

TAMWORTH EDITION

NOVEMBER 1962

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FROM CO-OPERATIVE STORES

MAGAZINE

Editorial Office:
1 Balloon St., Manchester 4

NOVEMBER, 1962 Vol. 67, No. 11

'Menu' change

THE statisticians at the Board of Trade have been adding up their long columns of figures and discovered a major change in our eating habits.

The national "menu" showing what the average Briton eats in a year reveals that we are consuming more meat, poultry, potatoes, fresh vegetables and fruit than before World War II. And less sugar, butter and fish.

On average we each downed 128 lb. of meat compared with the pre-war figure of 116.5 lb. Pork was more popular, mutton and lamb remained the same, while the traditional roast beef of Old England appeared on our Sunday dinner tables less frequently.

Its place was taken, apparently, by the broiler chicken. Last year Britons each ate 14.6 lb. of poultry compared with a mere 5.1 lb. pre-war.

One surprise is that the humble potato, long the major villain in the war on the bulging waistline, is being served in even bigger helpings—221.8 lb. per head last year compared with 196 lb. in 1938.

There has been a big rise, too, in milk consumption. We are each drinking 88½ pints more a year.

Are we benefiting from this different diet? Not much, it seems.

In terms of calories (the measurement for the energy value of food) the daily figure for 1961 was 3,160 calories. Before the war it was 3,060.

The Editor



Ken Barlow finds his
dream home



THOSE Coronation Street folks are always getting up to something. And when Ena Sharples meets schoolteacher Ken Barlow she will certainly give him a piece of her mind.

The nerve of it. Ken has actually decided to leave the street for some do-it-yourself place he has been working on outside the town. Does he think he is too good for Coronation Street?

We are only joking, of course. The true story is that Bill Roache, who takes the part of Ken Barlow in the well-known TV series, and his actress wife, Anna Cropper, have been looking for a "dream home" and have at last found it (above).

Situated on the moors about 15 miles from Manchester, Anna says it has real "atmosphere." Bill and her have been working hard at altering it themselves (left) to suit their own tastes and now it is ready.

Staff writer ERIC ROSE recently visited them and tells their story with pictures on page 13.



Our cover: In with the Cascade anti-freeze and, come what may, dad is all set for the winter. But wait until he spots that budding Stirling Moss topping up his petrol tank—with water!

Women are the best drivers

says **HILDA McLEOD***



Mrs McLeod runs her own driving school in Cheshire. She has been driving cars since she was in her teens. She took the RAC examination for driving instructors and is a member of the Association of Motor Schools and Driving Instructors.

*In an interview
with **KATE HUTCHIN**

I CAN never understand where the myth arose that women are not good car drivers, that they are careless and irresponsible. I can only conclude that it was invented by men to bolster up their feeling of superiority—a feeling which seems to be intensified when they are driving a car.

Sitting at the wheel of a car seems to do something to a man's ego. He may be a perfectly normal, rational human being in his home, in his office, in his pub or club. But once he revs up that automobile engine he is a changed man. The power of the engine seems to go to his head. He becomes a super man, a sort of god in a winged chariot, and he simply cannot resist the temptation to "get cracking."

You have only to look at him as he speeds away, his arm resting nonchalantly on the window, his eye fixed on the car in front which he is determined to pass at the first possible moment, to realise that here is no ordinary man using a convenient method of getting from A to B.

In this mood of elation he is tempted to go too fast, to take unnecessary risks, to imagine that he can forge ahead regardless.

Contrast this with the attitude of the ordinary woman towards her motor car. To her the car is a means to an end; a necessary part of her job, whether she is a career girl or a housewife and mother.

She doesn't want to show off at all. She wants to do her job, get her children to school, get her husband to the station, do the weekly shopping, or whatever it is she has to do, with the minimum of fuss and the maximum of safety.

It doesn't matter to her whether she is passed by a few other motorists on the way, or whether she takes a few minutes longer to reach her destination than a racing motorist would take. So long as the children are at school in time, or her husband can catch his train comfortably, she is perfectly happy.

Perhaps it's because in a woman's life there is really no equivalent of the pub or the club, where she can go and brag about her exploits on the road, as men so often do. It isn't a case of "It took me five hours ten minutes from Manchester to Edinburgh," or "I did Staples Corner to Hatfield in 14 minutes" with her. At all the hen parties I've ever been to (and I've been to quite a few in my time) I've never found women talking about their dazzling performance at high speeds, or anything like that.

Of course, it isn't really fair to generalise about either sex. There are women

who are bad drivers, and there are men who are brilliant, careful, conscientious to a fault, and as safe on the road as they are admirable.

But a great majority of men tend to behave in this superior way—and most women at the wheel behave with just that combination of common sense and consideration for other road users that deserves the respect of others.

It is the men who have made up all those stories about women drivers and their girlish little ways. It's the men who coin phrases like: "If a woman puts her arm out, the only thing you can be sure of is that the window's open," or: "When a woman gives a signal that she is going to turn right it means that she is pointing out where Auntie Mary lives, or is making sure that it has stopped raining, or is doing her body beautiful exercises—but it usually means that she is about to turn left."

LET a woman pass a man driver and he is so affronted that he will go to any length to overtake her in his turn, even if it means doing so when she has slowed up before a crossroad or a dangerous bend. The consequence is sometimes a nasty accident, for which he quite unjustly blames the woman.

This is carrying the battle of the sexes too far, and I am all against it. But the truth must be faced. There is a difference, between men and woman drivers. I myself see this difference between the sexes in the very early stages of teaching people to drive. And my fellow instructors bear me out in my observations.

Take the teenagers, more and more of whom want driving lessons for their seventeenth birthday present nowadays.

After he has had a lesson or two and picked up the rudiments of driving, the boy teenager immediately wants to drive too fast, to fancy himself on the track as a budding Stirling Moss. He has a tendency to be over-confident, which has to be controlled if he is going to pass his test.

The girl teenager is altogether different. She has a sort of humility about her. She listens carefully to all that you tell her, and pays far more attention to detail.

It's the same with the young housewives who come to me for lessons. They have a mature outlook on life, and care far more for the safety of their children than about the effect they may be creating by their spectacular feats of driving.



There are women who like to drive still dressed for smart occasions, and those who like to dress in casuals.—trews, soft flattie shoes, and roomy jackets or sweaters. Finally, there are the women who still like to look smart once they have parked the car to go shopping, but need a flat or near-flat shoe and comfortable, crease-resisting clothes to cope with the problems of "children in the back" and large unwieldy shopping baskets.

Our picture shows three contrasts: Left, large and loose "Chunkee" cardigan in 100 per cent wool, with neat collar and huge buttons. A CWS

"Lanfield" cardigan, available in eight shades, in sizes 32 in. to 42 in. bust. Approximately, according to size: from 52s. 6d. The "black watch" tartan trousers, also done in "brown watch," are style U.2348 from the CWS range. They come in waist sizes 24 in. to 30 in. Retail price, approximately 33s. 11d.

Centre, the CWS "Lanfield" fully fashioned sweater, style 619 has firm vee-neck, long sleeves. From a range of a dozen shades, in sizes 34 in. to 42 in. bust. Price, according to size, from about 31s. 6d. The skirt is from a range of "Lanfield" Terylenes, by

CWS. Style T2917, comes in several shades, waist sizes 24 in. to 32 in. Approximate price, from 57s. 6d.

Right, the smart CWS "Lanfield" suit, style U.3704, has this season's newest scarf neckline, straight jacket, narrow skirt. In blue, green or tan tweed. Sizes 7, 8, 9. Price approximately £9 19s. 6d. You will also notice that this well-dressed driver has chosen a hat, and court shoes (with a firm stacked leather heel), and considers both an absolute necessity, especially for the career woman.

Nature created women to have more patience and to take things more quietly than men. You can see it in the kind of cars they choose. The young men all want sports cars that go zoom-zoom-zoom, and the older men want status symbols like a Jaguar or a Bentley. But women just want a car to get around in, and though they like it to be an attractive colour and a good design they don't yearn for a car with power-plus.

What a rare thing it is for a woman to be charged with being drunk in charge of a motor car! Generally speaking, she has neither the urge nor the opportunity

to get involved in those convivial drinking schools with their countless "ones for the road," which so often lead to impaired judgment and tragedy.

In the majority of cases a woman driver will be content to have a "soft" drink when she knows she has a journey ahead of her.

