also claimed to be the smallest church in England



**T**HIS issue also brings you the second article in **Dr. Berkley's** series on bringing up children. Already a number of readers have expressed appreciation of the advice and encouragement they found in his first article.

No serious parent can open his newspaper today without feeling concern about the future of his or her child. The post-war world is so very different from that in which most of us grew up that fathers and mothers find themselves hesitating over the problems of their children.

By returning to basic, commonsense principles **Dr. Berkley** offers the advice that so many seek today.

In July **HOME MAGAZINE**, **Sidney Campion** interviews a Co-operative housewife who finds herself a novelist on the road to fame. And if you fancy yourself as a handyman, you will find **Geoffrey Bell's** account of how he built a caravan for himself and his family very interesting reading.

*The Editor*





A peep behind the scenes as Dora Bryan's new series begins to take shape

Managements propose, directors are apt to dispose. On this occasion there came from the CWS boardroom a blessing on the plan and a vote for the necessary cash appropriation.

THAT brought into action the team of specialists in the Public Relations Division at Manchester, whose job is to translate such blueprints into action. On the one hand, TV contractors have to be contacted, times booked, dates finalised. On the other, the series has to be shaped. Its pattern begins with the script-writer, whose job is to produce new ideas, and find new approaches in an intensely competitive field.

His ideas and drafts are studied, and a comedy approach decided upon. This opens up the next phase of the operation—find the Star. Famous names come to mind, leading artists are “sounded”—then someone remembers that, right



Dora brushes off a persistent interviewer to tell viewers about Crumpsall cream crackers

## Studio Secrets of Your TV Screen

VIEWERS are chuckling over a new series of commercials which have a personal interest for many of them. Biscuits are the subject—biscuits packed under the CWS symbol, which means they come from factories of which all Co-operative Society members are part-owners.

One of Britain's top comedy actresses, starring in this series, demonstrates that TV advertising can be entertaining as well as commercial. Dora Bryan as a cheerful saleswoman, Dora Bryan brushing off the importunate roving interviewer, Dora Bryan giving “hubby” a rude awakening with the devastating crunch of Sweet Shortcake, or breaking switch-board rules to “sell” Rich Tea—these are among the brighter spots on the ITV channels.

That is from the viewer's side of the screen. Behind those brief episodes lies a story of complex organisation, detailed planning, intensive work.

The story begins in a modern biscuit factory, with electronic controls and streamlined plant. While the many varieties of CWS biscuits flow steadily along its production lines a group of executives round a table plan a sales campaign. Every worker at the factory, from manager to packer, knows the quality that goes into those biscuits. How to share that first-hand knowledge with the rest of the British public is the subject of this preliminary planning conference.

Contemporary advertising has many facets, but the television screen has the broadest, most immediate impact. So a TV series is planned.

By  
DAVID  
ROWLANDS

on the doorstep, is someone who has been scoring success after success on stage, screen, and TV.

So over to Manchester's Opera House, where Dora Bryan partners Al Read in the crowd-pulling Howard and Wyndham show, *Words and Music*. Terms are agreed and she accepts the contract.

Over the dinner table at a Manchester hotel she studies the scripts. The job of bringing the series on to the screen ultimately falls to Mr. Bert Hampson, head of the CWS films and TV team, who tells the story of subsequent events.

“What an artist to work with!” he enthuses. “Not only did she immediately catch the spirit of the thing, she was soon improving those scripts with little touches of her own. She is so full of ideas, so rich in her sense of comedy, that you have to be on your toes to keep up with her.”

During the run of *Words and Music*, Miss Bryan rented a house at Chadderton, near the scene of her early repertory days. When the show closed, on a Saturday in late February, she had to do a quick week-end move to her permanent home in Brighton.

“We gave her only one day to settle in. On the following Tuesday we were scheduled to go into production at the

Anglo-Scottish Thames-side studios at Shepperton. Miss Bryan took it in her stride. She was there on the dot—at 7-45 a.m.!”

No time was wasted. Hairdresser, make-up expert, stand-in, were all ready for her. “Miss Bryan's artistry and energy did the rest. She was a delight to work with on the studio floor.”

TELEVISION production can be a wearing business, particularly when you have only 15 seconds to play with and every second must tell. For half-a-dozen spoken words there can be as many different nuances, and only one of them just right. For every pose there can be a dozen alternatives.

Again and again camera angles must be adjusted, sequences checked and re-checked to split-second timing. In the commercial the advertised object must make its impact at the exact psychological moment. Staff, technicians, and cast may slog for hours before the producer, dispassionately watching his monitor screens, laconically pronounces seasoned judgment—“That's it.”

One personality, one blithe spirit, can take much of this travail and tribulation out of the business. So it was in the making of this delightful series of one 30-second and five 15-second spots which “sell” CWS biscuits. “Normally,” said Mr. Hampson, “such a series takes up to four days of intensive studio work. We finished this series in two days—thanks to Miss Bryan.”

## BRYAN BREED visits a Village of Hopeful Children

A FEW months ago, six refugee children slept peacefully in a train clattering through the German night. They were on their way to their first experience of freedom, for all of them had been born in the crumbling barracks of the refugee camp at Lubeck in Germany. Behind them they left fellow refugees who had been there since 1945.

These children were to be the first inhabitants of Britain's own Pestalozzi Children's Village near Battle in Sussex. Within two years there will be 300 children like them living in freedom on the green Sussex Downs.

Recently I visited the village, and it was quite obvious that the children were already losing some of the scars that the refugee camps have left.

“Our first aim when they come here,” said Dr. H. J. Alexander, chairman of the Pestalozzi Trust, “is to give them security, stability, and, to use an old-fashioned word, love.”

The Pestalozzi Trust in this country was founded in 1947 to try to provide enough money to run the British House at the famous Swiss Pestalozzi Children's Village which was founded in 1946.

Although most of the children of the village will be refugees, the common denominator for entry is hardship in the widest sense of the word. Two of the children at the moment are British, both from hardship families, but the rest are Latvians, Russians, and Poles from European camps.

At the moment the plans for housing 300 children are very much an adventure in faith. A sum of £100,000 is needed to complete the first part of the venture

by summer. Eventually the whole village will cost something like half a million pounds.

The selection of the first few children has been a heart-breaking process. Hundreds in the camps visited deserved a place; only a few could be accommodated.

When the children first arrived at the Village, the habits of the refugee camp were very much still with them. “They were, for one thing,” Mr. Bourne explained, “extremely selfish. Selfishness is essential to survival in a refugee camp. They were nervous, and sometimes there were tears. They were always afraid that people would look down on them because they were refugees.”

Now, however, most of them have lost their selfishness, and have learnt to share things with their fellow children citizens.

WHEN it is completed the Village will have its own schools, but at present the children, whose ages range from ten to fourteen, go to school locally. The younger Pestalozzi children have been welcome guests in the homes of their new school friends. All of them have spent a few days holiday with local families, and presents galore have been received at the village for the children.

They are fast forgetting their past and becoming as happy and cheeky as children anywhere. Within two years there will be three hundred more finding life and happiness with them.

I cannot think of a better way for Britain to tackle some of the world's hardship and foster international relations.

## Dora Bryan's Rise to Fame

From her native Southport, DORA BRYAN was taken to Manchester in 1936 to make her stage debut as a child in pantomime. Repertory at Oldham and war-time service with ENSA mellowed her experience and sharpened her talent for the brilliant post-war career that awaited her.

A provincial tour in Noel Coward's *Private Lives* prefaced her arrival in the West End. A variety of stage roles, from Eva in *Traveller's Joy* to Janet Honeyman in *Simon and Laura*, film-making with Ralph Rich-

ardson in *The Fallen Idol*, and other stars of the screen in *Libel*, *Operation Bullshine*, and *Desert Mice*. After appearing with Ronald Shiner in *The Love Birds* at the Adelphi, she was the star of the year-long run of the revue *Living for Pleasure* at the Garrick.

Now she is busy on the film version of *The Love Birds*—retitled *The Night we got the Bird*—prior to re-joining Al Read, after their successful Manchester partnership, for the summer season at Bournemouth.

★ New arrivals. Dr. Alexander, chairman of the Pestalozzi Children's Village Trust, greets a group of boys who have just arrived from Displaced Persons Camps to live in the village







## It's Easy to Keep Young

★**ATHENE SEYLER** (Please pronounce it "Sighler") was born in 1889 and is one of our leading actresses. Recently she has been filming in *Make Mine Mink*. She left the cameras to give HOME MAGAZINE her views on life.

**DON'T** feel 70. Nothing like it. I feel more like a girlish 17... just a teenager. And between you and me I think I have more fun than teenagers.

It's easy to keep young, you know. Just keep healthy. When I was a young girl I was brought up on plain food, early bed, and a cold bath every morning. And I still keep it up. Don't mollycoddle yourself. It's bad for you—that's what I say to young folk. All this central heating and padded chairs and soft living. It doesn't do you any good. You miss a lot of fun by having too soft a life.

Retire? I've been thinking of retiring for 20 years. I want to retire. I want to go and live in some quiet spot and read books on theology—I'm Church of England, you know—and poetry.

But how can I retire? They still seem to want me. Isn't that wonderful? I'm 70 and they still want me.

So I must go on while I'm wanted. Wouldn't you? Besides, when you retire you miss such a lot of life.

There are some things I don't like. I don't like being called "Seeler," for example. And I don't like being mistaken for Margaret Rutherford. People do mistake me for Miss Rutherford, you know. It infuriates me. It must do her, too.

## MARY JOY'S JOURNAL

# Proud to be His Wife

**M**ARGOT told me that they had come to this country many years ago and found a land that seemed a Utopia to her husband and herself. They knew a freedom they had never enjoyed in the place where they were born. It was obvious she was quite sincere in what she said.

Henry, her husband, had found a good job and, as he was well trained, everything had seemed so happy for them. They had two daughters, one aged 12 and the other 14. As Margot said proudly, they were British and glad to be accepted.

Two years ago her husband, now about 42, had become very ill and since then had undergone several operations. She was told his illness was a most serious one and that there was no certain cure.

It seemed, however, that there was only hope and continued medical treatment. Finally it was pointed out that even if he did overcome his illness he would not be strong enough to go on with his normal occupation, which involved a lot of travel.

