

TAMWORTH EDITION

JULY 1963

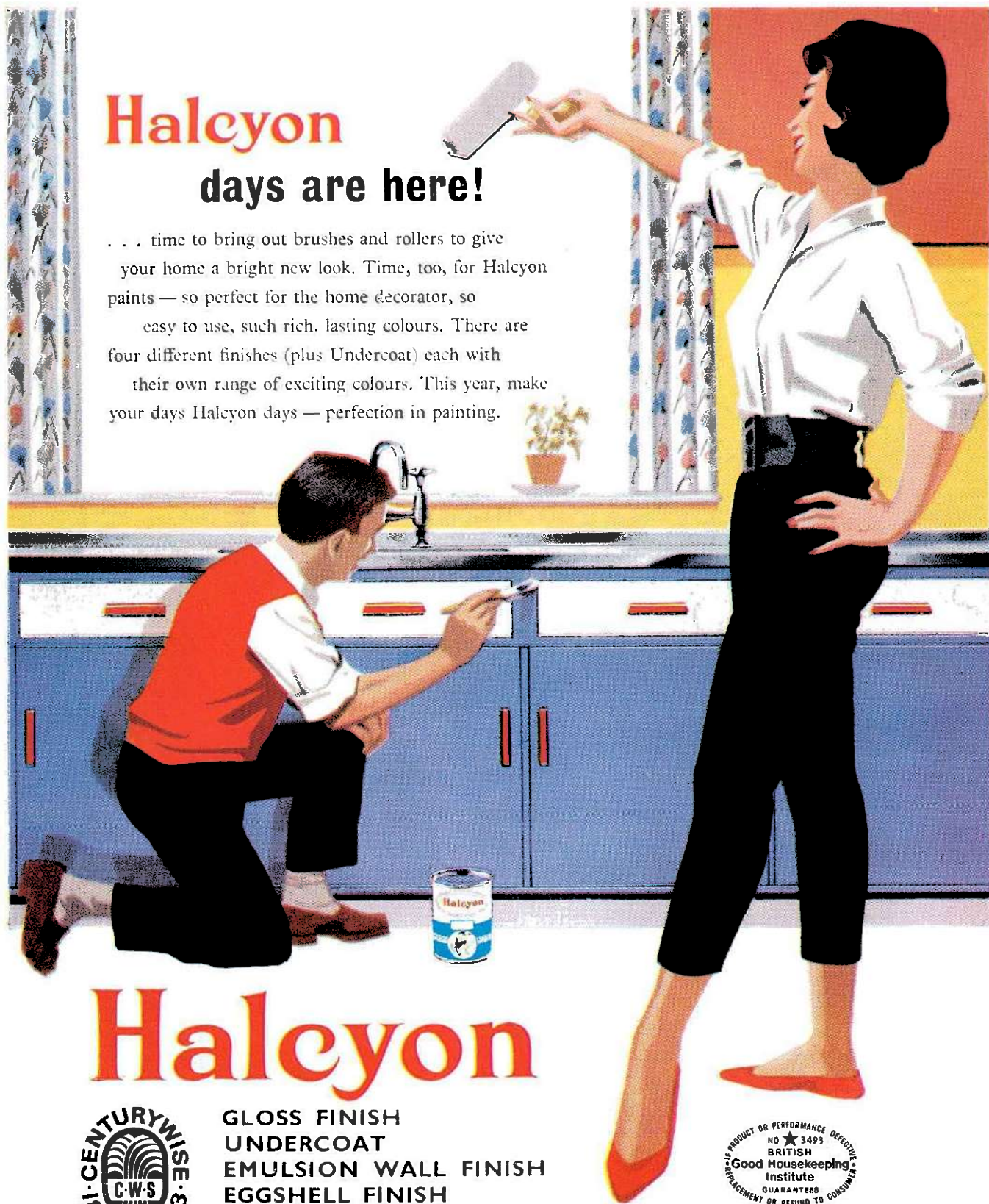
Home

M A G A Z I N E



Halcyon days are here!

... time to bring out brushes and rollers to give your home a bright new look. Time, too, for Halcyon paints — so perfect for the home decorator, so easy to use, such rich, lasting colours. There are four different finishes (plus Undercoat) each with their own range of exciting colours. This year, make your days Halcyon days — perfection in painting.



Halcyon



GLOSS FINISH
UNDERCOAT
EMULSION WALL FINISH
EGGSHELL FINISH
WATER PAINT

From Co-operative Stores



STATEMENT FROM THE TAX MAN

How silly can the Pensions Ministry get? Today, I received a statement telling me how much graduated pension I have paid in the tax year April 6, 1961, to April 5, 1962.

AMOUNT PAID FOR YEAR
6 APRIL 1961 to 5 APRIL 1962
£ 0 0 1

The amount paid is £0 os. 1d., and it cost 3d. postage, plus the cost of stationery (I also received a leaflet explaining the pension scheme) to let me know this.

Mrs L. J. Salford.

But how nice to win a guinea for pointing it out to us!

MAKES AN IDEAL CLOTHES PEG BAG

When your plastic mac is too shabby for wear, it is ideal for a clothes peg bag. Cut the good part to the shape of a small apron, fold the bottom three quarters of the way up. Then sew the two ends together and down the middle. That makes two large pockets for holding pegs. Sew strings on for tying round waist.

Mrs. D Matthews,
Port Talbot.

COVER THAT HOLE

When children's rompers wear out at the knees, cut out (in a contrasting shade of material) the outline of a bird or an animal, large enough to completely cover the hole.

Mrs Cain, Oakham, Rutland.

KNEELING MAT

If you have an old hot water bottle that has perished, don't throw it away. Fill it with sawdust, replace stopper, and you

OUR COVER

Dad, shepherding the family on their first continental holiday, looks lost! But one offspring has spotted the Co-operative Travel Service hostess. She will help him out of his difficulty.



Room with a 'view'

How true is the article for newly-weds *Beware you can easily be fooled*, by Kate Hutchin? She says: "The local council will tell you whether there is any likelihood of a housing estate or factory being built close by." I had my house built in 1955, in a rural district, next to my daughter's house. A man has a 1-acre of land at the back of our houses, and I heard he was going to build on it. The council told me they would not allow him to build. Now we have a building being erected right across the back of our houses, which takes away the view, and value from our property. What did the council say when we complained? "*We can change our minds.*"

Mrs J. Patrick, Bewdley, Worcs.

Guinea letters

will find it makes a good kneeling mat for when you polish or scrub floors.