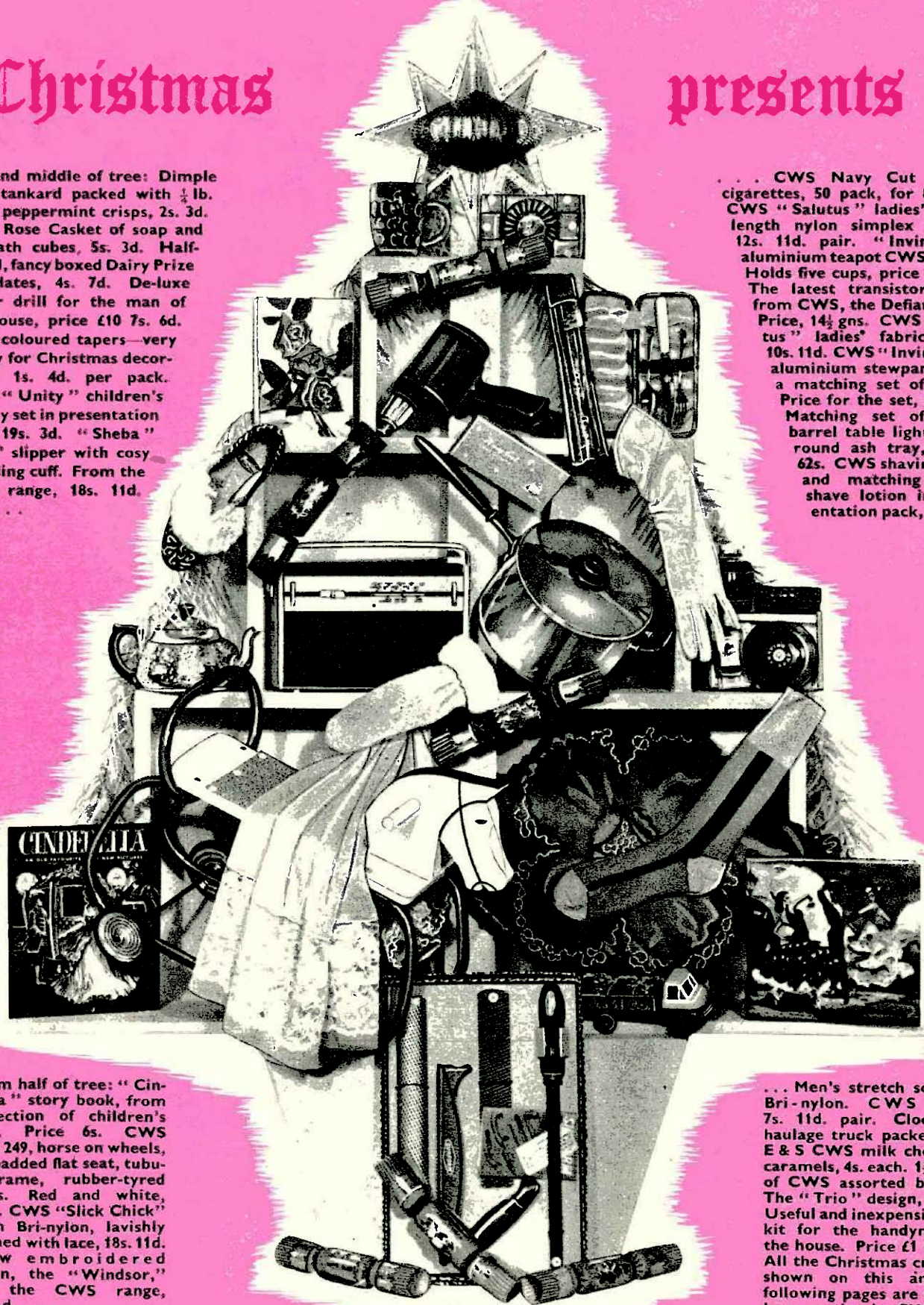
On the whole the woman is more consistently sober than the man, and the result is that she is a more reliable and predictable driver.

Women drivers like Sheila van Damm and Pat Moss stand out because they have reached the top, perfecting their

driving at speed and making an excellent job of it. In rallies, where one is providing a spectacle made more piquant because of its element of danger, brilliant performances at super speed are admirable. But on the roads of this overcrowded little island of Great Britain, with its built-up areas and zebra crossings and schools on the main roads, courtesy, conscientiousness, attention to detail and intelligent anticipation of danger ahead are to my mind even more important. And these are the qualities that emerge consistently in women's driving.

Christmas

Top and middle of tree: Dimple glass tankard packed with $\frac{1}{4}$ lb. CWS peppermint crisps, 2s. 3d. CWS Rose Casket of soap and six bath cubes, 5s. 3d. Half-pound, fancy boxed Dairy Prize chocolates, 4s. 7d. De-luxe power drill for the man of the house, price £10 7s. 6d. CWS coloured tapers—very pretty for Christmas decorating, 1s. 4d. per pack. CWS "Unity" children's cutlery set in presentation case, 19s. 3d. "Sheba" ladies' slipper with cosy shearling cuff. From the CWS range, 18s. 11d. pair . . .



Bottom half of tree: "Cinderella" story book, from a selection of children's books. Price 6s. CWS model 249, horse on wheels, with padded flat seat, tubular frame, rubber-tired wheels. Red and white, 39s.4d. CWS "Slick Chick" slip in Bri-nylon, lavishly trimmed with lace, 18s. 11d. Pelaw embroidered cushion, the "Windsor," from the CWS range, 35s. 11d. . . .

presents

CWS Navy Cut Junior cigarettes, 50 pack, for 8s. 6½d. CWS "Salutus" ladies' elbow length nylon simplex gloves 12s. 11d. pair. "Invincible" aluminium teapot CWS make. Holds five cups, price 11s. 6d. The latest transistor radio from CWS, the Defiant A.56. Price, 14½ gns. CWS "Salutus" ladies' fabric mitt, 10s. 11d. CWS "Invincible" aluminium stewpan, from a matching set of three. Price for the set, 49s. 3d. Matching set of wood barrel table lighter and round ash tray, price, 62s. CWS shaving bowl and matching after-shave lotion in presentation pack, 6s. 10d.

... Men's stretch socks in Bri-nylon. CWS make, 7s. 11d. pair. Clockwork haulage truck packed with E & S CWS milk chocolate caramels, 4s. each. 1 $\frac{3}{4}$ lb. tin of CWS assorted biscuits. The "Trio" design, 6s. 11d. Useful and inexpensive tool kit for the handyman of the house. Price £1 19s. 9d. All the Christmas crackers shown on this and the following pages are from a large section by CWS.

that will

Top and middle of tree: Forty CWS Number One, Navy Cut cigarettes, gift packed, 9s. A drum of fragrant CWS Crysell bath salts, 2s. CWS baby bath set. Two tablets of baby soap plus a talcum powder filled plastic animal, 5s. 3d. CWS Windsor china breakfast set for two, pretty Yellow Rush pattern, £2 15s. CWS "Salutus" women's cosy fur-backed gloves, £1 10s. 11d. CWS men's warmly lined Grecian slippers, 26s. 11d. Box of three CWS men's handkerchiefs, 6s. 6d. . .



Bottom half of tree: Oriental No. 16 tea canister, containing 1 lb. special blend English and Scottish CWS tea, 7s. 6d. Plaited shopping basket from exciting range at prices from 18s. 11d. to 24s. 11d. CWS Chic tricycle with strong steel frame. White or red, with yellow wheels, £1 19s. 4d. ...

bring joy...

. . . Handpainted 3-D effect picture, cellophane packed, with 6 oz. CWS toffee whirls, 4s. 6d. Fancy embroidered CWS Pelaw tea cosy from wide selection ranging from 3s. 3d. New CWS Speedstar quick-boiling 3-pint kettle, 2,250 watts, £4 2s. 6d. CWS infants' novelty "Looby Loo" slippers in warmly-lined blue velvet. From 8s. 11d. Gaily rose patterned CWS food canister, 14s. 10d. set of four plus rack. Gift pack of 40 CWS Jaycee tipped cigarettes, 7s. 8d.

... Smart men's umbrella from CWS Penguin range at prices from 39s. 6d. Men's CWS Lestar shirt, collar sizes 14-17, £1 17s. 6d. Luxurious CWS Devonian fan-shaped sheepskin rug, 24 in. by 48 in., £3 19s. 8d. Surprise cigarette holder disguised as cognac bottle, 5 gns. CWS T12 tape recorder, 26 gns.