It was suggested that he should attend classes for special clerical work which was available. Henry took up this offer with great enthusiasm and with a humility which, said Margot, made her proud to be his wife.

She knew the full extent of the brutal malady which enveloped her husband. And she tried to tell me her feelings when each day she walked with Henry—his notebooks under his arm like a school-

boy—so overjoyed that he could have this chance to do something for them.

Margot said: "Some days I could hardly look at Henry. I felt a hypocrite to encourage him to go on with this schoolwork again when I felt sure he would never be better. But then I realised that he had just the same thought himself but was mastering the idea and putting it behind him for our sakes."

"I knew then what I must do, and that was to encourage him all the time."

**M**ARGOT paused and sighed. "Sometimes when the girls were doing their homework, Henry would ask them about some mathematical problem and they would all have their heads together."

"The girls liked the idea of father doing homework," she continued. "Children soon accept things as quite normal if there is happiness and love in a home."

I know that Margot suffered intensely every day—not from self-pity, but at the daily tragedy of seeing this remarkable man, whose physical suffering was almost insupportable but who never complained, going off to his lessons.

When I hear the expression "the average man" I believe in it less and less. Human beings enduring great pain or trouble are so often much more than average.

To be born a gentleman is an accident, but to live like one is an achievement, and Henry is certainly doing that.

## Defence of the Carpet Beaters

An answer to Joan Aebi's article "Swiss Wives Like Housework," which appeared in March HOME MAGAZINE.

Sir—Joan Aebi tells us that the mind of the Swiss *hausfrau* hasn't changed since William Tell. With a choke of horror, she says that Swiss wives beat their carpets daily, scrape their floors with steel wool, wear their dresses too tight ("especially around the seat"), and—worst sin of all—enjoy newspapers that dare to mis-label a picture of Princess Margaret.

She implies that Switzerland is pretty backward. Although the wives have "central heating, bath, shower, and kitchen," they don't have milk delivered to the doorstep. Imagine that, if you can! They have to go all the way downstairs

to get the milk out of a steel box. Primitive, primitive!

She can take hope, though. One day, perhaps, Switzerland will catch up with (bow your head) Great Britain. Who can tell? One of these years Switzerland may have outdoor W.C.'s, inefficient water heaters, dangerous oil-drip heaters, and medieval kitchens. Maybe!

Seriously, I think she has a nerve to criticise the way Swiss wives work off excess steam. I rather sympathise with small boys who play tricks on hyper-critical foreigners.

Next time she feels a burst of energy, she shouldn't write an article full of generalisations. She should go beat a rug or something...

Jennie Farley,  
30 French's Road, Cambridge.

## KNOW YOUR CHILD—2

The second of a series in which the author, who is Assistant Divisional Medical Officer to Lancashire County Council, deals with children at the three most important stages of their lives.

# Give Him Security

**I**N my last chat with you I said that it was perhaps unfortunate that we grown-ups have no conscious memory of what happened to us before the age of four or thereabouts. This is not the same as saying that since these early experiences are forgotten they are not important. They are. They exist in the subconscious mind and exert influences which make themselves felt throughout our lives.

Your baby is born with the desire for security and, when you come to think of it, we all desire security throughout our lives. Therefore it is important that we, as parents, should see that our children from their earliest days, should have their inborn desire for security satisfied.

To begin with mother has to supply this need. You are encouraged to breast-feed baby. This is not only because mother's milk is the natural and therefore the best food for baby, but also because the warm, intimate, and tender contact of mother's breast and the firm but loving hold of her arms make baby feel loved and wanted.

The act of suckling is the earliest and best foundation for security. Artificial feeding, if lovingly carried out and not regarded as a chore, will still impart a good measure of satisfaction to baby's security need.

**D**URING babyhood there are two other important requirements which are not only valuable in themselves but also help to give baby a sense of security. They are cleanliness and sleep.

Babies become very distressed if they have to lie for long periods in wet and soiled nappies.

Nappy-changing should not be regarded as a chore but should be carried out lovingly (watch a cat cleaning her kittens) and the opportunity should be taken to fondle and cuddle baby. To begin with most babies are frightened in their baths but within three weeks they usually gain confidence from mother's firm but gentle handling and come to enjoy bath-time.



By  
**Dr. E. A. R. BERKLEY**

and lambs and other young animals do but, age for age, they are much more helpless. But when baby starts to crawl and toddle then it not only behaves by instinct but also begins to copy brothers, sisters, friends and, to some extent, its parents.

At this time it will start to experiment with its toys and, what can be very trying for mother, with various household objects which it can find within reach. This is because it has seen other members of the family handling these things and, since it wants to take its place as a member of the family, it likes to play with what it has seen being used.

You can see that such activities can be very dangerous if such things as matches and boiling kettles come within the range of baby's exploring hands.

**I**T is during the toddler period that you start the first lessons in discipline. This will not be easy for you. It is difficult to remain cool, calm, and collected when the toddler rushes round the kitchen playing with the taps on the gas



cooker, upsetting the milk or banging a saucepan lid with a spoon! The child is too young to distinguish between right and wrong but it can learn quite quickly to do those things which please mummy and, although it takes longer, to avoid doing those things which make her cross.

Correction, especially in the beginning, should never be harsh no matter how often baby has to be stopped from doing the same thing. At the same time you must be firm and, if you become impatient and upset, be sure to show your love to the child as soon as you have mastered your feelings.

Remember that to go to the opposite extreme and allow the child to have its own way is just as harmful as being harsh. Allowing the child to have full self-expression, as it is called, was fashionable at one time but the results were disastrous.

You must not be upset if the toddler resents with storms of passion and tantrums your efforts to correct it. Hate, which is a strong word, is as natural as love but, unlike love, it is not lasting. Give your child plenty of playthings and it will work off most of its more violent emotions on them.

★ A child's first years at school and the physical and emotional changes which coincide with them are dealt with in Dr. Berkley's article next month.





# B★O★O★K★S

Reviewed by THOMAS OLSEN



**H**ERE'S a gallant book for housewives! When Margaret MacDiarmid's Navy husband was retired at 50 they fulfilled a secret ambition and took a Highland farm. Only two years later he died of a heart attack and his wife was left to carry on alone. How she fared is told in *The Reluctant Farmer* (Arthur Barker, 12s. 6d.), with a grand country tang and much human understanding.

Of great charm, too, is *So Long to Wait*, in which Moira Verschoyle writes happily of an Irish childhood (Bles, 15s.).

There were troubles that she does not shrink—a fear of ghosts in the old castle, a grandmother who had set up a home on her own in Italy. In fact, grandmother rather dominates the book, but not to disadvantage.

A splendid picture of our times comes in *The Glory of Parliament* (Allen and Unwin, 21s.) which is a selection of the writings of the late Harry Boardman, who was *The Guardian* parliamentary correspondent. Here is the very atmosphere of Westminster on all its great occasions for 25 years by a skilled hand and a very likeable man.

Dr. Kenneth Williams was one of those fine American scholars who demand meticulous accuracy and detail in their researches. His death in 1958 was a loss to his country and in *Lincoln Finds a General* (Macmillan Company, New York, 52s. 6d.), the fifth volume, *Prelude to Chattanooga*, shows once more how graphically and yet thoroughly he could

present the problems of the American Civil War.

The general was Grant, and it is a happy thought that Williams practically completed his original task.

An early post-war shock for me was the discovery that not all Americans liked Roosevelt! In *Off the Record with FDR* (Allen and Unwin, 28s.) his confidential secretary, William Hassett, lifts the curtain in diary form on the inner workings of the White House.

This is fascinating, human reading, a background to the great events of 1942-1945, not of high policy but of the President's daily life at work and play.

Few men have been more hated in post-war days than the subject of *Senator Joe McCarthy* (Methuen, 18s.). Author Richard Rovere crucifies the man he was only too eager to get news stories from in life. Of course McCarthyism was damnable—but so were the treacheries of the time coming to light through the Rosenbergs and too many others.

Regrettable as it may be, murder makes good reading. Julian Symons examines some dozen cases in *A Reasonable Doubt* (Cresset Press, 18s.). He has been able to find some lesser known cases, and even the more notorious benefit from his lucid consideration.

Many know Jean Plaidy as a very readable historical novelist but *The Growth of The Spanish Inquisition*, (Hale, 16s.), her second volume on the subject,

shows a real understanding of the forces behind her fiction themes. A fascinating volume.

It will be 400 years in 1961 since the hero of *Francis Bacon* by J. G. Crowther (Cresset Press, 35s.) was born. "The first statesman of science," Mr. Crowther calls him and he shows how far Bacon was beyond his times. A learned book but full of interest.

Flaubert in fiction and Hannibal in history have made *Carthage* by B. H. Warmington (Hale, 21s.) of wide interest to us all. What is known about the great city the Romans destroyed comes largely from its enemies. The author weighs the evidence and makes the lost nation very real.

General R. N. Stewart is a noted authority on angling and Moray McLaren is a fine writer on the subject. Their letters have made *Fishing As We Find It* (Stanley Paul, 16s.) a particularly attractive book in which views and experiences are exchanged and argued to the great benefit of the fisherman reader. *Suffolk Stour* by A. Shepherdson (Putnam, 10s. 6d.) is the latest volume in the Fisherman's Choice series.

The rigours of doctoring in the Australian bush are told in *Medicine Man* by Dr. F. B. McCann (Angus and Robertson, 15s.) with sympathy and humour. He later became Commonwealth Director of Health and looks back on the old days with some nostalgia.

Typical of the modern format of Everyman's Library is *Rousseau's Confessions* (Dent, two volumes, 8s. 6d. Binding and covers are much improved on the style with which I grew up. Rousseau's autobiography, though strong meat, is essential reading.

At this holiday time *A Summer in Brittany* by Mabel Allan (Dent, 12s. 6d.) is an attractive introduction for young people to the Continental scene with its story of a girl who goes to work for a French family.

## From a COUNTRY HILLTOP

By HENRY WILLIAMSON

**I** WROTE last month about the nightingale, and the spirit of that song which arose in a great composer of music, Granados, and was passed on, through the medium of a piano and Benno Moiseiwitsch, to me as I sat writing in London early one morning, years before, in wartime.