Mrs I. Leader, Leicester.

THAT EGG PAN

The egg pan is always stained inside after boiling an egg. After use, try putting a little cream of tartar in the pan, with some water, and boil for a few minutes.

Mrs E. Jenkins, Chester.



COSY CAT

RECENTLY, expecting a visitor next day to tea, I cooked a jam sandwich the evening before. After it had cooled, I put it on a plate on the parlour sideboard, thinking how well it would go down later. Next morning, after breakfast, I entered the par-

lour. What a surprise awaited me! For there was my beautiful grey Persian cat curled up fast asleep on the sandwich. He was quite comfortable. His bed fitted him a treat.

Mrs Margaret John,
Sketty, Swansea.

CHANGES IN LOVERS' LANE.

Recently, my husband and I looked for the wooded lane where we did our courting, only to find it built over. We were turning away, disappointed, when we spotted an old beech tree. "It can't be our tree!" we cried. But it was. Our initials were on it. The log beneath it, where we used to sit, was gone, of course. A comfortable seat stood in its place. Nor could we find the brook. There was a drinking fountain instead. "They've certainly modernised the place," my husband said, "but I liked it better the way it was."

Mrs E. M. Gosden,
Nottingham.

VALUE OF THE CHEERY WORD

As I was walking quite a distance from my home, I met an elderly lady and just chatted for a few minutes as we walked along together. As we parted she said, "Thank you, my dear, for speaking to me." It made me wonder how many more lonely people there are around.

Mrs Keele, Southampton.



FEED TIME ODE

The other day, as I was washing baby's nappies, these few lines went through my mind:—

*Have you ever stopped to think,
when busy at the kitchen sink
just how much washing baby makes*

From the very small amount she takes—each feed-time?

*It really is beyond a joke, that
the amount of egg in one small yolk*

Can spread itself on dress and coats, on pram, and on the duck that floats

At feed time

A buttered crust is received with glee (a bit more washing for poor me)

From hand to hand and mouth to toe, this lovely gooey thing will go,

At feed time.

Mrs J. C. Hall,
Stockport, Cheshire.

Just like the baby in our picture, Mrs H.

ADD TWO LUMPS . . .

... of sugar to the rinsing water when washing nylon blouses or dresses. This gives just the right amount of stiffness.

Mrs A. Genders, Leeds.

JULY, 1963 Vol. 68, No. 7

Write to Eve Norman, Home Magazine, 1 Balloon Street, Manchester 4, not more than 100 words, please. We will pay a guinea for each letter published.



With holidays in mind

SNAP INTO SUMMER!

SOON 13 million amateur photographers will be out taking some 550 million pictures. They will use cameras large and small, cheap and expensive, simple and complicated. Here an expert, W. R. BOWLES, tells how to get the most out of your camera.

A high proportion of the 550 million pictures that will be taken in the summer "season" will be successes. But what of the failures? Let's examine some of the mistakes that can be made; some of the traps the unsuspecting "shutterbug" can fall into.

Of the faults made by the snap-happy holidaymaker, camera-shake comes high on the list. You've all seen the blurred picture of mum on the beach. If you look at it closely, you will see that the blurring is made up of several images superimposed on each other.

What has caused them? No, you can't put the blame on mum. The probability is that you are the culprit, because you have fallen into Trap No. 1

—having no respect for the shutter release button.

No matter how hard you press the taking button, the shutter will still operate at the same speed (usually $1/35$ th of a second). You are only wasting energy if you thump the thing down as though your life depended on it. But what is more to the point, by jerking it, you will almost certainly be inducing movement in the camera itself—in other words, camera shake.

Even if you are a secretary, don't tap the taking button like a typewriter key. The drill for taking shake-free pictures is to hold the camera firmly, breathe in, squeeze the shutter release gently, and then relax.

Since the simple camera has only a single shutter speed you will be wasting your film if you try to snap quickly moving subjects. The players in that energetic game of beachball will be no more than fuzzy outlines if you attempt to snap them during a hectic rough-and-tumble for the ball, because although $1/35$ th of a second may seem a very short

period of time to you, the interval is slow enough to record fast action as a blur.

FOCUSING

So leave the action photography to the people whose cameras have shutters which permit much shorter exposures— $1/250$ th of a second or even faster. That's Trap No. 2.

Trap No. 3 concerns focusing. If your camera has what is known as a "fixed" focus, this means that it has been pre-set so that all normal subjects will be covered. Whether your subjects are miles away on the horizon or as close as ten or twelve feet, they will be sharply defined in your prints. The trap that many people fall into is attempting to take pictures—especially portrait-type pictures—too close to the subject.

Normally, fixed-focus cameras don't allow you to focus closer than six feet. If you bring your camera closer, your subject will be indistinct, although the background will be nice and sharp. You can, however, surmount this problem

HOLD IT! Left: Action pictures like this are beyond the scope of the simple camera with its modest shutter.

by using a close-up lens. Costing only a few shillings, it will enable you to come in close for that dramatic close-up picture.

Trap No. 4 is perhaps the easiest of all to fall into. When you are looking at a subject through your viewfinder, the eye tends to concentrate on the important part of the scene, and to overlook the unimportant features. The camera lens, on the other hand, is not nearly so discerning. When it "sees" a picture, it records every bit of it—and reminds you of all those ugly background details when your pictures have been developed.

The remedy is simple. Just alter your viewpoint slightly. It is surprising how much difference a couple of feet to either side will make.

And while on the subject of backgrounds, why not exclude them altogether? If you choose a very low viewpoint, or arrange for your "model" to stand on a hillock, or sit on a wall or gate, you will find that your only background will be the sky, and there will be nothing to distract the attention from the principal subject.

I was looking at some pictures of a very pretty girl the other day, taken by a friend on holiday last year. Focus, exposure were perfect. There was only one drawback. In each picture, the poor girl had been neatly scalped. By the photographer!

'PARALLAX'

He had fallen into Trap No. 5—not allowing for a strange phenomenon called "parallax." Well, it sounds strange, but it's only common sense really. Because the camera's viewfinder is usually separated from the lens by an inch or so, the picture seen through the finder is always slightly different from that "seen" by the lens, and this difference in the field of view is exaggerated as the camera-to-subject distance is decreased.

My friend was using a close-up lens and was as near as he could get to his glamorous model, whose face he arranged fair and square in the centre of the viewfinder. But as the lens was below the viewfinder, it effectively covered a lower area—and chopped off the top of her head.