...for friends

and family

Top and middle of tree: Cigars for the smoking connoisseur, five La Bella Whiffs, 6s. 6d. CWS A4 transistor radio, 10 gns. Novelty gun-shaped cigarette lighter, £2 12s. 6d. Box of ten CWS Nexum cheroots, 3s. 4d. Gift for the housewife, CWS Major iron, £1 16s. 3d. Wool collared girls' and infants' slippers in red or blue. From 12s. 11d. Delicious 2 lb. selection of CWS biscuits in pretty, rose-patterned gift tin, 8s. 6d. CWS Florentine candles in choice of colours, 2s. 3d. ...

... Handsome CWS Invincible 8x32 binoculars in case, £12 2s. 11d. Half-pound, fancy boxed, Dairy Prize chocolates, 4s. 7d. CWS Gannet tie picked from wide range at prices from 5s. 6d. Eighteen-piece canteen CWS Unity pagewood handled cutlery, £5 10s. CWS children's cosy sheepskin mitts, 13s. 6d. Attractively boxed set of two gaily striped CWS hand towels, 15s. Stocking filler box of CWS milk chocolate marshmallows, 2s. 9d.

Bottom half of tree: CWS Invincible non-stick frying pan and spatula, 21s. 6d. Elegant long umbrella from CWS Penguin range, £1 8s. 6d. Two-bar CWS electric fire, £1 18s. 6d. Gay CWS Pelaw scatter cushion from wide selection at prices from 5s. 9d. Children's full size camera, taking standard 127 film, plus free ½ lb. barley sugars, 5s. 6d. ...

... Roll top, rose-patterned CWS bread bin in choice of two sizes, 16s. 10d. and 13s. 3d. English glass fruit bowl and server, 17s. 9d. CWS girl's Penguin umbrella, 23s. 6d. Gift pack of two tablets luxury soap and tin Crysella talcum powder, 5s. Box of six CWS Cream Lavender bath cubes, 2s. 6d. CWS No. 2 set of six useful kitchen tools, £2 14s.

VARIETY FARE

Smile please



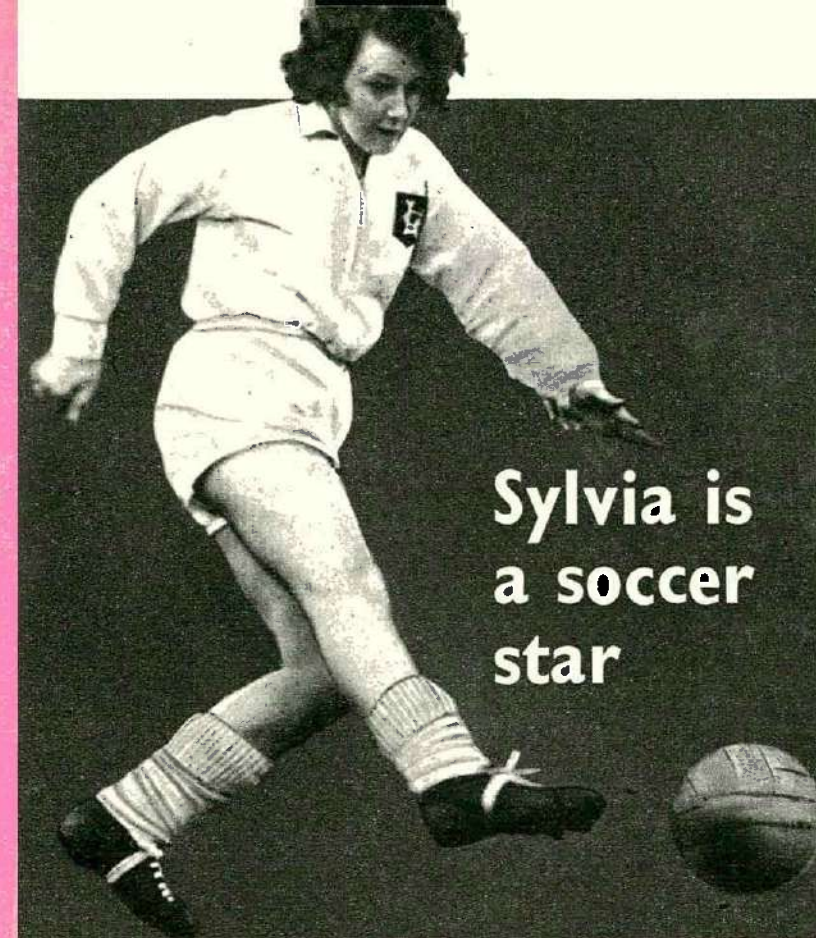
★ But not until you've prettied up ★

Indoor flash photography is popular at Christmas parties. But cry halt until you've prettied up. Here are a few tips.

Careless make-up shows cruelly on colour film. Check that your lipstick is on properly, and check that you aren't giving yourself a twenty-ish look. Place a tissue under your lower lashes when applying mascara and eyeliner.

Try to gaze slightly to one side of the camera. That fixed stare into the lens should be kept strictly for passports.

Another model girl's trick is to lick your lips quickly before the "shot," to make lips look moist and fresh.



Sylvia is a soccer star

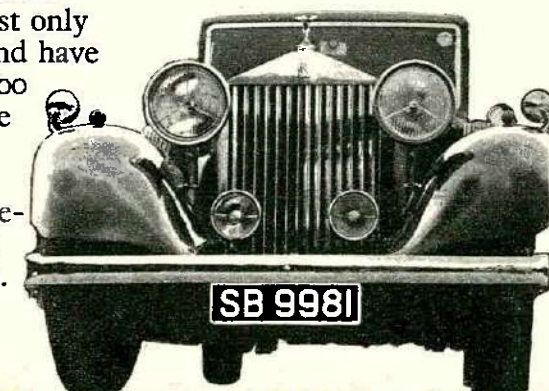
"THE Denis Law of women's soccer," say supporters of the Corinthians, world-famous team of girl football players, of 17 years old Sylvia Gore, the top goal scorer. Sylvia, of Prescot, Lancashire, has scored more than 50 goals for her team. In the two years since she joined, she has travelled the country, and last year went to Italy on a month's tour. A clerk with a Liverpool firm, Sylvia can play at any forward position, and puts on her football boots each night for a training session. The Corinthians have lost only 15 matches out of 325, and have raised more than £200,000 for charity. They are the outright winners of the Women's International Cup, won in Caracas, Venezuela, and holders of the Women's European Cup.