Music still runs in my head, for only the other day I found myself in an old brick house in a cathedral town, sitting in the drawing room of the headmaster of the Choristers School with other parents, each with a small boy in a grey school suit. There were nine small boys, and three of them had been brought there by their mothers and fathers; the rest had come with one parent only.

We had brought our sons to be tested for entry into the school; a few to receive aid by scholarship, in paying fees, the rest—should their voices be good enough—hoping to pass entrance and be accepted.

The eldest boy was nine, the youngest six. The time was 2-15 p.m., and soon the junior usher wearing his gown would come in to call the first name to go before the choirmaster. Each boy had brought his own music of the test piece.

One mother had come from the north via London, a journey of several hundred miles. Much depended on it, I thought, for she was tense. She spoke sharply to the wriggling boy, who had a fixed, sickly grin on his face, with his new teeth still pushing through in front. I could feel, beneath her anxiety, such hopes for her boy.

### 'First Rate' Articles

Sir—May I congratulate you on your publication of HOME MAGAZINE. It is eagerly awaited every month at this address. The articles are first-rate, and I see in the March issue a letter from Mr. Rayner which is a tribute to Henry Williamson.

May I echo those sentiments. H. W. is my favourite author and I eagerly await every book. When is he going to finish his books about Phillip Maddison?

His nature books are superb, and it is a pleasure to be able to read a monthly article by such a splendid writer.

You are to be congratulated. May HOME MAGAZINE always be published. E. L. Watson, (Mrs.), 58 Worsley Road, Leytonstone, E11.

Everyone is tense before an ordeal, and the more sensitive are likely to break first, at least to show irritation. Paradoxically such temperaments, in a real crisis, can often be an inspiration to others. I have known it in battle, when men tremulous before zero hour, sometimes exhausted almost to immobility, recover after the initial slump, and, in the immortal words of Wilfred Owen, a young officer of the Manchester Regiment, who was killed in the last week of the Great War:—

*I, too, have dropped off fear—  
Behind the barrage, dead as my platoon,  
And sailed my spirit surging, light and clear  
Past the entanglement where hopes lay strewn.*

Boy after boy went in, and came back, smiling fixedly. It must have been awful to return in a sort of delirium to the grown-up faces of all-powerful (so they think, poor dears) parents.

One lad, the eldest, who would be above the age-limit of entry when the new term started—his birthday was on the first day of term—came back deathly pale, trying hard not to cry. He sat on the floor, his back to us all. I heard him later tell his mother, "I made twenty mistakes. I have failed." At last all had been tested. Tea was served.

In came the choirmaster, then the headmaster. They talked to the parents of the eldest boy, who stood with hanging head a little apart from them. Until the previous evening he had been practising, in an empty church, after Evensong, with his local choirmaster. He had been in the local choir only six months, and so did not wear a surplice.

He had tried, in a previous village, to join the choir but the parson had been a rather unusual type, and had merely said to the boy's parents, "No room, I'm afraid." There had been a poor standard of singing; the boys knew only hymns.

Then the two masters called the parents of the nine-year old outside. "Your son has a remarkable ear," they said. "His tone is really beautiful. And what self-criticism! When he made a mistake, he said at once, 'Oh, careless of me!'" We are most willing to award him a chorister's scholarship. He really has exceptional gifts."

The parents, who had come only 50 miles, were overwhelmed. Soon they



were being shown over the school, by a jubilant headmaster. Then, the question of age.

The boy would be 10 years old on May 12, the beginning of term. But when exactly was he born, for his father said that the rules must be obeyed?

The baby appeared after his mother had been three nights and two days in labour. When had he been born? When a weary doctor, who had fought for mother and child with great tenderness, had brought forth the child at half-past six on May 12, 1950.

But term began at 9 a.m. on May 12, 1960. "So my boy appeared 2½ hours too late," said the father.

The boy hung his head again, remembering the story his father had told him, of how his young mother had whispered, all the time she was in labour, "Do not hurt the baby."

"I could have come earlier!" he cried, "but I did not want to hurt mummy, you see!"

Today that boy is singing in the choir, wearing a surplice.

### FEATURES FOR JULY HOME MAGAZINE INCLUDE

#### IN THE LAND OF SONG

The National Eisteddfod of Wales is being held in August at Cardiff. In a preview of the event which this year is expected to draw 100,000 from all over the world, G. S. Viner says, "It is what the Welsh like most—talking, singing, taking sides and being sociable."

#### HOW MANY PAIRS OF GLOVES...

do you buy a year? Whatever the number you'll enjoy reading about Doreen Browne's recent visit to a glove factory which produces no fewer than 240 different styles a year for men and women.

And, of course, all the HOME MAGAZINE regulars—recipes, knitting pattern, Mary Joy's Journal, Henry Williamson, etc.





★ Not the author, but someone who also succeeded in passing her driving test!

## They said they'd die of shame when I bought my Scooter!

I WOKE one fine morning about three months ago and as my brain cleared, I hugged myself under the bedclothes. A glance at the clock told me that in three hours my ambition would be achieved. My motor scooter would arrive. I could hardly wait.

Perhaps it was rather an odd ambition for a wife and mother of somewhat mature years. Friends' eyebrows would shoot heavenwards whenever I mentioned it.

The reason for my longing was born many years ago. The boy-next-door was a year or two older than I. Everywhere he went, I would trail after him. I don't think he always welcomed my presence, but how he basked in my unstinted admiration!

He let me try out his bike once or twice. The thrill was beyond words. How I longed to join him on his jaunts, but parental opposition (mine) was too strong.

Then courtship, marriage, and family cares dampened down my longing. It lay, a tiny, smouldering ember, deep in my subconscious. Until the day I was out for a walk with my husband and for the first time I saw a scooter. "I must have one of those!" I cried. His stare turned to laughter. "Think what a treat you'd give the neighbours!" he said.

Next day, while out shopping, I found myself drifting towards the motor show-rooms in the High Street. Hesitantly, I went in, and some ten minutes later I left

carrying a sheaf of brightly-coloured leaflets.

The meal was very carefully prepared that evening, and my satisfied family slumped in chairs waiting for their favourite TV programme when I dropped my bombshell. I announced I was buying a scooter. My elder daughter looked shocked, "Oh, mother, you can't!" "I'll die of shame!" declared her younger sister. My husband said nothing but the look that came over his evening paper spoke volumes. He switched on TV. Mum's little whim was forgotten.

But it is one thing to decide to buy something, and quite another to pay for it. At the kitchen sink bold schemes were born—and strangled at birth.

I became a baby-sitter and banked my earnings. They mounted painfully slowly. I practised self-denial and requested money for Christmas and birthday presents. My husband had a lucky break on the football pools and shared

indicating the kerb beyond our privet hedge.

Battling with self-possession, I followed the young mechanic to the kerb. He explained how to handle my precious scooter. The instructions fell on my uncomprehending ears. I tried to repeat the stages of starting-up.

Sensing my uncertainty, the mechanic suggested that he should take me down the road, on the pillion, to get the feel of the machine. Regretting my contemptuous refusal of my daughter's striped jeans, I tugged at my skirt as it rode higher and higher over my knees. The scooter lurched violently from side to side. When we pulled up, outside our house, I was little wiser in handling my machine.

The oil-smudged face of the young mechanic was bearing small traces of impatience. I sat on the machine and

Says HOUSEWIFE GWEN PANTELIS

his winnings with me. Came the great day when I had sufficient money to make it worth-while to return to the show-rooms.

I slept little that night, weighing up which model would best suit my needs—and my pocket. As the first blackbird chirruped, I had made my decision and I fell into a restless sleep.

The next day, my knees like castanets, I made my purchase. The following Saturday my scooter would arrive, and with my husband to lend his support, I would take my driving lesson.

But it was not to be that way at all. At supper he announced he would be working on Saturday. He brushed aside my fears. "You'll soon learn—there's nothing in it!"

I rather pride myself on my housewifery, but that morning it was my elder daughter who organised breakfast and bed-making.

At 10-30 precisely, the door-bell rang. Fortified by numerous cups of tea, I answered the door. My eyes slid over the shoulder of the young mechanic on the doorstep. In the road stood an enormous maroon monster of a motor-bike with a side-car attached. "That's the wrong one," I remarked, foolishly. The young man chuckled. "I've unloaded your scooter, ma'am," he said. "It's here,"—

feebly kicked the kick-starter. The machine jumped to life and the flesh on my arms quivered like jelly. "That's it, ma'am," the lad encouraged me. "Rev a little, slide out the clutch slowly and you'll be away. There's nothing in it!"

I tensed myself, glanced over my shoulder, revved, and started to let out the clutch. At that precise moment, a neighbour's poodle dashed across my path to greet our mongrel. I let out the clutch, lurched forward, simultaneously turning the throttle in the wrong direction. The scooter gave a great leap in the air, mounted the pavement, and we parted company.

I lay sprawled in the road while my precious scooter lay on its side, the wheels still gallantly revolving. My elder daughter and the mechanic reached me together. As they bent to assist me, their heads bumped violently. I struggled to my feet. Luckily, I had only grazed my legs and hands.

By the time father came home, it began to seem an amusing little episode. By the end of the week, it was the most priceless yarn ever.

However, thanks to my husband's patience and encouragement, I did learn to ride my scooter, and it was triumph indeed when I passed my driving test at the first attempt.

And apart from the blood, sweat, fears, and tears, there was nothing in it!

## HOUSEWIVES' CLUB



### SHOP SLEUTH

brings you more special bargains for your shopping list. All items are available through your local Co-operative Society. For further details write to Housewives' Club, HOME MAGAZINE, 1 Balloon St., Manchester 4, enclosing a stamped addressed envelope.

THIS summer the smartly-dressed woman is insisting on white or off-white shoes. So I was told by a shoe manufacturer who is really going to town with a wide range of white fashion shoes. Emphasis is on simplicity of style and the two shoes I was shown were particularly attractive.

The first was a plain court in white calf with a slim, 3 in. stiletto heel in plastic, and a pointed toe. The slim, clear-cut line of the shoe would flatter almost any foot. Available in full and half sizes from 2 to 8, this shoe should prove especially popular with the teenager.

Not everybody, however, feels that 3 in. heels are the right height for them. So the manufacturer has produced a similar plain court in white calf with a lower heel. The slim 1 1/2 in. Louis heel in aluminium looks equally smart and is also available in full and half sizes.