The simple rule to follow when taking close-ups is this: tilt the lens slightly

HOLD IT! When taking close-up pictures, remember to allow for parallax errors so that you don't decapitate your model.

in the direction of the viewfinder. Tilt the camera upwards if the viewfinder is above the lens, to the left if it is to the left of the lens, and so on.

One final point to watch this summer: the direction and the brightness of the sun. If it decides to make an appearance, that is. Now you can't move the sun itself. For one thing it's 93 million miles away, and for another, it's too hot! But you can arrange your own position, and sometimes the position of your subject, so that the sun's rays fall at the best angle.

Don't shoot into the sun with a simple camera, even if you have a lens-hood fitted (and it's a good idea to have one fitted at all times). Against-the-light, or "contre-jour" photography, requires a special technique and a more flexible exposure control than that fitted to most simple cameras.

FLAT EFFECT

If you aim into the sun, you will probably lose all shadow detail, and get ugly flare-spots into the bargain. The best plan is to arrange for the sun to shine over your shoulder so that the light falls obliquely on your subject. The shadows cast will be pleasingly natural, and you will not get that unflattering "flat" effect that often results when a subject is facing directly into the sun. Nor will there be any tendency to squint or blink.

As for the sun's intensity, remember when taking pictures on the beach that both sea and sand act as giant reflectors and increase the over-all brightness. To avoid over-exposure under these conditions, use a "slow" film as opposed to the fast, sensitive type you use during

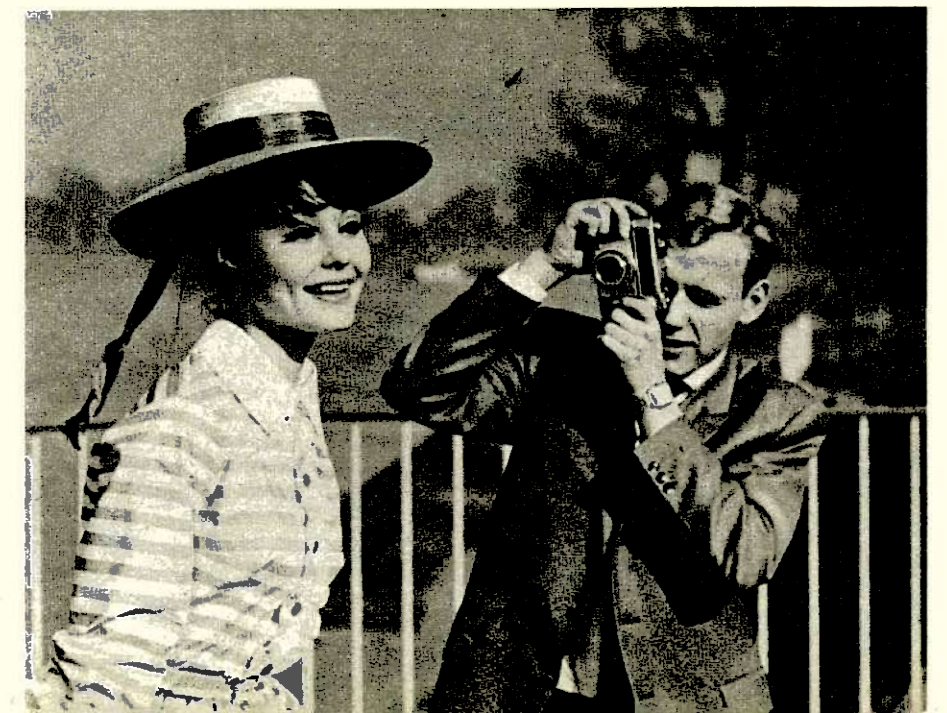


HOLD IT! When taking pictures on the beach, allow for the fact that the scene will be very bright. This picture was taken with a slow film, and the camera had a yellow filter over its lens.

the winter, and slip a yellow filter over your lens.

This will not only cut down the light, but will give you a better rendering of the sea and the sky—and "bring out" those fluffy cotton wool clouds that often seem to disappear miraculously in holiday snaps.

So there are a few tips to help make every picture this holiday a prize one. Happy snapping!



WITH HOLIDAYS IN MIND

A waterways wonderland on the doorstep

FROM London to Leeds, from Liverpool to the Wash, a whole network of canals and waterways criss-cross England, passing through some of the most picturesque and interesting parts of the country.

Originally intended purely for commercial traffic they also offer a first class opportunity to spend a few hours, days, or even weeks, afloat.

Mostly unknown, these peaceful, watery thoroughfares are ideal for the away-from-it-all kind of holiday.

If you want a cruise, the *Water Gipsy* awaits you at the canal wharf, Doncaster; at Wakefield it is the *Water Prince* and at Long Eaton, Notts, there is the *Water Princess*.

All three hold in comfort up to 56 passengers, who will be able to enjoy a never-to-be-forgotten experience seeing the country from a wholly different angle as though the present has slipped away into the romantic past.

From the water you will see castles and abbeys, inns, historical buildings, forests, and villages—all never seen before from such an unusual aspect.

The same applies to cities and towns. They will look strange and bewildering.

And these canals can also offer a holiday of a lifetime, unconventional perhaps, but still enjoyable.

British Waterways have built motor-boats, especially designed for the amateur enthusiast, and for sailing in shallow waters. Head-room is seldom less than six feet, insuring comfort for most, and accommodation is adequate to luxurious

By

Kurt Fleischmann

depending on the price which is always reasonable.

Take the *Water Lily*, one of the craft in this category, available to careful boat lovers. She holds four-six passengers—average family or a small party of adults. She is 45 ft. long.

A smaller version has room for two to four and is 24 ft. long.

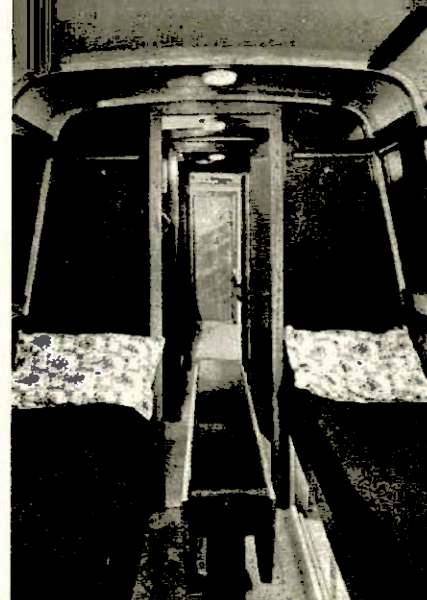
There's also an infant sister, appropriately called *Water Baby*. She has room for two, is inexpensive to run, and ideal for honeymooners.