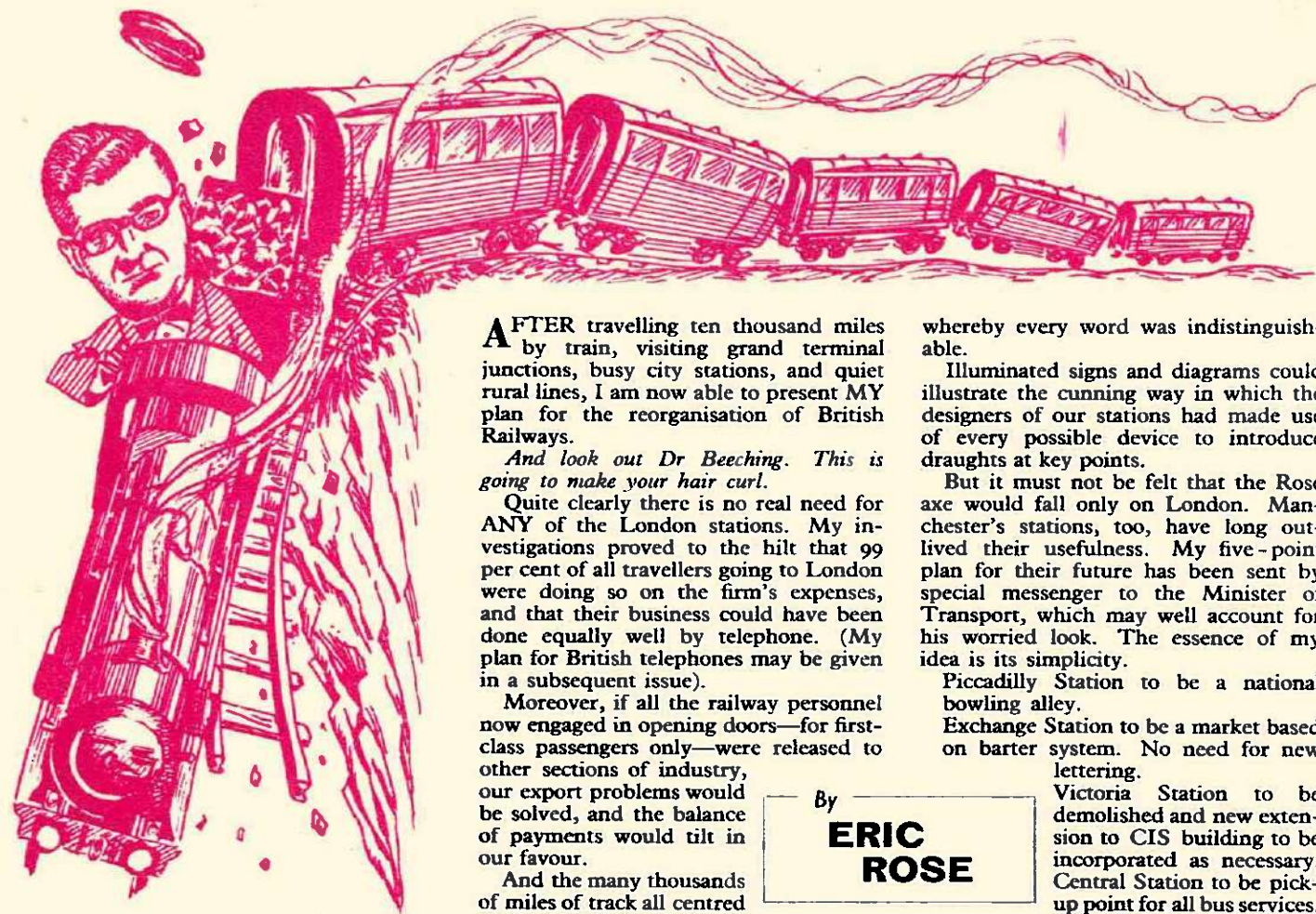
Off to work in a Rolls

WHEN Stanley Layland told his friends he had swapped his Morris Minor for a Rolls-Royce they thought he was joking. But the gleaming 1935 model Rolls he owns is shown below, and beside it he is pictured at the wheel. He swapped his former car for the Rolls about 18 months ago. Since then has travelled about 11,000 miles in it.

In his Rolls he cruises for 20 miles in luxury each day, from his home in Halifax to his job as an interior designer at CWS Architects Department, in Manchester.

The 27 years old engine still gives service which most modern motorists would envy, and the original paintwork, lovingly polished, gleams as it did when new.





My plan for British Railways



AFTER travelling ten thousand miles by train, visiting grand terminal junctions, busy city stations, and quiet rural lines, I am now able to present MY plan for the reorganisation of British Railways.

And look out Dr Beeching. This is going to make your hair curl.

Quite clearly there is no real need for ANY of the London stations. My investigations proved to the hilt that 99 per cent of all travellers going to London were doing so on the firm's expenses, and that their business could have been done equally well by telephone. (My plan for British telephones may be given in a subsequent issue).

Moreover, if all the railway personnel now engaged in opening doors—for first-class passengers only—were released to other sections of industry, our export problems would be solved, and the balance of payments would tilt in our favour.

And the many thousands of miles of track all centred on London would provide steel for 27 new processed hamburger factories, while the redundant rolling stock could be well used to solve our housing problem.

In addition, the main London termini could easily be adapted to make hostels for visiting delegations from former colonial possessions coming to see the former Imperial despots to obtain financial assistance. There are never fewer than 500 in Britain at one time.

As for the engines themselves, these would make ideal playthings for children in our parks, and the toddlers would have great fun driving up and down through the rodo . . . rohdho . . . rhoido . . . flower beds.

But so as not to lose the memory of what were once great institutions at least one London station, and I suggest Euston, should be kept intact so that our children can see the amenities their parents enjoyed. No doubt they would talk enviously of the delicate china in which mouth-watering BR tea was served, and the tastefully curled paste sandwiches on which we regaled ourselves in Lucullan abandon.

And what joy there would be on public holidays listening to the announcer system, which mechanical and electronic genius brought to a stage of perfection

whereby every word was indistinguishable.

Illuminated signs and diagrams could illustrate the cunning way in which the designers of our stations had made use of every possible device to introduce draughts at key points.

But it must not be felt that the Rose axe would fall only on London. Manchester's stations, too, have long outlived their usefulness. My five-point plan for their future has been sent by special messenger to the Minister of Transport, which may well account for his worried look. The essence of my idea is its simplicity.

Piccadilly Station to be a national bowling alley.

Exchange Station to be a market based on barter system. No need for new lettering.

Victoria Station to be demolished and new extension to CIS building to be incorporated as necessary. Central Station to be pick-up point for all bus services.

This is the most important bit. All passengers to and from Manchester to entrain and detrain at Chorlton-cum-Hardy.

Just think of the benefits, especially to C-c-H, and the beneficial exercise the passengers would get in legging it into the city.

Liverpool has not escaped the Rose Plan which, in the case of that noble port, is as simple as it is inexpensive. So simple that I cannot understand why it has not been thought of before. Consider this. The Manchester Ship Canal at present is only used by ocean-going vessels. Why not a gondola passenger service, bringing in a few experts from Venice to give assistance in the first crucial weeks, and to instruct the Merseyside gondoliers in the singing element of their work?

These are but a few of the suggestions in my 50,000 word report which will be on sale soon (price 3 gns.) and which I confidently predict will make Dr B. apply for premature retirement in a fit of chagrin.

But I bear the chap no ill will. After all we could do with someone like him to take control of our large chemical industries. Now there's a field in which he really could do some good!

By
**ERIC
ROSE**

A Christmas cake that beats them all

THE festive season is almost on us, so why not get yourself into the party spirit right away by making a start on the Christmas cake.

Here is one that will really be a thrill to bake. Not only has it the richness of a real old-fashioned Christmas, but it has just the right amount of decoration.

It is the Christmas cake to beat all Christmas cakes.

But don't let the job of icing it scare you. For it is really very simple. All you need is an icing set—and some patience.

For the cake itself you will need the following ingredients:—

6 oz. Avondale butter, 2 oz. Shortex, 8 oz. soft brown sugar, 5 eggs, 8½ oz. Federation or Excelsa plain flour, 14 oz. CWS currants, 9 oz. CWS sultanas, 8 oz. CWS raisins, 5 oz. CWS candied peel, 5 oz. CWS glace cherries, ½ teaspoon CWS mixed spice, 1 teaspoon CWS ground nutmeg, 1 oz. chopped almonds, grated rind and juice of 1 lemon, 1 oz. CWS ground almonds.

This will make enough to fill an 8 in. cake tin.

Prepare the dried fruit by putting into boiling water and simmering for five minutes. Drain and rinse under the cold water tap, then dry thoroughly.

Cream together the butter, Shortex and sugar. Beat in the eggs slowly but thoroughly. Sieve the flour and spices and carefully fold in with the ground almonds. Lightly stir in the fruit, quartered cherries, chopped almonds, candied peel, grated lemon rind, and lemon juice.

Pour in brandy

Line the cake tin with two layers of greaseproof paper. Put the mixture into the tin. Bake one hour at Mark 3 (350°F.), one hour at Mark 2 (325°F.), and approximately 1-1½ hours at Mark 1 (300°F.) until baked.

Allow to go cold in the tin. A little brandy may then be poured over the cake. Make small holes in the top and bottom with a darning needle or skewer to help it to penetrate.

Before we start on the most exciting part—the decorating—we will put an almond paste top to it. Here are the ingredients:

½ lb. CWS ground almonds, 4 oz. icing sugar, 4 oz. soft brown sugar or castor sugar, 1 egg.

Mix all dry ingredients. Add beaten egg and mix all together. Knead lightly

until smooth and well blended. Roll out and place on top of the cake.

For the Royal Icing you will need:

1½ lb. icing sugar, 2 egg whites, teaspoon lemon juice.

Sieve the sugar twice. Beat the egg white lightly with a fork. Beat in the sieved icing sugar gradually with a wooden spoon. Beat well until smooth and glossy. A little lemon juice can be added if the icing is stiff.

To make sure that you get a flat surface to the top of your cake for putting on your almond paste and icing, turn it over and use the bottom to work on. Trim off the rounded top so that it will sit properly.