Correct accessories are so important, and these shoes can give a moderately-priced outfit an expensive air.



49s. 11d.

The price of both these white shoes is 49s. 11d. a pair, a fair price for the fashion-conscious housewife.

HOLIDAYS are now well under way, and many of us will be entertaining friends and relations who live at a distance, and whom we have not seen since last year. We so look forward to these visits, but how quickly they pass!

Walking round a furniture department recently I came across a new divan called the Florida, in keeping with contemporary styles, which would be ideal for putting up a single friend staying overnight.

The base of the divan has tapered sides and is fitted with detachable legs. The spring interior mattress, which carries a five-year guarantee, is quilted on top and covered in a cotton and rayon damask ticking with plain borders. Headboards, following modern trends, are available in oak or tola finishes.

The legs are fitted with brass gliders, making the bed easy to move around, such an important feature to the housewife, especially if she has to pull the bed out of the corner every time she makes it. This divan is made in four sizes, the 3 ft. size costing £20 5s. od. complete.

HOW often has your husband called you from your household tasks to help him clean the car? Now that the light evenings are here the avenue is turned into a hive of industry as men dash in and out carrying buckets of water and lengths of hose.

One firm sells a complete pack for washing the car which saves both time and tempers. The pack consists of a sponge, polythene bucket, and tubing. The sponge is constantly fed with clean water through the tubing connected to the bucket. One bucketful of water is sufficient to wash the whole car.

When not used for this purpose the bucket can be used normally by inserting a plug which is supplied. Eleven feet of tubing is provided, making all parts of the car accessible.

The advantages of this car washer are that the changing of water is unnecessary, and there is nothing to scratch the paint-work of your car. The pack costs only 19s. 6d.

ANOTHER firm manufacturing polythene products recently added to its extensive range of nursery equipment a Bambino Toilette—a baby chair and pottie combined. The chair is moulded in one piece so that there is no fear of baby getting his fingers trapped anywhere. The pottie can be easily removed if necessary, and a lid then fits securely over the aperture, making a comfortable-looking seat. It is completely safe

and hygienic and can be easily wiped over or washed.

This is a lightweight piece of nursery furniture but four sturdy legs give it excellent balance. It would take quite a lot of rough handling before tipping up.

The price is 45s., and there is a choice of four delicate shades in pink, blue, yellow, and white.

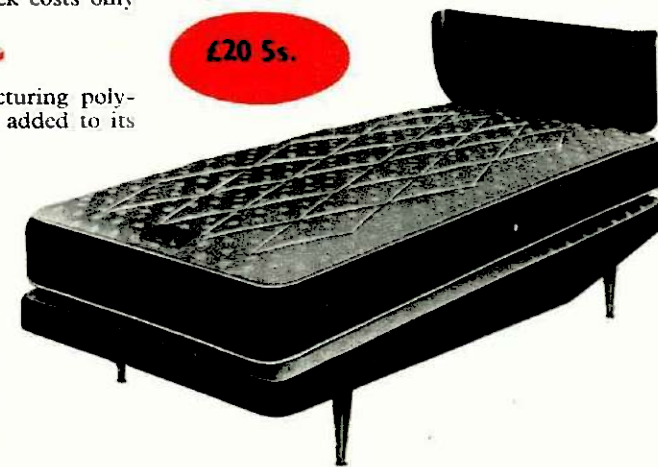
If you are buying a cycle for a growing boy or girl, you will be interested in two models recently introduced by a manufacturer who has put a lot of thought into designing them specially for youngsters entering senior schools.

Full size, 26 in. wheels and a 9 in. seat pillar give a wide range of adjustment to allow for the growth of the young owner, while ensuring safety and control in the meantime.

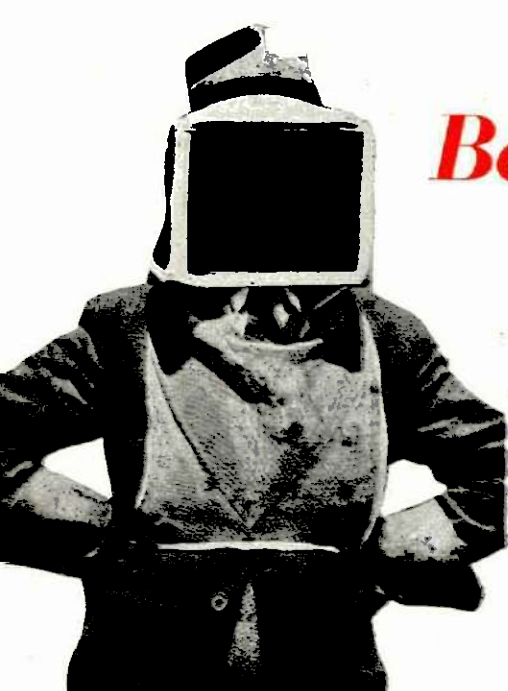
The bicycle has an 18 in. frame, and the boy's model has a drop crossbar. Other features include handlebars with fingertip grips, three-speed gears, cable brakes, rubber pedals, chrome-tip mudguards, metal chainguard, white-wall tyres, and supple-top saddle.

The models are finished in a variety of colours: peacock blue with red guards and chainguard, red with blue and green with white; and the girl's model also in black with red. Touring bag, spanners, pump, and reflector are supplied with each model. Price, including tax, is 19 guineas.

£20 5s.







# Be Kind to Bees... —they're So Busy

★ Not a spaceman but a man equipped for handling bee hives

THE bee that zooms past your ear on thin wings which beat the air at the rate of 26,000 times an hour is performing such a vital job that the Ministry of Agriculture has asked for restraint to be shown in the use of sprays and dusts which destroy garden and farm pests.

Be kind to the bees, says the ministry. Take all possible precautions to prevent this slaughter. Not only does the bee provide us with honey, one of the finest of foods, but it performs an important job by pollinating fruit and seed crops.

From wooden cities in gardens and orchards throughout the country, bees maintain a constant airlift of nectar when the sun is shining. They work so hard at the height of the honey flow that their wings become frayed and their lives are measured only in weeks.

At the centre of each city a bloated queen bee produces fresh generations of bees. A good queen deposits from 2,000 to 3,000 eggs a day—an average of about two a minute!

Her egg-laying career began when she flew high into the air and mated with a drone, one of many hundreds of drones that were born for that purpose.

Then the workers took over. They preened her after her mating flight, and provided her with food. And these virile little creatures—which are really sexually under-developed females—built the comb in which eggs were laid or honey stored, collected nectar and water, cleaned the hive and guarded it against intrusion.

For there is a well-ordered pattern of life in the beehive. Its temperature is carefully regulated by shift-workers, which fan the air with their wings.

Ordinarily the hive temperature is kept at 60-85 degrees, but when the

wax-workers are busy it is permitted to rise to 95 degrees or so, and it may often rise higher at the time of swarming fever when a large number of the residents, plus a

queen, leave the hive and seek fresh quarters.

It is calculated that to make a pound of clear honey the bees must take nectar from 62,000 blooms and make 2,750,000 visits in the process. They range up to two miles from the hive. First bees away are the searchers, which locate the sources of food. They actually bring back samples for the collector bees, and these soon stream from the hive to reap the harvest.

On most occasions, and particularly at the height of the honey flow, the bees engaged in the airlift of nectar hand it over to house bees, which convert it

By  
**WILLIAM R. MITCHELL**

into honey and place it in suitable cells. Later, when the honey has ripened, the cells are capped, or sealed with pure wax. A form of varnish is added to keep out moisture; that is, if the bee-keeper allows them to proceed that far.

Before the first world war, when the Isle of Wight disease afflicted our bees, many keepers had stocks of the native black bees. It is doubtful if any of these survive today.

Instead, continental strains have been introduced. They were brought from Italy, Austria, Russia, and other places.

The Italian bee is one of the favourite breeds now, for the strain is very good-tempered, quiet under manipulation, clings tenaciously to its combs, and is good at defending itself against robber bees which appear when nectar is scarce.

The bees have a language which can be generally understood by an experienced bee-keeper, and they express their meaning by different kinds of buzzes and hums.

The sting which occasionally inflicts punishment on humans is brown and horny, with a groove on one side. In the groove lie two barbed lancets.

For centuries, our bees were kept in straw skeps—a wasteful method, since

many colonies were killed off by being exposed to the fumes from sulphur sticks so that honey could be collected.

Then, just over a century ago, an American called Langstrath ended the straw skep's long association with honey production by devising a movable-comb hive.

It has a single wall, and English bee-keepers prefer the double-walled W.B.C. hive, which can be seen in gardens throughout the land.

The swarming of bees is spectacular. On a hot, still day, around noon, thousands of them pour out of a hive and dance in the sunlit air for a short time, eventually settling with their queen on a suitable object, usually a tree branch. The great blob of bees, weighing several pounds, remains in position until the return of scout bees with news of fresh quarters.

It is at this stage that the bee-keeper must intervene. He shakes the bees into a straw skep and places it on the ground so that stragglers can enter.

Then, in the cool of the evening, the bees are shaken onto a running board in front of a spare hive. For a while they run aimlessly round. Then the queen moves into the hive and the others form a thick, wide procession behind her.

They gorge themselves on honey before leaving their old quarters, but next day the task of laying in stocks for themselves begins.

Alas, many bees do not return to base with their precious stores of nectar. They become coated with insecticides and perish. The Ministry of Agriculture has done well to draw attention to a slaughter our countryside can ill afford.



## IN YOUR GARDEN

By  
**W. E. Shewell-Cooper**

MOST gardeners today adopt some form of summer bedding. Often the formality of the front garden lends itself to bedding out. But unless beds are properly prepared, there is little prospect of success.

Years ago, gardeners thought they must dig deeply and add lots of manure low down. Today we just fork over the soil lightly, adding damp sedge peat at two buckets to the square yard, and a fish manure with a six per cent potash content at six ounces to the square yard.

# Successful Summer Bedding

Sedge peat is obtainable from the CWS Seed Department at Derby. It's very rich in humus, and when it is used in conjunction with fish manure the plants have everything they need. Most of us are very busy in the garden at this time of year; forking in sedge peat is a time-saving idea.