Navigation on the canals is not difficult. There are certain things, however, you must know. Canals were originally built for commercial traffic. It is still their main function and such traffic must therefore be given priority, even though pleasure trippers are very welcome.

There is a "rule of the road" on the canals. Vessels pass each other left to left, or, "port to port." But there are some important exceptions. Cargo vessels travel in the deepest part of the canal. They may request unorthodox passing by two blasts and this must be obeyed.

SPEED LIMITS

There are speed limits, too, as well as special mooring places, which are indicated in the Inland Cruising booklets. These are not because of any law forbidding mooring elsewhere, but for safety. If these recommendations cannot be followed amateur boatmen are requested to take great care in the choice of mooring



Interior view of the *Water Lily*, a 4-6 berth cruiser for hire.

places, and to display a white light conspicuously at night.

Bridges are sometimes so low that even small vessels cannot pass beneath. They can, however, be opened by a special mechanism. But it is important to close them at once. Failure to do so may cause loss of life to people and farm animals, especially at night.

Locks are to most of us rather mysterious contraptions. They are designed to make navigation possible. As many are unmanned the amateur boatman must learn to work them. British waterways issue special instruction leaflets and will also give practical demonstrations.

There are two types of lock—the flash lock and the pound lock. The pound lock is the more costly and the more modern, but both have the same fundamental task to "lock" or stop the flow of water when required, in order either to raise or to lower the level of water.

COST

Apart from seeing the countryside from an unusual angle, the person so inclined, especially if cruising on a small hired, or his own boat (which is quite permissible on paying the required toll), may meet some interesting people. These are the canal folk—boatmen or barges—a fascinating kind, a mixture, no doubt, of country-people and seamen.

Cost of hiring varies with the size of boat and the season. A four-berth cruiser can be taken out in early and late season for about £23 per week, fuel costing extra. For an additional charge of £2 a week per berth, six can be accommodated.

A two-berth cruiser costs £9 a week, plus 2s. 6d. an hour for fuel during the same season.

Inexperienced navigators should never travel more than 100 miles a week depending on the number of locks and the season.

DON'T WORK SC HARI ENJOYING YOURSELF

HAVE you ever been on holidays that were failures? I have. Have you ever come home admitting that it wasn't too bad but could have been better? Of course, that is not the way to return from holiday. It should be with real regret that you have to come home, bringing with you happy memories of a wonderful time, and the joyful determination to repeat the same again next year, whatever happens.

Where did the holiday go wrong? Did you choose the wrong place or go there in the wrong spirit? I do this myself. As it approaches, I get cold feet, and say "I wonder if this is going to be all right?" You do the same? Then don't.

At the hotel look upon the other guests as friends, never as strangers. Be friendly. Many of us ruin budding friendships by being offhand, gauche and stupid. It never pays, least of all on holiday.

You have made the proper preparations for your holiday, I hope? Very few people do. You have brought the right clothes? The headscarf for windy days, and something warm to wear just in case there is a cold spell.

Too many of us, also have a good holiday ruined by taking the wrong shoes with us. Goodness me, how feet can hurt! And if this does happen, go to the local chiropodist. Don't funk it because he's a stranger, and you think you can wait till you get home. That never pays with foot trouble.

Have you been careful to choose a place that is not *too* relaxing, with the kind of air that makes you doze off most of the time, not giving yourself a single chance to enjoy your holiday.

Or, the other kind of air which gives you a headache at the start of the holiday and puts you off.

It is always a mistake to do too much in the first three days. The general tendency is to work so hard at enjoying yourself when you arrive that you wear yourself into a frazzle. Besides which you see everything all at once, and there is nothing left to do for the rest of the holiday.

It is a good idea to find out what enjoyments a particular place has to offer before you get there. Make a list of the things you wish to do, and the surrounding places you want to visit.

If you are a bad sailor don't go for boat trips. It is asking for trouble. I once had a seaside holiday in the south, and with

me a silly aunt who would go across to St. Malo because she could do it very much on the cheap. The idea was idiotic and the trip not all that cheap. It was a very trying sea, and she made herself ill for a week and spoilt everything for me as well.

If you must travel by sea, however, consult the local chemist about sea-sickness remedies. This goes for flying, also. There is nothing to be ashamed of in being a bad sailor, and everything to be said for taking precautions.

URSULA BLOOM advises



Don't let tips worry you. You can always ask the manager to put the usual ten per cent on the bill. Tips bother me, so I know what a nightmare they can become. If you can't go away for a holiday plan a series of outings from home. To go out of a city and walk in the woods is quite lovely, and on a day outing you have the tremendous advantage of being able to see what the weather is like before you start. Go on the moors, or to the sea, or on a coach. And do remember that most big towns can provide you with outings which are really interesting and quite pleasant to take alone.

Inquire into what your own neighbourhood has got to offer you. Some people live in a neighbourhood all their lives without seeing half the thrilling places in the area.

A stranger once came to stay in my home rectory and wanted to see the spit King Charles II had turned when in disguise at Long Marston. I had not even known that it was there. She took me with her, and we saw it together, but it had been a stranger who had shown it to me.

Above all, don't let your holiday—away or at home—bore you. Who knows, this year's holiday might be the nicest of them all. Good fortune and good weather.

The *Water Lilac*, a British Waterways 4-6 berth cruiser available for hire.





THE SIGN OF THE GREEN TRIANGLE-BY TREVOR HOLLOWAY



Bryn Gwynant Youth Hostel (above) in Caernarvonshire, overlooking Lake Gwynant and the Snowdonia mountain group in the background. Below: Boggle Hole Youth Hostel, Yorkshire, is near Robin Hood's Bay.



With holidays in mind

Even grannie can have fun youth hostelling

IF you are no longer as young as you'd like to be, the "youth" part of the Youth Hostels Association need not worry you. It is a decidedly elastic term. There are grandfathers and grandmothers in the movement today—and that "middle-age spread" is no bar to membership, either!

As long as you are young in spirit—and not less than five years old—you can join the ranks of the 190,000 enthusiasts who find fun and adventure in the best of good company at very modest cost.

We in Britain are fortunate indeed to live in a country of such wonderful variety—mountain and moorland, forest and downland, river valley and sea shore, historic town and charming village—all waiting to be discovered and enjoyed. The Y.H.A. provides the key to the freedom of our countryside.