Make sure that your almond paste is dry before icing your cake. Put the cake on an upturned plate to act as a turntable.

Spread the icing over the top. To smooth it, heat a palette knife in hot



water, dry it, and draw it over the top of the cake as smoothly as possible.

Spread the icing round the sides, and smooth off with the palette again.

A second coating of icing should be given when the first is dry. This should be a much thinner coat than the other. It will smooth off easily and give a glossy finish.

Don't do any decorating until this coating is perfectly hard, say after about 24 hours.

You can mark the eleven rose formations on the outside top of the cake by pricking the positions with a needle.

Fill up your icing syringe or icing bag and, using a large rose nozzle, pipe an edging to the top of your cake. Then pipe in three roses on the marks you have made with the needle.

Professional

Tie the ribbons round, pipe roses between them, and put the cake on a silver board. This looks really professional after piping a red and white shell or rose edging to the bottom of your cake and the edge of the board.

The cake can be really topped off with one of those pretty Christmas cake decorations, or you can fill the centre with marzipan fruits and flowers. These are quite easy to make.

Edge your centre decoration by piping from a small rose nozzle. Finish the whole job off nicely with a couple of holly decorations on the cake and the board.



A joy to bake with anytime

-and especially at CHRISTMASTIME!

Silky smooth FEDERATION — the flour with years of good baking behind it, and EXCELDA — the special favourite of so many northern housewives, mean perfection in all home baking ... at Christmas and all the year round.



* Your Co-operative Store sells one of these fine C.W.S. flours. Buy a bag this week and see the wonderful difference in all your home baking!



FEDERATION • EXCELDA

BOTH AVAILABLE PLAIN AND SELF-RAISING

FROM CO-OPERATIVE STORES

MINISTRY SPOTLIGHT WILL BE FOCUSED ON . . .

The patter of those little feet

WHEN Longfellow wrote, "Standing with reluctant feet," he might have been describing the plight of the majority of women today. Putting vanity before sanity we force our feet into shoes and shapes into which they were never intended to go. Then, of course, we suffer. And not in silence either!

But whatever we may do to our own feet in the cause of fashion, there can be no excuse for damaging our children's feet. That we may do more often than we realise simply because we are not careful enough about the shoes they wear.

Today, by the time children have reached the age of 15, crooked toes, corns and blisters on their feet are commonplace, and unspoiled feet are few and far between.

The number of foot defects, even among young children, has caused great concern to the Ministry of Health, who are anxious to know to what measure footwear is responsible.

Nearly ten years ago they asked two leading orthopaedic surgeons to conduct an investigation into the effects of badly fitting shoes, but unfortunately there was no financial assistance available at that time.

The matter lapsed until two years ago when aid was offered from a trust fund set up to investigate the causes of crippling.

Research

This fund made it possible for the long-delayed survey to begin and it is now being carried out in two areas.

Since there is a difference in the shape and size of feet in the North and in the South of England, both London and Salford have been chosen as research centres.

The main aims of the investigation are to discover whether any particular type of foot will eventually become deformed, whether shoes play any part in the production of deformities, and, if so, whether any deformities could be prevented by careful control of children's footwear.

Our pictures show (above) a child having his foot photographed on the special apparatus which records four different views simultaneously, and

(below) a surgeon checks for any deformities.

Although it is known that most of the foot defects from which adolescents and adults suffer have a hereditary basis, it is hoped to find out whether they are aggravated by the wrong type of footwear or the wrong fitting.

Past surveys of feet have been conducted by examining children in various age groups. Now, for the first time, the same groups of children will be examined over a period of time as their feet develop.

The survey has already begun with five-year-olds and in the North alone 1,200 children have so far been examined. Photographs have been taken of every foot, and not only the feet but the whole of the child has been inspected.

The same children will be re-examined at intervals until they reach the age of 15. By this means it is hoped to get some idea of which feet are likely to become deformed.

Control

As a further step in the investigation the children will be divided into two groups.

One group will have their footwear supervised and they will be provided with shoes which the research team consider to be good. The other group will continue to buy their footwear independently.

If, at the end of ten years, those children whose footwear has been controlled have fewer foot deformities than the others, there will be an indication that correctly made and correctly fitting footwear is an important aspect in the prevention of foot deformities.



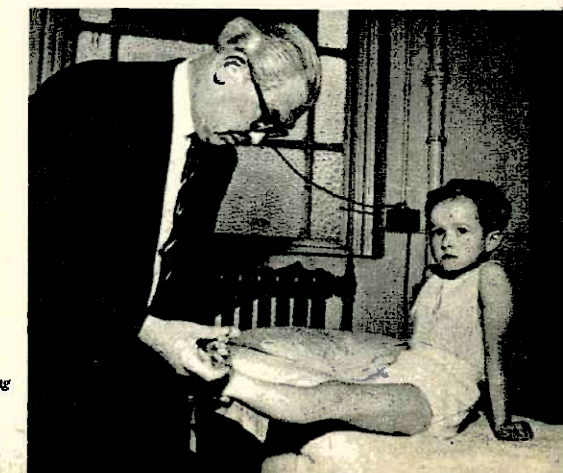
But, since the survey is a long term one, it will be at least 12 years before a final report can be prepared. The research team have strong views about the effects of footwear, but their views have yet to be proved.

In the meantime they urge parents to safeguard their children's feet by choosing shoes with care.

They deplore the purchase of shoes through clubs which take no account of whether the shoes fit the child's foot, and where often the child is not fitted, the shoe is not tried on the foot, and no attempt is made to find out if the shoe is right for that particular foot.

The team firmly believe that there is no difficulty in providing good footwear, but that the problem lies in the correct fitting of shoes, which must not be too short, too tight, or too wide.

Since foot deformities start to occur by the age of ten and since it is likely that footwear plays a part in their production, they stress the importance of buying shoes which are good as regards shape, size, and fitting, and of taking children only to those shoe shops where the assistants are expert in fitting.





Shoes with the perfect fit for every child

BADLY fitting footwear can cause trouble for children in later life, and every wise parent will ensure before buying shoes for them that they really do fit. MAUREEN TARLO looks at some of the snags and advises you on the latest children's styles constructed to give support to the foot in all the necessary places.

Some of the children's shoes in the new multi-width range are shown left. From the top: This school shoe in light tan or black in the modern style will be a delight to any "Modern Miss." Sizes 2-8, C, D, and E fittings. The delightful buckle fastening school shoe in black or tan has a punch-hole design. It is in sizes 11-5, C, D, and E fittings.

The two middle shoes are admirable for the younger child. First is an infant's sandal in tan or red with long-life moulded unit specially prepared for extreme flexibility. Sizes 3-10½, C, D, and E fittings. And then comes the toddler's button-fastening shoe with non-slip sole, in white only. Sizes 1-6, E and EE fittings.

Both shoes at the bottom are for the older child. The lace-up school shoe comes in black or tan. Sizes 11-5, C, D, and E fittings. And what smart schoolgirl could resist the neatly-styled shoe in light tan and black with the decorative strap and buckle. Sizes 2-8, C, D, and E fittings.

IN their production of children's shoes the CWS has always paid great attention to detail. For years they have been producing children's footwear based on sound anatomical principles and shaped to the natural form of the foot.

Now, as a further step in ensuring perfect fit, they are to introduce a new range of multi-width shoes catering for the schoolgirl of all ages as well as the infant and the toddler.

In the past, parents probably had a difficult time inducing children to wear shoes which were classed as scientifically correct. Such footwear may have produced healthy feet, but it was often both unfashionable and unattractive.

Today, happily, the position is entirely different. Modern techniques enable the necessary foot-forming features to be incorporated into shoes which are up-to-the-minute in design.

This is evident in the new range, which contains shoes styled to delight the modern schoolgirl, however fashion conscious she may be.

There is certainly nothing surgical looking about these shoes, and yet they are designed to produce good fit and well-shaped feet.

In the early stages of formation the bones of the foot can be damaged very easily and it is most important, therefore, that a baby's first shoes should be chosen with care.

Outgrown

So that young feet will not be cramped in any way the new CWS range includes an infants' strap and button style in both E and EE fittings.

Even when children's shoes have been fitted with care, they may be quickly outgrown and a check should be kept to ensure that they have not become too small.