If you make your own compost and have some really old material, pass this through a sieve so that it's really fine and use it instead of the sedge peat.

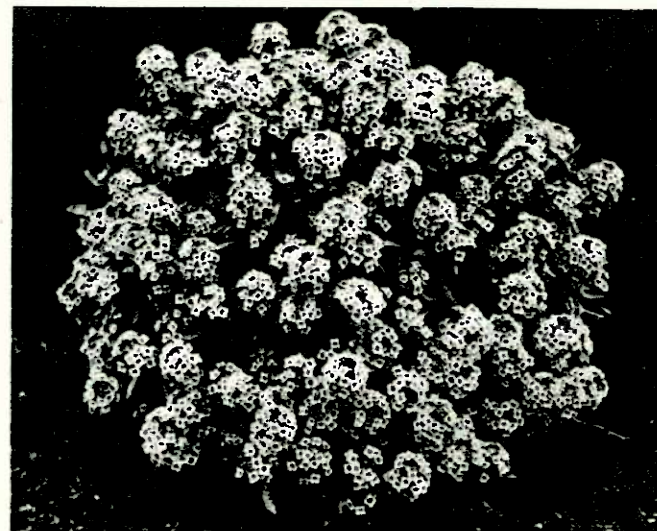
Spring flowering subjects like forget-me-nots and wallflowers must now be taken out and put on the compost heap. Beds in which these plants have grown are usually rather dry, and need a good watering. If you have a whirling sprinkler or square-area rainer, leave it for three or four hours so that the earth is properly soaked. The ground should then be left for the remainder of the day and night before forking and manuring.

## PICK OF THE PAPERBACKS

PENGUINS issue a winner in *Voss* by Patrick White, a widely acclaimed novel of Australia, and *Hurry on Down* by John Wain is good, too. John Masters' *Bhowani Junction* is an acute study of Anglo-Indian society. *Goodbye to All That* is Robert Graves' autobiography and *The Jews in our Time*, a special study by Professor Norman Bentwich. Poetry-lovers will enjoy *Other Men's Flowers*, an anthology chosen by the late Field Marshal Earl Wavell.

HODDER Books present *Challenge* by Sapper which shows Bulldog Drummond still grips, while *Mr Finchley*

Pink Heather, a variety of alyssum, which is recommended as an edging plant. Mr. Shewell-Cooper gives a useful tip for prolonging the flowering period



Having thoroughly prepared the beds, tread them to firm the soil, and lightly rake to leave them level, with the surface half inch or so quite fine. There should be no difficulty with frost in June, even in the north, but plants must be properly hardened off. One advantage of getting "bedders" from the CWS is that they do take infinite trouble in this connection.

A lovely scarlet-flowered plant to use is Paul Crampel geranium, especially the re-selected CWS strain. The plants should come to you ex-pots, costing about 24s. a dozen. Geraniums are well known and are coming back into popularity.

If, however, you want something a little different and a little cheaper, try *Blaze of Fire* salvia, also ex-pots, and plant them at 18-inch squares. Geraniums I usually plant two-foot square,

as I give them a further feed of fish manure about the beginning of August and they produce very large plants.

Dahlias are becoming more and more popular and I've just written a new book, *The A.B.C. of Dahlias*, which will be published in Autumn. You can make a wonderful display with the bedding types and I recommend Downham, a semi-cactus clear yellow which grows 18 inches high; Rothesay Castle, a double cream overlaid with pink of similar height; Maureen Creighton, a deep crimson-scarlet free-flowering decorative which grows two feet high; and Jean Thompson, a cherry salmon shade. Plant two feet square and after planting give a top dressing of sedge peat, in addition to the peat you have forked in. The CWS have these dahlias ready early in June.

Useful edging plants are lobelia, alyssum, ageratum, and so on. There are various kinds of lobelia, some with very dark blue flowers and a white centre, others with cambridge blue flowers, and some with interesting mauve blossoms.

Be sure to get the dwarf lobelia, and not the trailing type used for hanging-baskets. Lobelia should go in six inches apart to form an edging.

There's one little tip about alyssum that I should like to pass on. It's apt to go to seed very quickly and then looks rather bare. If, after you've put out the plants, you buy a packet or two of alyssum seed and sprinkle a little at the base of your newly planted edging, fresh young seedlings will arise to keep the white flowers going for many more months.



Mummy  
always  
uses  
**SHORTEX**



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The all-purpose shortening that's creamed ready for use!



Giving mother a helping hand—she's got the right idea. Old hands and new know what a difference SHORTEX makes to cake and pastry making. A superfine shortening through and through, all-purpose SHORTEX is perfect for home baking and cooking because it's creamed ready to use. Your cakes and fancies will be really delicious—your short pastry shorter—made best of all with SHORTEX!



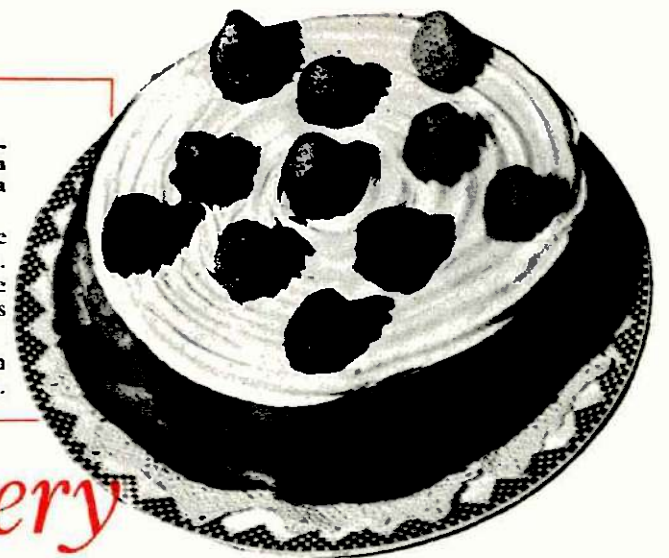
FROM CO-OPERATIVE STORES

## GOLDEN GÂTEAU

6 oz. Federation or Excelsa plain flour,  $\frac{1}{2}$  teaspoon salt, 4 oz. Gold Seal margarine, 4 oz. castor sugar, 2 eggs,  $\frac{1}{2}$  teaspoon CWS baking powder,  $\frac{1}{2}$  teaspoon CWS vanilla essence, a little milk,  $\frac{1}{2}$  pint whipped cream,  $\frac{1}{2}$  lb. strawberries.

Cream Gold Seal and sugar. Beat in the eggs. Fold in the sieved flour, baking powder, and salt. Add vanilla essence. Add sufficient milk to give a soft dropping consistency. Divide equally between two greased and floured 6 in. sandwich tins and bake (Mark 5, 375° F.) for 20–25 minutes.

When cool, sandwich together with a little whipped cream and some strawberries. Decorate with cream and strawberries.



## Fruitful Cookery

This month Mary Langham brings you a selection of dishes, sweet and savoury, containing fruits from home and abroad.

### RHUBARB DREAM

$\frac{1}{2}$  lb. rhubarb, 8 oz. granulated sugar, 3 teaspoons lemon juice, 3 level dessertspoons powdered gelatine,  $\frac{1}{2}$  pint warm water.

Wash and trim rhubarb and cut into pieces of 1 in. Cook the fruit and sugar gently, without water, with lid on the pan, until tender and reduced to a pulp. Leave to cool.

Mix gelatine with warm water and dissolve gently. Strain into rhubarb. Add lemon juice and whisk briskly for five minutes. When cool, rewhisk before placing in sundae glasses.

### DEVILLED BANANAS

3 bananas, 2 slices bread, 2 rashers bacon, 1 tablespoon sweet CWS chutney, 1 teaspoon CWS cornflour, 1 teaspoon CWS curry powder, 1 dessertspoon Silver Seal margarine, Shortex for frying, lemon juice, salt.

Peel bananas, and cut lengthwise. Place on a well greased tray and bake (Mark 4, 350° F.) for 20 minutes. Cut bread into six fingers and fry in hot Shortex till golden brown. Slice bacon into six pieces and fry till crisp. Add Silver Seal to bacon fat. Heat and stir in cornflour and curry. Cook two minutes.

Add chutney, salt, and lemon juice. Add baked bananas. Serve a piece of banana on each slice of fried bread. Pour sauce over and top with bacon.

### CHERRY SOUFFLÉ PUDDING

$\frac{1}{2}$  lb. ripe cherries,  $\frac{1}{2}$  pint water, 2 teaspoons rum (optional) or rum essence to taste, 2 oz. CWS Creme oats,  $\frac{1}{2}$  teaspoon salt, 4 oz. castor sugar, 3 eggs.

Lightly grease a pie-dish of 2  $\frac{1}{2}$  pint capacity. Remove stalks from cherries and cook in  $\frac{1}{2}$  pint of water with lid on until tender. Strain off liquid and make up to  $\frac{1}{2}$  pint with water. Place cherries in pie-dish and sprinkle with one teaspoon rum. Boil juice.

Sprinkle in oats stirring continuously. Add salt. Boil rapidly for one minute. Stand, covered, for five minutes. Stir in 3 oz. sugar. Beat in one egg yolk at a time. Add remainder of rum and set aside until almost cold.

Beat egg whites till stiff. Fold in remaining sugar. Fold into oat mixture and spread over cherries. Bake 10 minutes (Mark 6, 400° F.) then reduce to Mark 4 (350° F.) for a further 45 minutes till mixture feels firm and is lightly browned. Decorate with raw or cooked cherries and serve with cream. Sufficient for 4–6 portions.

### HAM and PINEAPPLE SALAD

Slices of cooked ham, one lettuce, one fresh pineapple, 4 oz. cream cheese, 2 oz. chopped walnuts, paprika pepper, 4 oz. cooked prunes, CWS mayonnaise for serving.

Place ham on flat serving dish and surround with lettuce leaves and sliced pineapple. Mix chopped walnuts and cream cheese and roll into balls. Dust with paprika pepper. Arrange the balls and prunes on the pineapple.