In much the same way that the hospitals and hostelries of medieval times were places of rest and refreshment for the traveller, so are the 300 or so hostels sited throughout England and Wales today. The Scottish Y.H.A., too, has a chain of 90 hostels, and there are others in Ireland and abroad.

A few enthusiasts set the ball rolling in 1930 with the object of helping all—especially young people of limited means

—to have a greater love and care of the countryside, particularly by providing hostels or similar accommodation for them on their travels. Despite its amazing growth and the wider scope of its facilities, the policy of the Association remains unchanged.

It is run as a non-profitmaking organisation and control is in the hands of elected active members who themselves appoint the full-time staff at offices and hostels. Needless to say, the staff are enthusiasts, too!

Not the least exciting part of hostelling is the hostels themselves. At the end of the day you may find yourself at anything ranging from a delightful country cottage to a Norman castle! The variety is amazing—rambling farm houses, ancient manors, stately mansions and even converted water mills!

Hostels may differ as buildings, but they all have this in common: they provide simple but adequate accommodation, a common room, and a kitchen where members may cook their own food if they wish. At most hostels, however, you can also obtain meals cooked by the warden in charge.

Mind you, there's no mollicoddling! Hostels are *not* hotels and everyone is expected to lend a hand with the chores.

This may amount to say half-an-hour's washing-up or wood-chopping, but collectively it enables the hostels to keep their charges down to the absolute minimum. It's all done with a good heart and is all part of the fun of the game.

After supper you'll probably feel like taking things easy in the common room. Here you can often sit around a log fire and exchange travellers' tales with your companions of the road. This, incidentally, is one of the most delightful aspects of hostelling.

The Y.H.A. has no barrier to race, colour or creed, so your fireside companions may be students from some far country, a party of young people from the States exploring Britain in quest of things historical, a weather-beaten globe-trotter working his way unhurriedly from one country to another, or a party of sixth-formers studying the geography of the district. A mixed bag, indeed, but good companions all.

Those with enough energy left after the day's adventure can enjoy a game of table tennis or darts, or an impromptu camp-fire sing-song may be arranged. Soon after 10 p.m. the warden will remind us that it's time for bed, and for the good of all the 10-30 "lights out" rule is one of the few "musts" in hostelling.

What about charges? The standard overnight charge is 3s. 6d. for seniors (21 years or over) and also juniors (16-21); and 2s. for juvenile members (5-16 years). The overnight charge includes the use of bed, mattress, blankets and pillow, but members must either take their own sheet sleeping bag, or hire a freshly laundered bag at the hostel for 1s. 3d.

Meal charges are 3s. for three-course supper, 2s. 6d. for breakfast, and 1s. 6d. for a lunch packet. If you wish to cook your own supper, then the only charge is 3d. for use of the kitchen.

Membership fees are equally reasonable: juveniles, 5s. yearly; juniors, 10s.; seniors, 15s. In the case of family membership, where both parents are joining, any children over 5 and under 16 are enrolled free. Or one payment of £6 6s. (or five consecutive annual payments of £1 7s. 6d.) will entitle you to life membership.

Members are allowed to stay at a hostel for up to three consecutive nights, which means that any particular area can be very thoroughly explored at a very reasonable cost.

Although providing the traveller with food, shelter and a friendly welcome is

The priest who carved a memorial to villains

NOT many English visitors to Paramé, in Brittany, trouble to walk the three or four miles to the little village of Rothéneuf. Indeed, there is little to attract them.

Instead of the sun-drenched sands that stretch from Paramé to Saint Malo, we have black, beetling cliffs and razor-sharp rocks that loom menacingly from the treacherous, swirling waters.

But Rothéneuf deserves a visit, in spite of its forbidding coast line. The village takes its name from a ruthless family of cut-throats that terrorized land and sea in the seventeenth century.

Treachery, robbery, pillage, cold-blooded murder and piracy—the catalogue of their crimes makes grim reading.

Saint Malo itself, traditional lair of corsairs and pirates, can offer no more spine-chilling tales than the Rothéneuf family, villains to the last man.

After many years a priest came to Rothéneuf, a humble curé, but a man with a mission. This priest was l'Abbé Fouré. So shocked was he by the crimes of this almost legendary family that he spent twenty-five years of his life

the Y.H.A.'s primary objective, it is by no means the be-all and end-all of its grand work. Each year it organises, in conjunction with two children's magazines, a variety of "adventure" holidays for boys and girls in the age group 11 to 15 years.

These are genuine value-for-money holidays and parents can rest assured that the leaders are carefully chosen and well experienced hostellers. A great variety of interests are catered for. There are carefully planned walking and cycling tours in the loveliest parts of England and Wales; "island" holidays; cruising; riding; pony trekking, skin-diving; bird watching; photography; fishing; folk dancing; and a full week's programme for railway enthusiasts. Continental holidays are also arranged for the 13 to 15-year-olds.

For older members there are pony trekking holidays on Dartmoor, amid the Black Mountains and on Pendle Moors.



One of the huge carvings that stare out to sea at Rothéneuf.

carving their likenesses out of a sheer rock face that plunges into the sea.

These monstrous carvings are truly frightening in their eerie setting. Bare-headed, or wearing outlandish hats, they frown, leer and grin, at you at every turn.

And to add to the horror, l'Abbé Fouré hewed out of the living rock snakes and strange reptiles, a medieval menagerie of vice carved in granite.

A few yards away, on a rock where three centuries ago the Rothéneufs' lured many a ship to its death, stands a simple wooden cross.

As in past years, Eric Hardy, well-known writer and natural historian, will be leading a bird watching holiday in the Lledr Valley, North Wales, renowned as the habitat of a great many interesting birds.

Arrangements have been made for holidays to interest anglers, archaeologists, and amateur photographers. Sketching in Sussex, gliding in the Midlands, caving in Yorkshire—all these and many others are on the programme for 1963. Being based at convenient Y.H.A. hostels, the cost of these holidays is most reasonable.

If you wish to holiday further afield, Y.H.A. Travel can fix you up with sailing in Holland, pony trekking in Norway, canoeing on the Danube, walking tours too numerous to mention—the lot, in fact.

There may not be many bargains around these days, but of the few, membership of the Y.H.A. is most certainly one.



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for picnic meals



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£10,000 Centenary COMPETITION

To celebrate its centenary the CWS is offering £10,000 in prizes in an easy-to-enter competition. It costs you nothing to enter—just a label, carton top, or swing ticket from any of the CWS products that you buy from any Co-operative store. Look at these prizes!