This can be done by marking the length of the child's foot while he or she is standing on a piece of paper. Cut out a strip of paper between the marks and push this into the shoe up to the toe. It should be ¼ in. to ½ in. shorter than the shoe.

Shoes can cause damage to the feet if they are allowed to become too worn down before they are sent for repair. The balance of the shoe is then altered and the foot may be thrown into an unnatural position.

Children's shoes should be inspected regularly and repairs done as soon as they are needed.

Keeping your children correctly shod may involve a little trouble on your part, but you will be repaid by the knowledge that you are helping them to achieve a healthy foundation for life.



Top: Bill gives "advice" on how a "Coronation Street" stew should be made to his wife, Anna. Above: Talking to a neighbour at the door of their cottage. Below: The stone fireplace which was specially built by Bill from stones lying around the moors nearby.



CORONATION STREET

was never like this

There are fishes at the bottom of our garden

THERE were no customers in the bar of Coronation Street's famous pub, the Rover's Return, when I asked Ken Barlow to come in for a drink. Even genial Jack Walker, the landlord, and his garrulous wife, Annie, were not present (writes ERIC ROSE).

And, to be truthful, even the Rover's Return itself was absent, for we were standing on the spot where the set is erected for each show and afterwards dismantled.

Bill Roache, who plays Ken Barlow in the series that has gripped the imagination of the country, talked to me of his part in "Coronation Street" and the effects that a long run show can have on an actor.

But where he became really enthusiastic was describing his home in a 200 years old moorland cottage, about 15 miles from Manchester.

Bill and his actress wife, Anna Cropper, saw the cottage and fell in love with it even though it had no bathroom and needed drastic repairs and renovation.

So actor-turned-handyman Bill Roache set about making a home for himself and his wife.

"We converted the two rooms upstairs into a corridor, two bedrooms and a bathroom," he said. "Next we altered and redecorated the lounge and kitchen and pulled out the old fireplace."

Bill built his own fireplace using stones that littered the area around the cottage. He used two old stone steps for the curbstone and mantelpiece and spent

weeks chipping and cementing them to the right shape.

Not far from the back door is a water lodge which was built to give a continuous supply of water to the old cotton mill which once stood nearby. The cottage itself was once probably a home for one of the workers at the mill.

When the mill was pulled down the local residents stocked the lodge with trout

and formed an angling club. "I hope to get some fishing in soon," Bill said.

When the cottage had been altered to their satisfaction the Roaches set about selecting and buying furniture.

"Anna spent a lot of time doing the rounds of the auctions," Bill told me. "At one sale she was lucky enough to pick up an antique French suite fairly cheaply, and we've since found out that it's worth a lot more than we paid."

Ex-regular soldier—he served for five years in the Royal Welch Fusiliers—Bill Roache is a man of many parts.

He likes riding, fencing, sailing and playing the trumpet.

Son of a Nottingham doctor, he played repertory in his home town and in Oldham before going into "Coronation Street."

Was he afraid of being "type cast," I asked him, and he agreed that this was a danger to any actor in a long-running television series.

CORONATION STREET

"But we are lucky in 'Coronation Street'," he said, "because we have very good script writers, who arrange that although the show is continuous the episodes featuring individual players vary in length and intensity.

"At times there is only a line or two, but on other occasions the stories demand a lengthy appearance.

"There is really something of Bill Roache in Kenneth Barlow," he added. "Ken is a serious type of person and so am I.

"A lot of people see us not as actors and actresses playing our parts, but rather as real persons. When the script called for me to have a fight with Peter Adamson, who plays the part of Len Fairclough, logic demanded that he should win. I had an enormous mail expressing sympathy for me, while Peter got letters condemning his brutality.

"I suppose this goes to show how earnestly the series is followed, and really it's a compliment.

"I even heard of an American family who had been in Britain for a year or two and when the time came for the husband to be posted back to the United States, the wife did all she could to stay here so that she could continue to follow 'Coronation Street'."



Time to click those needles before Christmas. Time to prepare a really delightful present—all your own work! Daughters, cousins, even maiden aunts will just love the jumper which is shown on the left.

HOME MAGAZINE
KNITTING
PATTERN
No. 81

1st row: k.1, w.fwd., k.2 tog., p.2, k.1, w.fwd., k.1, p.2, k.1, w.fwd., k.2 tog.
2nd row: k.1, w.fwd., k.2 tog., k.2, p.3, k.3, w.fwd., k.2 tog. 3rd row: k.1, w.fwd., k.2 tog., p.2, k.1, w.fwd., k.2, p.2, k.1, w.fwd., k.2 tog.
4th row: k.1, w.fwd., k.2 tog., k.2, p.4, k.3, w.fwd., k.2 tog. 5th row: k.1, w.fwd., k.2 tog., p.2, k.1, w.fwd., k.3, p.2, k.1, w.fwd., k.2 tog.

Using No. 13 needles, cast on 121 [129, 137] sts. **1st row:** **p.1, k.b.1, rep. from ** to last st., p.1.
2nd row: **k.1, p.b.1, rep. from ** to last st., k.1. Rep. these 2 rows until work measures 3 in., finishing at end of a 2nd row.
Change to No. 11 needles and proceed in lace panels with dart shapings as follows:—
1st row: k.1, **p.2, p.p. (1st row) p.2, k.5 [7, 9], **rep. from ** to ** once, p.2, p.p. p.1, (p.1, k.b.1) twice, rep. from ** to ** twice, p.2, p-p., p.2, k.1.
2nd row: p.1, **k.2, p.p. (2nd row) k.2, p.5 [7, 9], **rep. from ** to ** once.

Rejoin wool to remaining group of sts. and complete to match other half of front, reversing all shapings.

Using a flat seam for ribbing and a fine back-stitch seam for remainder, join side seams. Fold over picot edges at row of holes and stitch into position on wrong side. Stitch collar into position. Stitch zip into back opening. Press seams.

The Hundred Tales (W. H. Allen, 35s.), a collection of French classic medieval stories, has been translated into English for the first time by Rossell Hope Robbins.



Even the Romans had a circus

EVER been called a clown when you have said or done something funny? You see clowns, of course, at the circus and how amusing and entertaining they are.

The circus has been in existence for quite a long time although not always in the form as we know it today. In ancient Rome, for instance, going to the circus meant watching horse and chariot racing and other amusements.

In this country there have been circuses of one kind and another for almost 200 years.

Today, no circus is complete without its clowns who, like the famous Coco pictured above, are always such gay, fun-loving, and colourful fellows.



Our choice
ALWAYS!

JAYCEE Tipped CIGARETTES

10 for 1/11
20 for 3/10



FROM
CO-OPERATIVE STORES



RECENTLY, the great British pianist, Solomon, celebrated his 60th birthday. To mark the event HMV have now released the second of two unissued recordings made before the tragic illness which has kept him from the concert hall and recording studios.

Solomon is, foremost, one of the leading Beethoven exponents of our time and the release, therefore, of *Solomon Plays Beethoven* (HMV ALP 1900) to coincide with his birthday, is an appropriate addition to the many Solomon-Beethoven records already in the HMV catalogue.

On *London by Night* (Capitol T-20389) Frank Sinatra collects some of the songs most closely associated with himself and proves why he has such a countless army of fans. He is backed by the orchestras of Billy May, Nelson Riddle, and Gordon Jenkins.

Don't Knock The Twist (Columbia 33SX 1446) is an original sound-track recording from the film with Chubby Checker leading an all-star line-up. As the sleeve notes say, "It's got everything . . ."

SEPTEMBER COMPETITION WINNERS

Barbara Overton, Park House, Anerley Park, Penge, S.E.20; Margaret Corbett Allen, Abercynon Road, Abercynon, Glam., S. Wales; Paul Kelman, Derby Road, Ripley, Derby; Andrew Parker, Mersey Street, Longridge, Nr. Preston, Lancs.

GARDENING NOTES

By
W. E. Shewell-Cooper

MORE and more people are turning to the simpler forms of gardening and the herbaceous border is one of these. Perennials are planted in them to come up year after year with the minimum of attention.

Choose plants that grow sturdily and strongly, but are never too tall.

If you are going to plant such a border in your garden, trouble must be taken with the preparation of the ground. All perennial weeds must be carefully forked out.

If you know that the ground is weedy, it would be better to take a crop of potatoes off the land for one season, and to delay the planting of a flower border until next year.

The herbaceous border should be planned so as to cover as long a flowering period as possible. It should, if possible, face the sun.