### ENGLISH GARDEN CHUTNEY

3 lb. green cooking apples, 3 lb. ripe plums, 2 lb. red tomatoes, 3 ridge cucumbers, 1 lb. onions, 1 lb. brown sugar,  $\frac{1}{2}$  oz. mustard seed, 6 chillies, 12 pepper-

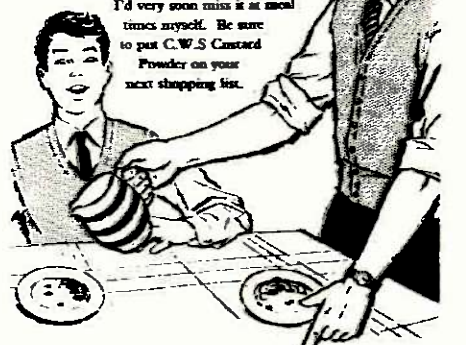
corns, 2 small pieces root ginger, 12 cloves, 1 teaspoon CWS nutmeg, 1 teaspoon CWS ground cinnamon, 4 oz. coarse salt, 5–6 pints CWS vinegar.

Peel and slice apples. Quarter and stone plums. Skin tomatoes, quarter and remove stalk ends. Chop onions and cucumbers. Boil together vinegar, sugar, salt, nutmeg, cinnamon and seeds. Add the prepared fruits and vegetables.

Suspend the ginger, peppercorns, cloves, and chillies in a piece of muslin in the vinegar. Simmer gently about two hours, until reduced to a pulp. Remove bag of spices. Pour into hot jars and cover tightly.

If there's one thing I do like . . .  
it's C.W.S. Mustard

Makes all the difference to a pudding. Smooth and creamy, with a delicious flavour that's all its own. The wife wouldn't be without C.W.S. Mustard—and I'd very soon miss it at meal times myself. Be sure to put C.W.S. Mustard Powder on your next shopping list.



### C.W.S. MUSTARD POWDER

for smooth, creamy, delicious mustard



12 oz. drum  $\frac{1}{2}$  and other sizes

FROM CO-OPERATIVE STORES







★ The shoes are examined at least twice by experienced scrutineers who know just what points to look for

**T**HOUGH mothers are becoming more aware of the importance of correct fit when buying shoes for their children, many of them are uncertain of what actually is a good fit. So I was told recently by the manager of a factory which specialises in children's footwear.

"To give the foot room to develop on the right lines," said my informant, "there should be a space of nearly three quarters of an inch in front of the toes. A well-trained shop assistant knows this, but many mothers do not. In fact,

## Children's Feet Must have Room to Develop

if a mother sees the outline of her child's foot in a correctly fitting shoe under a Pedoscope (an X-ray machine used in shoe shops) she often thinks the shoe is too big."

Another thing many mothers do not realise is that it is possible to have a bad fit without the child being aware of any discomfort. The bones in a child's foot are very soft and not completely knit, and can easily adapt themselves to the shape of a shoe. Ill-fitting footwear, therefore, could distort without causing any pain.

Because of the dangers inherent in a badly fitting shoe, reputable manufacturers pay great attention to fit. The CWS footwear factory at Derby, for instance, produces its Nature-fit range in as many as four different widths to every size and half size to ensure that the correct fit is available for every type of foot.

Before producing the range, the factory did a good deal of research into children's feet. Enlisting the help of the local education authority, they went into two local schools and measured the feet of over a hundred children.

During the past ten years, however, children's feet have been getting longer and wider, and tests still take place to

make sure the shoes keep pace with the change.

One test took place recently when the factory's chief designer went to a local health clinic to measure the feet of babies under the age of three. Granting permission for the visit, the health authorities paid a compliment to the factory's expert knowledge of fitting by asking the manager to give a talk on the subject to trainee nurses at their clinic.

Touring the factory, one point that struck me was the care taken to see that a perfect product emerges. The shoes

are examined at least twice by experienced scrutineers who know just what points to look for. The babies' "L" (for learners) shoes receive a particularly thorough inspection to see that they are perfectly smooth inside. "After all," I was told "a baby can't tell his mother that he is crying because his shoes are hurting him."

As well as its ordinary ranges, the factory also makes shoes to special measure for children with foot ailments caused by accident or illness.

This is rewarding work, for those engaged on it can often, as repeat orders come in, trace the child's progress over the years, and have the satisfaction of seeing a gradual improvement as the footwear takes effect.

By  
**Doreen Browne**

**H**ERE'S a rip-snorting LP from over the border that'll please the jazz fans. In *Have Tartan*—Will Trad, Ian Menzies and his Clyde Valley Stompers really go to town with "Mack the Knife," "Hot Time in the Old Town," and "Bill Bailey" among others on Pye NJL-23. Home-grown stuff that stands up to transatlantic competition.

Or you can be reminiscent with *The Mad Twenties* in which Bobby Short shows his versatility by singing and piano playing with three musical teams. On London HA-E 2215 they include "Tiger Rag," "Nagasaki," and "That's My Weakness Now" in the round dozen.

I never thought anyone could sing Sophie Tucker songs like the old lady, but Brenda Lee with the Anita Kerr Singers has a real hit in *Grandma, what great songs you sang!*

This young woman really puts them over including "Some of These Days," "A Good Man is hard to Find," and



"Toot, Toot, Tootsie," on Brunswick LAT-8319. This'll take fifty years off any grannie.

Next comes *Louis Armstrong Meets Oscar Peterson* on HMV CLP-1328, so that you get two very different approaches blending trumpet and piano in "That Old Feeling," "Blues in the Night" and others that make something like jazz history.

If you've a touch of Irish you'll enjoy *The Pipes and Drums of Ireland* with the Irish Guards band playing a score or so of national tunes on Beltona LBE-33 from "Let Erin Remember" to "The Minstrel Boy."

There's a plum for opera lovers this month with *Maria Callas* singing as Leonora in excerpts from Verdi's *Il*

*Trovatore* on Columbia 33CX-1682. Tantrums or no, Callas is the greatest soprano of the day and this is an outstanding recording, turgid as is Verdi's particular story.

Another outstanding LP from Columbia comes on 33CX-1684 in a selection of Verdi overtures conducted by Tullio Serafin. They include preludes from *La Traviata* and *Aida*.

In the Decca Opera Highlights series on 10-inch comes also *Il Trovatore* with Leonora sung by Renata Tebaldi, who may fairly be regarded as Callas's closest rival. The excerpts do not greatly clash and it is on BR-3024. A companion piece is Mozart's *Don Giovanni* on Decca BR-3025 with Cesare Siepi as the hero.

Strongly recommended on Oriole 45-CB 1540 is *Maureen Evans'* excellent *We Just Couldn't Say Good-bye*, while for horoscope fans Pye offers on 45 ZOD-1 a reading for Aquarius people born between January 20 and February 18.—T.O.

## KNIT THIS SWEATER FOR THOSE Casual Occasions

HOME MAGAZINE  
KNITTING PATTERN  
No. 54



**MATERIALS.**—13 oz. Wavecrest Knitting 4-ply. Two No. 11 and two No. 9 needles, set of four No. 11 needles with points at both ends. Two stitch-holders.

**MEASUREMENTS.**—To fit 34–36 in. bust. Length, 25½ in.

**ABBREVIATIONS.**—k., knit; p., purl; st., stitch; sl., slip; w.fwd., wool forward; p.s.s.o., pass slip stitch over; tog., together; t.b.l., through back of loops; inc., increase by working into front and back of stitch; dec., decrease by working 2 sts. together; beg., beginning; alt., alternate; rep., repeat; patt., pattern; in., inches; m.b., make bobble by p.1, k.1, p.1, k.1 into next st. thus making 4 sts. out of next st., turn, k.4, turn, p.4, slip 2nd, 3rd, and 4th sts. over first st.

**TENSION.**—6½ sts. and 8½ rows to one square inch on No. 9 needles, measured over stocking stitch.

### SLEEVE PIECE

Using No. 9 needles, cast on 2 sts. and p. across these sts. **1st row:** inc. in first st., k. to end. **2nd row:** cast on 2, p. to end. **3rd to 6th row:** rep. 1st and 2nd rows twice. **7th row:** inc. in first st., k. to end. **8th row:** cast on 4, p. to end. **9th to 12th row:** rep. 7th and 8th rows twice. **13th row:** inc. in first st., k. to end. **14th row:** cast on 6, p. to end. **15th and 16th rows:** as 13th and 14th. **17th row:** inc. in first st., k. to end. **18th row:** cast on 8, p. to end. **19th to 34th row:** rep. 17th and 18th rows 8 times (121 sts.). Slip these sts. on to a stitch-holder and leave.

Work another Sleeve Piece to match reading k. for p., and p. for k. throughout, commencing as follows:—

Using No. 9 needles and light, cast on 2 sts., and k. across these sts.

**1st row:** inc. in first st. purlwise, p. to end. **2nd row:** cast on 2, k. to end. **3rd to 6th row:** rep. 1st and 2nd rows twice.

**Panel Patt. 25** referred to as "panel 25" throughout.

**1st row:** p.2, k.5, p.2, k.2, w.fwd., sl.1, k.2 tog., p.s.s.o., w.fwd., k.2, p.2, k.5, p.2. **2nd and alt. rows:** k.2, p.5, k.2, p.7, k.2, p.5, k.2. **3rd row:** p.2, k.2, m.b., k.2, p.2, k.2 tog., w.fwd., k.3, w.fwd., k.2 tog., t.b.l., p.2, k.2, m.b., k.2, p.2. **5th row:** as 1st row. **7th row:** p.2, k.5, p.2, k.7, p.2, k.5, p.2. **9th row:** as 7th row. **10th row:** k.2, p.5, k.2, p.7, k.2, p.5, k.2. These 10 rows form the patt.

### FRONT

Using No. 9 needles and the two needle method, cast on 116 sts. Work 8 rows in k.1, p.1 rib. **Next row:** make hem by knitting tog. one st. from needle and one loop from cast-on edge all across row. **Next row:** p.

Proceed in stocking stitch panels with side panels as follows:—

**1st row:** k.24, patt. 25 (1st row), k.18, patt. 25, k.24. **2nd row:** p.24, patt. 25 (2nd row), p.18, patt. 25, p.24. These 2 rows form repeat of stocking stitch panels, (next row being 3rd row of patt. 25).