£3,000 £2,000 £1,000

AND 725 THRILLING PRIZES FOR THE RUNNERS UP . . .

**50 DEFIANT Radio Receivers. 75 38 - piece Canteens of Cutlery.
100 WINDSOR China Tea Sets. 500 pairs Best Quality Cotton Sheets, 90 x 100**

PLEASE READ THIS CAREFULLY . . .

1. You may submit as many entries as you wish but each entry must be accompanied by a label, carton top or swing ticket bearing the CWS trade mark from any CWS product bought from a Co-operative shop or van.
2. After filling in the entry form, write your name and address in capital letters in the space provided, place the form with the correct number of labels, carton tops, or swing tickets in an envelope and post it to:
CENTENARY COMPETITION, CWS LTD., 1 BALLOON ST., MANCHESTER 4
to reach us by 9 a.m. on Monday, September 2, 1963.
3. All entries will be judged by a panel of experts.
4. In the event of a tie or ties for the three main prizes, the best reasons submitted stating why competitors buy CWS products will be the deciding factor.
5. The decision of the adjudicators must be regarded as final, and no correspondence concerning it can be entered into.
6. No competitor may win more than one prize.
7. All prizewinners will be notified by post and the three main prizes will be presented to the winners at the CWS Centenary Exhibition, Belle Vue, Manchester, during the period October 5—26, 1963.
8. Anyone over 21 years of age and resident in England, Wales, N. Ireland or Channel Islands may enter except employees of the CWS Public Relations Division, and their families.

I buy CWS products because (not more than 25 words)

NAME

ADDRESS

REMEMBER—this entry form must reach Centenary Competition, CWS Ltd., 1 Balloon St., Manchester 4, by 9 a.m. Monday, September 2, 1963.

(CAPITAL LETTERS PLEASE)

PLEASE COMPLETE THE REVERSE SIDE OF THIS FORM

£10,000 Centenary COMPETITION

BIG PRIZES TO BE WON....



1st PRIZE **£3,000**

2nd PRIZE **£2,000**

3rd PRIZE **£1,000**

ALL YOU HAVE TO DO

On this page we illustrate 16 name block designs of famous CWS products. Select eight which you think are the best and put them in what you consider is their order of merit in regard to their fitness as brand names for the products, and suitability of design for publicity purposes. If, for instance, your first choice is HALCYON then write the reference letter R (in ink) in square No. 1 on the entry form. Go through all your selections until all eight squares in one column are filled in. You may send in a single entry or any number of entries up to eight on one entry form. Additional entries may be made on plain paper or you can ask for entry forms at your Co-operative branch. Then write — not more than 25 words — the reasons why you buy CWS products. These reasons will be taken into account only in the event of a tie or ties for the main prizes. The best reasons will then become the deciding factor.

X

Belmont

You'll find this name on these CWS products: Glamorous Stockings in Bri-Nylon, dainty Lingerie, stylish Dresses, Ladies' Casual Wear, Nylon Overalls, Ladies' and Children's Slumber Wear, and toddlers' Dresses

M

Society

Many ranges of CWS goods bear this brand name including men's and boys' Tailoring, Shirts, Pyjamas, Braces, Dressing Gowns, Handkerchiefs, Sheets, traditional Furniture, Carpet Sweepers, Domestic Woodware, and Garden Furniture

K

SPEL

The modern Washing Powder so popular with so many housewives

W

CROWN CLARENCE

Pottery of distinction

R

Halcyon

The fine quality Paint with the longer lasting lustre

S

GALA

The supreme Margarine

Z

Ardington

The brand name of top quality footwear for men

V

DEFIANT

The name that is the sign of the best in Television and Radio

L

Space-Plan

Unit Furniture

H

Wheatsheaf

Under this brand name you will find a number of CWS products including: Canned Rice Pudding, Evaporated Milk, Pure Dairy Cream, Canned Meats, Canned Fruits, and ranges of Footwear for all the family

O

Lestar

The stylish Shirt that keeps its immaculate look the whole day through

N

REDDISH MAID

Sweets and Toffees in all the favourite varieties, and delicious Table Jellies

F

WILLIAM OF ORANGE

The connoisseur's Marmalade that everyone enjoys

T

Desbeau

Modern Corsetry garments for figure loveliness

J

Sun-sip

The Whole Orange Drink

I

WAVENEY

A wide range of fine foods that includes Canned Vegetables, Soups, and Processed Cheese

ENTRY FORM

You may send in a single entry or any number of entries up to eight on this form. Each entry must be made in one of the vertical columns and each such entry must be accompanied by a label, carton top, or swing ticket as required by the rules. This entry form must be completed in ink.

My order(s) of merit for the CWS name block designs in regard to their fitness as brand names for the products and their suitability of design for publicity purposes is/are: →

	1st ENTRY	2nd ENTRY	3rd ENTRY	4th ENTRY	5th ENTRY	6th ENTRY	7th ENTRY	8th ENTRY
1								
2								
3								
4								
5								
6								
7								
8								

ENCLOSE LABELS CARTON TOPS SWING TICKETS

TOTAL NUMBER OF ENTRIES

PLEASE COMPLETE THE REVERSE SIDE OF THIS FORM

DAVID ROWLANDS continues his series of articles on the history of the CWS.

ON every one of the millions and millions of packets of tea sold in this country in a year there is a very vital little printed statement which you can thank the CWS for helping to put there.

It is that important notice which gives you the exact net weight of the packet.

This was another fight for freedom for the shopper that the CWS started and won round about the first world war period.

Nobody likes a take-it-or-leave-it attitude and certainly none more so than the CWS, which believes in a fair and square deal for all customers.

This fight for the net weight was no mere storm in a teacup—it was a storm in the tea market. And the CWS won.

It started when the private trade, to whom this Co-operative upstart had proved such a nuisance, regarded the tea business as a legitimate source of generous profit and individual wealth.

The Co-operatives, by considering the consumer before the private shareholder, were much more concerned about the matter of net weight.

The English and Scottish Wholesales had, since the start of the century, been in partnership to provide all Britain's Co-operative customers with a single, central source of tea supply at a uniform

CWS won battle of the 'cuppas'

price per grade—and a $\frac{1}{4}$ lb. packet which contained a $\frac{1}{4}$ lb. of tea.

By 1913 this Co-operative partnership had to meet a demand for $\frac{1}{4}$ lb. packets involving the use of 770 tons of paper—or more than an ounce of paper to every pound of tea.