The planting should be done in drifts and not in straight lines or round clumps. There should be four or five plants in a drift, and I like to plant so that the

lighter blues drift into the darker blues, while these in their turn drift into the mauves at the back of the border.

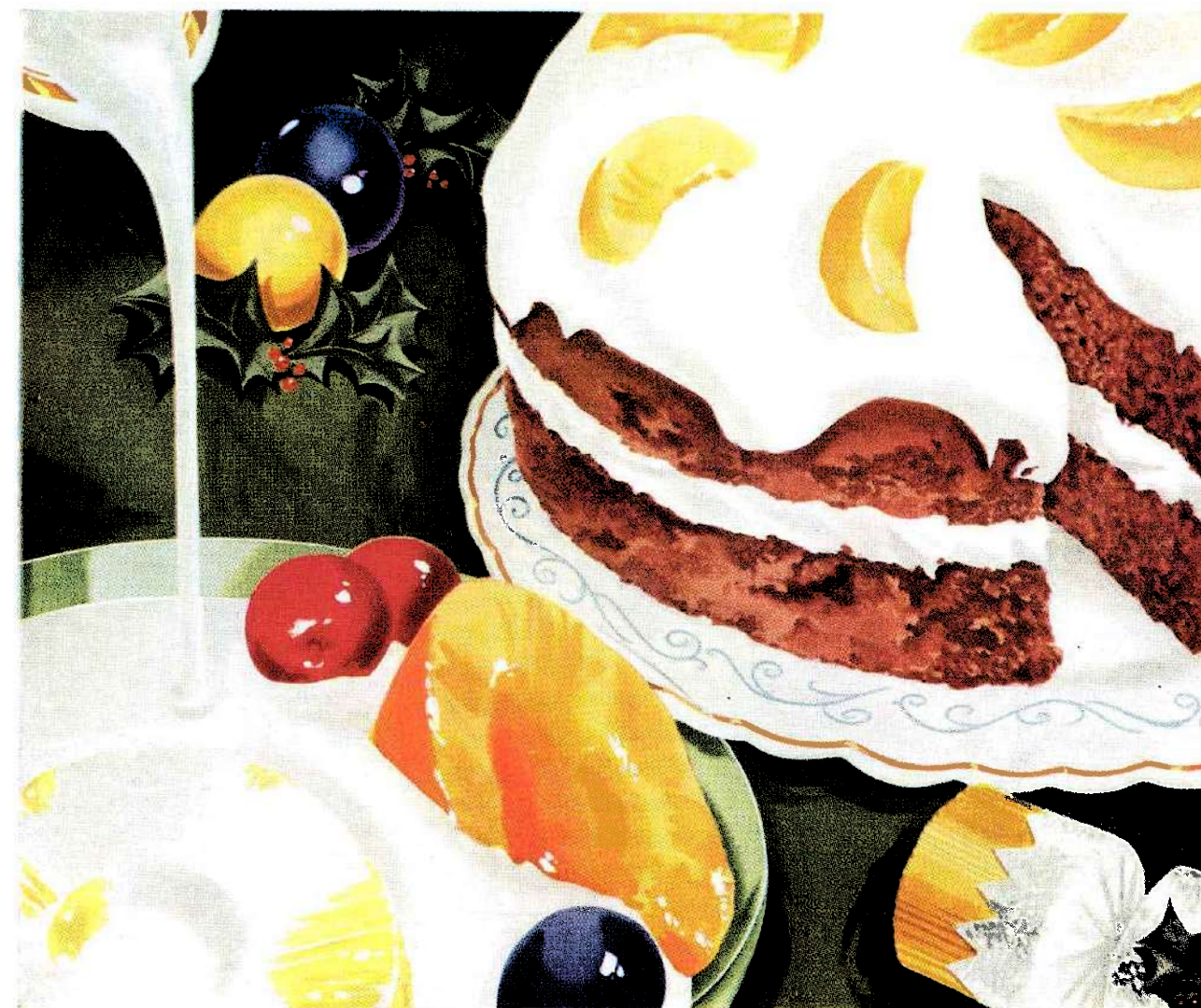
Those who are growing rhododendrons, azaleas and any members of the heather family should mulch them with fallen leaves to a depth of about 5 inches.

Attend to the roses in the borders. Those who are doing a light hoeing should aim to hoe the soil up to the bushes slightly rather than away from them.

A lavender hedge makes a very pleasing feature in any garden and this will do well if it is planted by about November 15.

Fork over the strip of ground where the lavender plants are to be—adding sedge peat at a bucketful to the yard run, and a fish manure at 4 oz. to the yard run also. Plant the lavenders 18 inches apart, spreading the roots out—covering them with soil and then treading down firmly.

The CWS Seeds Department at Derby can supply the plants.



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WHEATSHEAF Pure Dairy Cream and Full Cream Evaporated Milk.
Fruit, jellies, puddings, trifles, tarts and gateaux — they're extra tempting, extra delicious, the WHEATSHEAF way!

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WHEATSHEAF
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FROM
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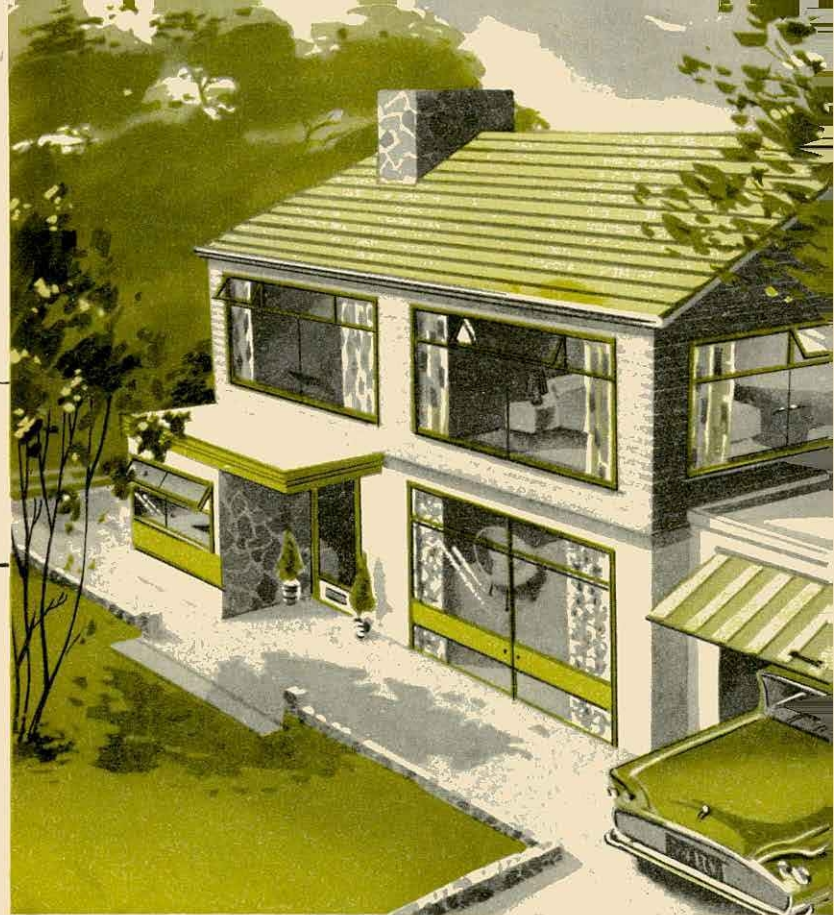
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proud of your
home?*

are you really proud of your home?

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The outlay is well within the means of anyone who is really proud of his home and his family. Why not send for details today?

Women's Co-operative Guild

THE Stafford District of the Women's Co-operative Guild held the autumn conference in St. Editha's Church Hall, College Lane, Tamworth, on Tuesday, September 25, 1962. There was an attendance of 120 ladies representing nine guild branches which form the district.

Mr Harper, president of Tamworth Society gave a welcome to the ladies, followed by Mr Wagstaffe, executive officer of the society, with a number of well-chosen words on Co-operation. Mrs Hazel Fowler, Tamworth district president, introduced the speaker for the afternoon, Mrs Ruby Webster, J.P., of Nuneaton, who gave a very inspiring address.

She said our prime object was to promote Co-operation in every way. Now young people are enjoying things older members have worked for. She likened the guild to a bird, members acting as wings and feathers and said that if we wish to rise to the heights we wish to attain we should act accordingly.