Keeping panel patts. correct throughout continue on these sts. until work measures 16 in. from lower edge, finishing so that right side of work will be facing when working next row.\*\*

**Divide for neck** as follows:—

**Next row:** work across 58 sts., turn. **Next row:** work to end. Proceed on this group of 58 sts. **shaping armhole and V neck** as follows:—

**1st row:** k.1, k.2 tog., t.b.l., work to end. **2nd and alt. rows:** work all across. **3rd row:** as 1st row. **5th row:** k.1, k.2 tog., t.b.l., k.16, k.2 tog., work to end.

Continue dec. at armhole edge on every alt. row as before until 14 more dec. (17 in all) have been worked at armhole edge, at the same time, dec. inside panel as before on every 6th row from previous dec. until the 17 armhole dec. have been completed, thus finishing at neck edge (36 sts.).

**Place Sleeve Piece** as follows:—

**Next row:** work all across, slip sts. from one Sleeve Piece on to No. 9 needle with wrong side facing (sleeve shaping matching armhole shaping), p. across these sts. (157 sts.). Continue dec. inside panel only as before on next and every following 6th row until 7 more dec. (12 in all) have been worked inside panel.

Continue on these sts. until work measures 5 in. along edge of sleeve, finishing at sleeve edge.

**Shape top of sleeve and shoulder** by casting off 40 sts. at beg. of next and every alt. row until 30 sts. remain, then 10 sts. at beg. of every alt. row until all sts. are worked off. Rejoin wool to remaining group of sts. and work to end. **Next row:** work all across. Complete to match other half of Front, the first 5 rows being as follows:—

**1st row:** work to last 3 sts., k.2 tog., k.1. **2nd and every alt. row:** work all across. **3rd row:** as 1st row. **5th row:** Patt. 35, k.2 tog., k. to last 3 sts., k.2 tog., k.1.

### SLEEVE PIECES AND BACK

Working in stocking stitch omitting side panels, work as Front to \*\*. Work 2 more rows in stocking stitch. **Shape armholes** as follows:—

**1st row:** k.1, k.2 tog., t.b.l., k. to last 3 sts., k.2 tog., k.1. **2nd row:** p. 3rd to 34th row: rep. 1st and 2nd rows 16 times (82 sts.).

**Place Sleeve Pieces** as follows:— Slip sts. from one Sleeve Piece on to needle containing 82 sts., right side facing (sleeve shaping to armhole shaping) rejoin

wool and work all across, slip sts. of second Sleeve Piece on to empty No. 9 needle, k. to end (324 sts.). Continue on these sts. until work matches Front up to top of sleeve shaping.

**Shape top of sleeves and shoulders** by casting off 40 sts. at beg. of next 6 rows, 10 sts. at beg. of following 6 rows (24 sts.). Slip these sts. on to a stitch-holder and leave.

### CUFFS

Using a back-stitch seam join top of sleeves and shoulders.

With right side of work facing, using No. 11 needles, **knit up** 58 sts. along edge of sleeve. Work in k.1, p.1 rib for 3 in. Cast off in rib.

### NECKBAND

Using set of No. 11 needles, with right side of work facing, **knit up** 174 sts. round neck, including sts. from stitch-holder. K. 8 rounds, dec. 1 st. at each side of centre V on every round.

**Next round:** k. K. 8 rounds, inc. 1 st. at each side of centre V on every round. Cast off loosely.

### TO MAKE UP

Block and press on wrong side using a warm iron and damp cloth. Fold Neckband at centre and neatly flat-stitch on wrong side of work to form hem. Using a back-stitch seam join shaped portions at armholes, join side and sleeve seams. Press seams.



# FOR BOYS and GIRLS

## Three Centuries of Science

**N**EXT month the Royal Society—the most famous scientific society in the world—will be 300 years old. The society was formed during the Civil War and at first members met in London and Oxford. Later, the society's work gained the approval of Charles II who was himself interested in science. In 1662 he granted them their First Charter which allowed them to use the word Royal in their title.

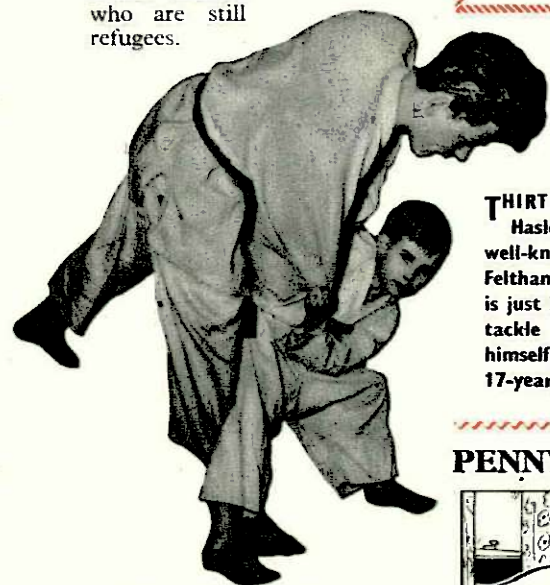
Since then the Society has been under the patronage of all the monarchs. The Society has always encouraged scientific research into a wide range of subjects, and one of its presidents was the famous Sir Isaac Newton.

Your friend, BILL

## Special Stamps for WRY

**S**EVENTY countries have issued special stamps for World Refugee Year.

On the stamps of fifty of the countries there appears an uprooted tree to symbolise the forty million people uprooted from their homes since the Second World War, and the fifteen million who are still refugees.



## Puzzle Solutions

**Who was the boy?:** (a) Oliver Twist, (b) Peter Pan, (c) Tom, the piper's son, (d) George Washington.

**Transport Problem:** India, Russia, Poland, Italy.

**Vegetable:** Parsnip.

## APRIL COMPETITION WINNERS

Gudrun Ferguson, 27 Barnsbury Street, Islington, London, N.1.

Terence Gordon Hossack, 31 Kings Road, Biggin Hill, Kent.

## THIS MONTH'S COMPETITION

If you could go where you pleased and by whatever method you liked, what kind of holiday would you choose for yourself? For this month's competition the Editor would like you to write and tell him, in not more than 300 words, about

### THE HOLIDAY I WOULD LIKE

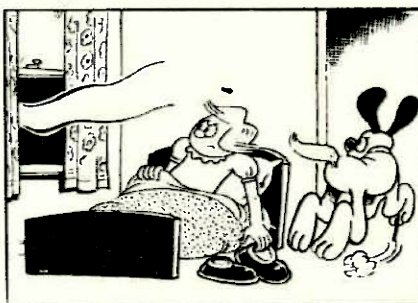
For the best entry in each of the two classes—those under nine, and those nine and over—there will be a bumper parcel of scrumptious sweets from Reddish Confectionery Works. Remember these rules:

- The entry must be your own work and in your own handwriting.
- Give your full name, address, and age.
- Post your entry before **JULY 1st to The Editor, HOME MAGAZINE, 1 Balloon Street, Manchester 4.**

## TINY BUT TOUGH

**THIRTEEN-year-old Malcolm Hasler** is the mascot of the well-known Ashford Judo Club at Feltham, Middlesex. Although he is just 3ft. 10in. tall, he has to tackle boys much bigger than himself, and here he "throws" 17-year-old Jeff Warren.

## PENNY and BOB



## THIS MONTH'S PUZZLE PIE

### WHO WAS THE BOY?

- Who was the boy who asked for more
- Who never grew up
- Who stole a pig and ran away
- Who never told a lie

### TRANSPORT PROBLEM

John is a seasoned traveller and he has used many unusual forms of transport. Among the vehicles in which he has ridden

are a tonga, a droshky, a britz-ska, and a vettura. Can you name the countries he has visited?

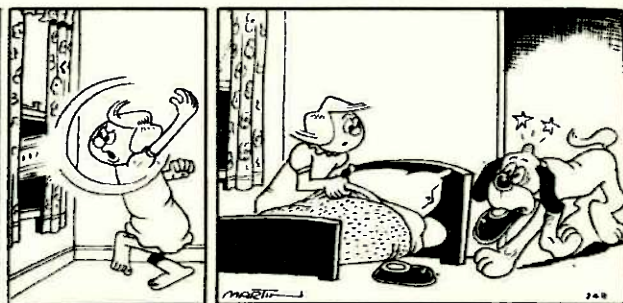
### VEGETABLE

Put the name of a vegetable between these rows of letters to give you seven three-letter words reading down.

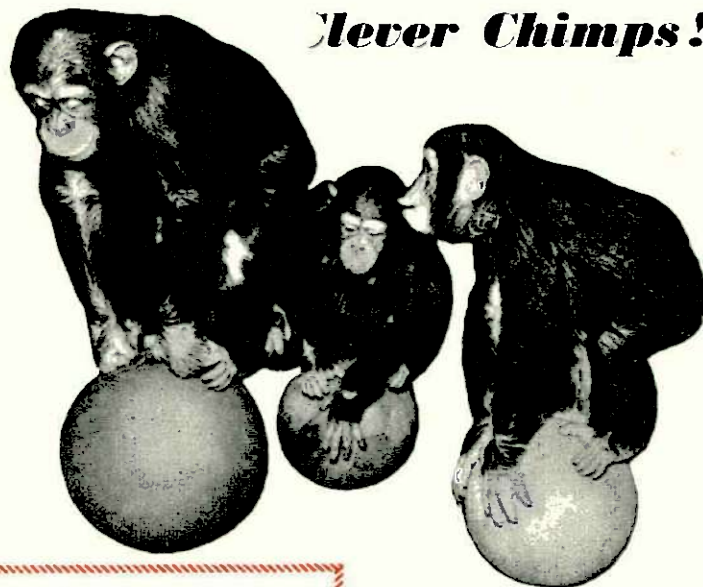
S P I A O P A

Y T E S E N E

## By GEORGE MARTIN



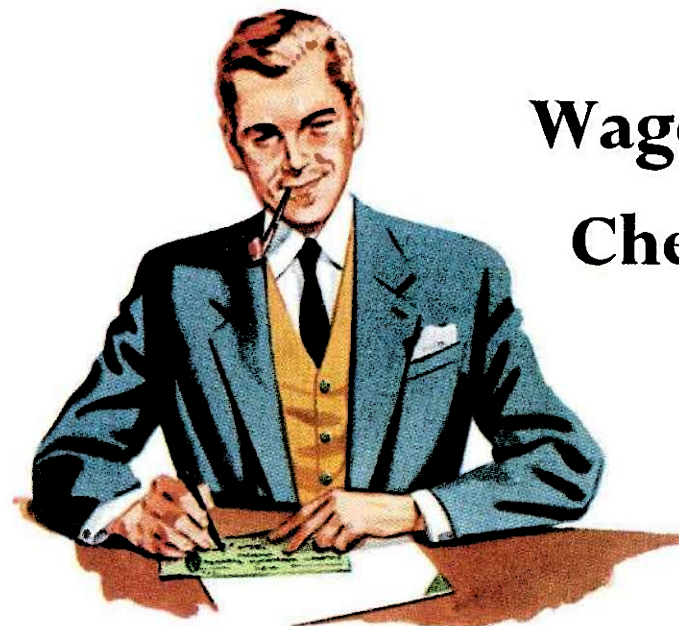
## Never Chimps!