To the unscrupulous unco-operative dealer this would have meant another £108,000 in the till, by the simple method of including the paper in the net weight—a perfectly justifiable gain to those believing in profit over all.

But the Co-operative way of business life had made its impact.

Just before the outbreak of World War I, a Select Committee on short weight, powerfully impressed by the Co-operative evidence came down strongly on the side of the consumer—more strongly, no doubt, after learning from the managing director of one of the major multiples

that he had no knowledge of the net weight of tea in the packets his firm marketed!

Implementation of the Select Committee's recommendation that it be made illegal to sell tea, coffee or powdered cocoa by any other system than net weight was temporarily side-tracked by the pressures of war.

For some time the CWS had—as so often in its 100 years' career—to battle alone, not only for just measure, but also against a market determinedly set on price inflation.

But by 1917 the Government was persuaded that dealers should no longer be allowed to "sell their tea at a loss and make their profit out of paper."

From May 1 of that year it was decreed that all packets of tea must carry a printed statement of the net weight they contained—just one more instance of the Co-operative principle becoming the accepted standard.

EXHIBITION IS 'WORLD WIDE'

FIREWORKS, films and fashion parades, live shows in the theatre and demonstrations of French cooking—these are just a few of the things to be seen at the CWS Centenary Exhibition at Belle Vue, Manchester, from October 5 to 26.

The exhibition will occupy a number of pavilions, one of which will portray the history of the CWS and show the world-wide spread of the Co-operative idea.

In one pavilion you will see the latest developments in shop fitting and design—and take a look at a suggested prototype for the shop of the future.

There will be two bungalows with furniture from Czechoslovakia and the Nordic countries, and cooking demonstrations by experts from France, Czechoslovakia and Scandinavia.

An agricultural pavilion shows the CWS interest in farming and farming equipment, while the International Pavilion features Japan, with its pearl divers' Co-operatives, Africa, Russia and Canada, where Co-operatives among the Eskimos are increasing.

Wisden's centenary gift to MCC

TO commemorate the 100th edition of their Cricketers' Almanack, Wisdens have presented the MCC with a specially designed trophy to be given to the winners of this year's test series against the West Indies and thereafter to the victors of subsequent series between the two teams.

The solid silver trophy, (below), designed by Miss Carrie Magrath, is dominated by the figure of John Wisden himself and incorporates two smaller figures of a batsman and bowler.

Permission has been given for England's coat-of-arms to be used on one side of the wooden base of the trophy and the West Indian coat-of-arms on the other.

Until it is finally handed over to the test winners, it will be displayed at Lords.

Every member of the

winning team will receive a replica of the trophy.

It is exactly one hundred years ago since John Wisden, son of a Brighton builder, played his last first-class cricket match.

He then published the first issue of Wisden's Cricketers' Almanack and today it is this for which he is remembered rather than for his prowess as a fast bowler.

It was not the first such publication but it soon outstripped its rivals and has become today an essential handbook for the game's devotees—full of facts and figures past and present.

In this bulging centenary issue Neville Cardus writes about six cricketing giants of the century and the Prime Minister of Australia waxes lyrical about the enduring art of cricket.





When they come in HUNGRY as HUNTERS

They've been monster hunting, all over daddy's garden, and they'll be hungry! Well here's a little appetiser (Chocolate Nut Cluster, above) they'll love to make themselves, and there are other tasty recipes to help you through the school holidays, from **MARY LANGHAM**.

CHOCOLATE NUT CLUSTER

1 oz. breakfast cereal, 2 oz. mixed fruit and nuts, 4 oz. milk chocolate. Melt the chocolate, stir in the cereal, fruit and nuts and mix thoroughly. Put in small heaps on a greased tray, leave to harden. Pop into paper cases to serve.

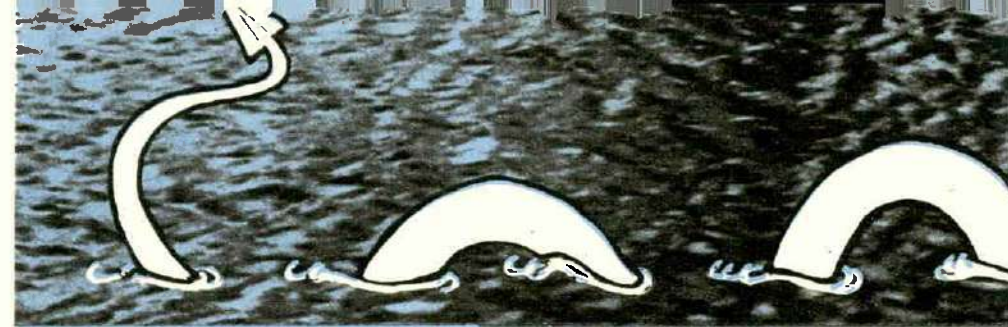
SCRAMBLED HADDOCK

1 lb. cooked smoked haddock, 2 oz. CWS butter, 4 eggs, shake of CWS ground nutmeg, chopped parsley, seasoning.

Skin and bone the haddock and flake the flesh. Melt the butter, add the fish and heat through carefully. Add the seasoning, nutmeg, parsley and lightly beaten eggs. Cook gently. Serve at once on hot buttered toast.

TOAD-IN-THE-HOLE

4 oz. Federation or Excelda plain flour, 1 teaspoon salt, 1-2 eggs plus milk to make 1 pint, 1 lb. CWS pork or beef sausages, 1 oz. Shortex. Sieve the flour and salt into a basin, mix the eggs and milk and gradually work into the flour, mixing to a smooth batter. This batter can be made up to an hour before use. Melt the Shortex in a York-shire pudding tin, put in the sausages and cook for five minutes. Stir a tablespoon of cold water into the batter, mix well then pour over the sausages. Cook for ten minutes Mark 9 (475°F.) reduce the heat to Mark 7 (425°F.) and cook a further 35-45 minutes.



IT'S MONSTER



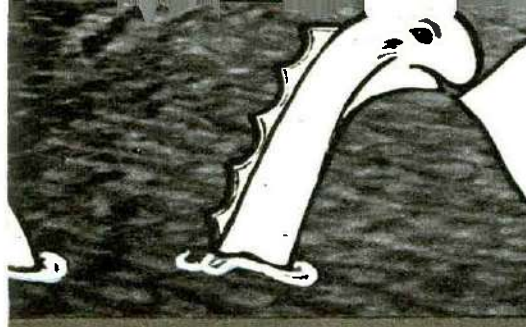
Ideal for monster spotting

The "Silly Season" is traditionally the time when newspapers, short of copy, publish all those stories about frying eggs on the roof of Admiralty House, supposing it is hot enough. Anything to fill the columns during the slack holiday period of July and August.