Invitation

A vote of thanks was moved by Mrs Hincks (Tamworth) seconded by Mrs Gent (Rugeley). An invitation was extended from Rugeley Guild to hold the next conference at Rugeley. After the close of the meeting the ladies enjoyed an excellent buffet tea provided by the ladies of the Tamworth Guild Branch.

There are a lot of activities taking place at the guild meetings, and any interested persons should contact Mrs H. Fowler, 42, Comberford Road, Tamworth, who is a member of the district committee, and also the Tamworth Guild president, or the guild secretary, Mrs Chapman, 33, Neville Street, Glascote, Tamworth.

A special welcome is given to new members of the society who are now coming to live in Tamworth from Birmingham. The guild meets every Thursday afternoon at The Baths, Church Street, Tamworth.

ICE-CREAM CO-OP

A small group of ice-cream producers who formerly worked individually have joined together to form the Singapore Ice-Cream Hawkers Co-operative Society.

Registered in 1960, the society, today, can produce about 150 three-gallon tins of ice-cream daily.

All Co-operative societies are urged to use "Co-op ice-cream" at all their general meetings, anniversary celebrations and other gatherings.

(continued from page iii)

sale of wine, spirits, and beers, and all these can now be obtained from your own society in the supermarket. The section selling these commodities is situated in the Church Street/Aldergate corner of the supermarket and has a separate entrance to Church Street and also an entrance to the supermarket. Here you can get all your drink requirements and if you wish, have your order delivered; so this year for the first time your "Christmas spirit" can be from your own shop.

Remember, there is also the "divi."

With Christmas not very far away, the supermarket and all branches will be catering especially for those extra Christmas goods that we need for the festive table, as indeed will all departments of the society, so with wide ranges of high quality goods of every variety at the right price, let us all "Go Co-operative Shopping."

OBITUARY

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

Agnes Elizabeth EvettsPolesworthJune 28.
Vincent Walter LawrencePolesworthAugust 10.
Arthur Edward TurnerWilnecoteAugust 15.
Harold SkidmoreBolehallAugust 15.
Flora Elizabeth ColemanBirchmoorAugust 15.
George LeedhamShuttingtonAugust 23.
Ralph Harvey TunncliffeNomans HeathAugust 23.
Luey BrainGlascoteAugust 25.
Clara HorabinTamworthAugust 25.
Lily Annie Agnes JonesBolehallAugust 26.
Marion MortlockGlascoteAugust 26.
Charles Leslie ClarkPolesworthAugust 29.
Lily BurdettFazeleyAugust 30.
Mable ParkinsonDordonSeptember 3.
Percy AllbrightonDordonSeptember 5.
Jane StarkeyAmingtonSeptember 7.
Florence Mable WrightGlascoteSeptember 9.
Hetty PerryBonehillSeptember 10.
William BayleyStatfoldSeptember 14.
Harry SimpsonWilnecoteSeptember 14.
Olive Grace PearnFazeleySeptember 19.
Marjorie Jean Mary CoffeyTamworthSeptember 20

RED LETTER DAY AT CHURCH STREET

'Len Fairclough' opens supermarket



"Len Fairclough" one of the *Coronation Street* stars of Granada's TV show, gives the "thumbs-up" sign as he arrives with Mr Wagstaffe, our chief executive officer, to open the new supermarket.

* * *

Smart line-up in the butchery section.



SEPTEMBER 15, 1962 will be remembered as a "Red letter Day" by thousands of people—the day when Peter Adamson ("Len Fairclough" of Granada TV's *Coronation Street*) opened the Co-operative Supermarket in Church Street.

From early in the morning people had started to gather outside the supermarket to see the new store, to get their share of the many bargains that your society had arranged to celebrate the opening, and to meet "Len Fairclough."

What an opening it was, the waiting crowd which solidly packed Church Street for a hundred yards gave a welcome such as has never been heard in Tamworth before to Peter Adamson when he appeared outside to declare the supermarket open.

After giving the news of *Coronation Street* in his own inimitable way, it was back into the supermarket to meet the people of Tamworth's own *Coronation Street*, who had been invited to make their purchases early and to receive their free parcel of groceries of the 1,500 being given away, from "Len Fairclough" himself. One photograph shows "Len"



Section of the supermarket.

following up the presenting of the free parcel to one of our members.

Other photographs show a section of the supermarket; how bright and hygienic it is with plenty of room to get round; a small section of the vast crowd in the street waiting to get into the supermarket; and "Len Fairclough" with Mr Wagstaffe, our executive officer, saying it's "thumbs up" for our own supermarket.

This modern way of shopping has met the approval of our members who have found how easy it is to walk round and see the things that are wanted—not only grocery, but all the other goods that go to make a supermarket.

The butchery section has the latest refrigerated type sales and display counter which gives either self-service or personal service, as does the provision section. Adjoining the provision section is the cheese bar, where all kinds of cheese are on view for your selection. There is also a section for greengrocery and fruit where displayed in the most modern way are high quality fruits and vegetables, most of them already pre-packed to carry away. A very attractive section is the sweets



Part of the huge crowd awaiting the opening of the supermarket.

and confectionery where all kinds of cakes, &c., and sweets can be obtainable quickly.

No modern supermarket is com-

plete without its household and dry goods section, so of course, your supermarket has this section where everything from buckets, washing bowls to nylon stockings are available

Something completely new to Co-operative shopping is of course the

(continued on page i)

A customer makes her choice from well-stocked shelves.



Peter Adamson, who takes the part of "Len Fairclough" in Granada TV's popular *Coronation Street*, has a kiss for one of our customers.

CHRISTMAS FARE

from the Grocery Department



Christmas Puddings, Mincemeat Peel, Currants, Sultanas, &c.

Lemon Curd, Dates, Figs, Marzipan ready for the cake, Nuts, Oranges, Apples, Fresh Vegetables, Sponge Cakes, Jellies, Trifle Mixtures, Suet, American Lard, Danish Butter.

Canned Californian and Australian Fruit.

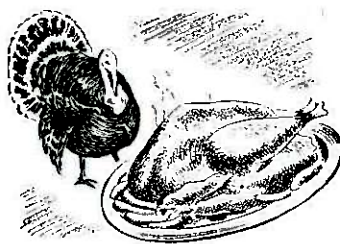
Canned English CWS Strawberries.

Canned Cream, Evaporated Milk.

Frozen Foods, Vegetables,

Chickens, Turkeys.

Cooked Ham, Shoulders, Ox Tongue, Pork Pies, Pickles, Sauces, Sausage, English Cheese.



Boxes of Christmas Crackers — Cards — Stationery — Children's Books—ANNUALS—Toys—Games—Gifts.

The best Quality Foods &c. may be purchased at all of our Grocery Branches, the Supermarket and the Economy Store, and to make your Christmas a real success, buy all your party wines, spirits, beer, &c. from the Wine and Spirit Section in the Supermarket. Place your NOW !

WATCH FOR THE SPECIAL CHRISTMAS DISPLAYS IN ALL BRANCHES



Better, easier living the
INVINCIBLE
way!

In the Invincible range there
 are electrical appliances to
 bring you comfort, to lighten
 your chores, and to make
 life so much pleasanter.
 And the prices are so reasonable.
 Here are three examples:

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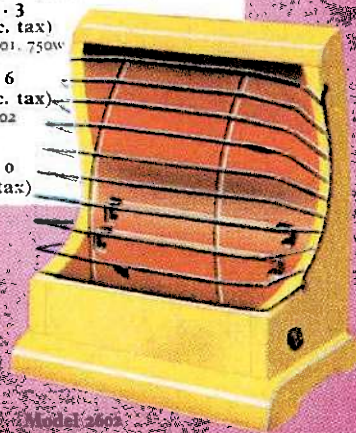
For glowing warmth and glowing beauty.
 Choose from Red, Cream, Yellow,
 Eggshell Blue.

Model 2599. 750w. One bar.
£1. 7. 0 (inc. tax)

Model 2600. 1500w. Two bar.
£2. 7. 3 (inc. tax)

Model 2601. 750w.
 One bar.
£1. 18. 6 (inc. tax)

Model 2602.
 1500w.
 Two bar.
£2. 14. 0 (inc. tax)



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It's the perfectly balanced lightweight iron that weighs only 4½ lb. and helps you to glide through your ironing easily and effortlessly. Thermostatic heat control. Guaranteed two years.

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 Shades extra.



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