★Yes, they certainly are on the ball. Those famous chimps at London Zoo are at it again. This time they've learnt a new trick—balancing as you see them and rolling around their cage much to the delight of the on-lookers.

Above, you see three of the chimps; Fifi (left), Josie, and Sam (right), obviously enjoying themselves as they use balls of different sizes to play their new game.

## Wages By Cheque?



When you have a banking account there is no need to worry about how your wages are paid—the amount can go into the account. You can then regulate your expenditure by drawing sufficient cash to meet your day-to-day needs, and pay all your other bills by cheque, or, for regularly recurring items of expenditure, such as mortgage repayments and insurance premiums, by standing order instructions to the Bank. These two basic uses for an account are backed up by many other services designed to save time, trouble, and worry.

The C.W.S BANK—the Bank of the Co-operative Movement—allows interest on all current accounts, whilst the commission charge for personal accounts is 5/- per ledger page of some 30 entries, and for other accounts a small fixed percentage on the total of withdrawals made.

If there is not a Branch of the Bank in your town, then your own co-operative society will transact local business as agents of the Bank.

Why not let the C.W.S Bank take some of the worry out of your money matters?

Please complete and forward the coupon below for full particulars.

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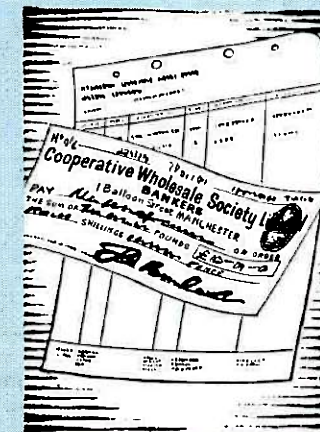
London Office:  
99 Leam St., E.1.

PLEASE SEND ME YOUR ILLUSTRATED FOLDER WITH TERMS OF ACCOUNTS, ETC

NAME .....

ADDRESS .....

(H.M. 60)



SECURITY



## OUR NEW PREMISES OPEN ON JUNE 18

At last the official date for the opening of the new premises in Church Street has been decided—it is Saturday, June 18, at 10-30 in the morning. As many of you already know, the new departments have been in use for a few weeks. This has been necessary so that trade could continue while alterations were made to other parts of the central premises.

This is a very fine block of shops, certainly the best in Tamworth and district; shops that we Co-operators can be proud of, for they belong to us.

In the next issue of HOME MAGAZINE we will give a detailed description of the buildings and of the official opening of the premises, but in the meantime go along and see for yourselves.

It is quite easy to find anything that you require in these new shops, for at the entrance and in other places direction notices tell what is sold on each floor and how to get there.

Be at the official opening on Saturday, June 18, at 10-30 a.m.

## Two Diamond Weddings

As you know, our society always acknowledges the golden and diamond wedding anniversaries of our fellow members, but it is not often that two diamond weddings come close together, as it did in the case of Mr. and Mrs. Simpkins of Heath Street, Tamworth, and Mr. and Mrs. Pegg of Florendine Street, Amington.

These very good members of ours were pleased to receive their cakes (as all the recipients are).

Mr. and Mrs. Pegg, who are 88 and 83 years old, wrote a delightful letter to the committee expressing their thanks, and stated that they had been members for 65 years. They have a life-time of membership in the Co-operative Movement and are still using both their share numbers, for they have one each, still finding the benefits of the Co-op as they did in the beginning of their married life.

### Call at office

Mrs. Simpkins came to the office to express her thanks and those of her husband, two young people of 82 and still strong in Co-operation.

Mrs. Simpkins told how they had never drawn their dividend but had always left it in their share account for a rainy day. Sound practice for them, sound advice for we younger members, for as Mrs. Simpkins said, during the long years of their married life the rainy day came quite often, and it was when it was possible to fetch a pound from the Co-op that she and her husband felt the benefit of their Co-op dividend.

To Mr. and Mrs. Pegg and Mr. and Mrs. Simpkins, members old in years but young at heart, we send our very best wishes for many more years together.

### WOOL STILL 'TOPS'

WORLD consumption of raw wool last year was a record of 3,180 million lb. This was 12 per cent greater than in the recession year 1958 and 8 per cent above the previous peak established in 1957.

The most striking gain was made by Japan, which used 40 per cent more wool than in 1958, while the U.K. showed an improvement of 15 per cent.

## Golden Weddings

Mr. and Mrs. Winter, 49, Dordon Road, Dordon, May 12.

Mr. and Mrs. Hitchiner, 60, Halford Street, Tamworth, May 14.

Mr. and Mrs. E. Hinds, 60, Manor Road, Bolehall, Tamworth, May 16.

Mr. and Mrs. Martin, 16, Watling Street, Wilnecote, May 16.

## OBITUARY

WE regret to announce the deaths of the following members, and offer our sympathy to the bereaved relatives.

John William Hamson, Mile Oak, April 9.

Annie Mercer, Kettlebrook, April 6.

Lillie King, Glascote, April 6.

William John Miley, Belgrave, April 10.

Beatrice Read, Dordon, April 7.

Elsie Louisa Dennis, Tamworth, April 1.

Sarah Ann Steadman, Austrey, April 8.

Frederick John Priest, Kettlebrook, April 6.

Francis Harold Pickering, Elford, April 9.

Sarah Pipe, Tamworth, April 23.

Alice Archer, Glascote Heath, April 27.

Lily Webb, Kingsbury, April 27.

Charlotte Ellen Barlow, Amington, April 28.

Harry Bentley, Shuttington, April 22.

Wyndham George Owen Marshall, Dordon, April 15.

John Brown, Shuttington, April 21.

## Picnicking gets new lease of life

WHEN we were young there was always a magic moment in the summer when Mum would suddenly turn round and say: "Let's all go on a picnic."

Then there was the thrill of helping to make up the sandwiches, the excitement of packing away all the "goodies," with mouths watering at the prospect to come.

Yes, picnicking is one of those simple pleasures that we have inherited from a less sophisticated age, but the tremendous boom in motor-ing has given it a new lease of life.

Now, on golden summer days every roadside has its quota of motorists enjoying an alfresco meal. With 10 or 12 "horses" at one's disposal there is no difficulty at all in conveying a hamper, and often there are collapsible chairs and a table as well. Whether there is quite the same enjoyment or not is a matter for conjecture.

But whether you like the old-style picnic or the new—one thing has not changed. Your best source of supply is your Co-op shop.



There is Wheatsheaf, the best of bread, for your sandwiches; Avon-dale butter, or Gold Seal margarine, which contains 10 per cent butter; and a variety of delicious fillings too numerous to mention.

Pork pies, tongue, ham, jelly cream . . . the list of good things your Co-op can supply is endless.

Even on a picnic poor old Dad never gets any rest—for the kiddies are sure to ask him to play cricket,

rounders, hide-and-seek, or something equally strenuous. It's thirsty work keeping up with the younger generation, but a glass of sparkling CWS squash works wonders.

### Spend wisely

So, old style or new, if you go on a picnic, make sure you first stock up at your Co-op. You save while you spend at the stores.

And just a final word—if you do go on a picnic, don't leave your litter behind. It spoils other people's enjoyment, you know.

## CWS soccer boots on the ball

WASHABLE, white rubber soles, lower cut ankles, and lace-to-toe uppers are three of the new features of the range of football boots which the CWS is to make for the 1960-61 soccer season.

The eight different styles of men's and boys' boots in the range emphasises the fashion trends in sports footwear with ambitious colouring added to streamlined, lightweight Continental styling.

Blackpool and England wing wizard Stanley Matthews, a consultant designer for the CWS, had pressed for lower boot legs than the usual classic football boots.

This has been done, and the general difference in ankle heights amounts to almost an inch.

The novel white-soled soccer boot, which can be washed as clean-as-new after use, incorporates low-cut lines, the lace-to-toe-pattern, and is padded along the top of the boot leg for extra comfort. It is made in both men's and boys' sizes.

Comparatively new to this country, the lace-to-toe pattern makes the boot much easier to put on and take off.

### Extra comfort

A super-quality boot is the new H38, which has a leather sole and studs and de luxe padding in the boot leg. A special inner sock and an outside counter at the heel eliminates bulky inside seams.

Other designs in the range feature padded ankles, toe-cap or open-cap designs, vulcanised or leather soles, yellow, red, or white laces, and white leather insteps, straps, or facings.

Three new styles of lightweight rugby boots have leather soles and padded ankles.

## CIS CENTENARY PREPARATIONS

IN preparation for its centenary in 1967 the Co-operative Insurance Society is gathering material to be used as the basis of a history of the society.

Information is particularly required about local operations of the society during the 46 years before CIS shares were acquired by the CWS and SCWS in 1913. Notes from anyone who has such information will be welcome.

Any policies, prospectuses, leaflets, etc., issued prior to 1913 would be gladly received and, if necessary, returned to the lender after inspection.

Information, documents, etc., should be sent to Mr. R. Dinnage, general manager and secretary CIS, 109 Corporation Street, Manchester 4.





# WHEATSHEAF

## PURE DAIRY CREAM

*SO RICH • SO PURE • SO THICK*

Fruit, jellies, trifle — transform them all into exciting, extra-special luxury sweets by adding rich, thick, Wheatsheaf Pure Dairy Cream. Mm! — Mm! Luxury eating at 1/- and 1/3<sup>d</sup> a tin!

FROM CO-OPERATIVE STORES