It has been rumoured for years in Fleet Street that the story of the Loch Ness monster originated in this way.

Is there any truth in it? Well, in any case, the binoculars shown above are capable of scanning any dark, lonely stretch of water.

They are the 10 x 30 stream-lined CWS Invincible, No. 72393, extremely good value at just under £18.

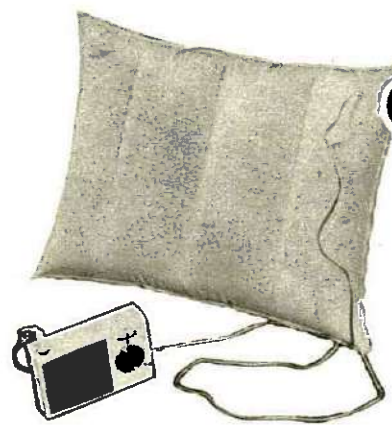


TIME AGAIN

IN THE SILLY SEASON

Millicent Martin, one of the stars of the controversial TV programme "That Was the Week that Was," and nowadays, of course, a star in her own right, is seen here hugging three "little monsters." She says she has a passion for cuddly toys.

VARIETY
FARE



CHECK YOUR LISTENING MANNERS

THOUGHTFUL treatment for those about you—the tiniest transistor radio can be a monster on a crowded beach. Here's a new way to take the sting from out of the monster's tail. It's an inflatable pillow, with a built-in muted speaker. Plug it in the transistor, lie back, and you are all set for comfortable listening, without discomfort to those around you. The pillow is ideal for hospital patients as well as for outdoor radio fans. Made in colourful plastic, it has a yard of cable, with two plugs to fit transistor radios of all sizes. A small pocket holds the cable and plugs. Price of the Marvel Listening Pillow is 38s. 6d.

The Defiant Model A4 transistor is a neat little set, which gives excellent reproduction. It costs only 7½ gns.

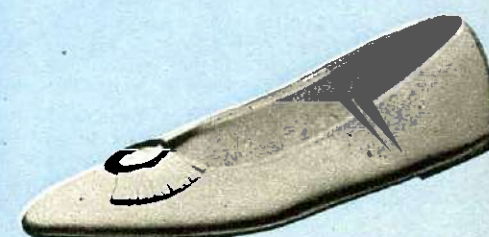
Look—no ladders

No need for ladder worry if you include Belmont Resisto stockings for your holiday. New, seamless stockings, they are guaranteed against laddering, made in four fashionable shades, sun magic, madison, wisp, and antelope. Cost, about 6s. 11d., from Co-operative shops.



Dancing, or soft shoe shuffle

Summer holidays bring plenty of dancing. The dainty, sling back style (below left), with Louis heel, is CWS Annette model W6680. Available in white, or black patent. Costs about 39s. 11d. Right, is a flattie with bow and gilt buckle, CWS Annette, style W6310. Costs about 29s. 11d.



A million anglers could be wrong



Says
JAMES OLSEN

FISHING, like golf, used to be a snob-bish sport. You had to be equipped. For salmon or trout fishing that meant expensive tackle; rod, reel, casts and fly-book.

It is estimated that today there are over a million coarse fishermen in Britain, many of whom fish for salmon and trout.

Well, I started with a long cane, and string, and did fairly successfully.

I fished all along the Seven Locks at Newport, and there, with my makeshift rod, learnt what skill I have.

Later, when I started for trout, I fished the Devon rivers.

I ignored the noble colonels, who were fishing dry fly, doing better, I like to think, than they did.

The point I am trying to make is this. You don't need expensive tackle to become reasonably expert.

Donald Sutherland, in his unpretentious book, *Butt and Ben*, a Highland boyhood (Blackwood, 21s.) bears me out in this. He says that when he went after his first salmon he got nothing.

On the way back he passed his host's daughter, a six-year-old, fishing by herself, using a bamboo with a piece of string on the end. The big hook was baited with orange peel. Then she gave a loud yell as her bait was taken by a four-pound fresh run grilse.

But, lamenting his own failure, Donald

Sutherland writes: "When this kind of thing happens, one is more or less driven to the conclusion that sheer bloody-mindedness or plain bad temper, one or the other, impels the salmon to take the fly."

If you want to know what really makes a fisherman the *Second Angling Times Book* (E. M. Art and Publishing Ltd., 15s.) might help. There is a little ghost story of particular merit; fishing on a dark lake, and a little boy watching, a "quiet sort of kid." And then in a nearby cemetery a statue, which looks like...

Did you know that whaling takes place almost on Britain's doorstep? It goes on regularly among The Faroes, where every man, woman and child has a stake in it. The boats of the crofters put out once the tell-tale fin of the ca'ing-whale is sighted, we are told in *A Mosaic of Islands*, by Kenneth Williamson and J. Morton Boyd (Oliver and Boyd, 21s.).

Nightmare

Few people realise the nightmare result of bad burns. The wartime pilots who were badly burned wanted nobody's pity. They wanted still to be recognised as men, taking on their own merits their place in society.

For this reason, as is told in *The Guinea Pig Club*, by Edward Bishop (Macmillan 21s.), they collected their hospital blues and burnt them on a bonfire, donned their own uniforms, and went out on the town with all the prettiest nurses that Archie McIndoe's East Grinstead hospital could provide.

In *Picasso*, (Paul Hamlyn, 15s.), 48 paintings in full colour and six black and white illustrations are reproduced.

Let's Cook it Right, by Adelle Davis (Allen and Unwin Ltd., 36s.), emphasises how foods can be both delicious and sufficiently health-building to "enhance our enjoyment of life."

His name is on his passport. Beyond that, in *Closed Against Me*, Ruth Aspinall (Ward Lock and Co., 15s.), Peter Latymer knows nothing about himself at all, when he wakes up in a strange hotel room one morning.

In *Homicidal Call*, by Samuel A. Krasney (W. H. Allen, 13s. 6d.), Abe Larson handles one of his toughest assignments when a bomb wrecks a new school.

Bikini Beach, by Geoffrey Bocca (W. H. Allen, 16s.), is the wicked Riviera as it was and is.

Stories of Famous Ships, by Captain Frank Knight (Oliver and Boyd, 12s. 6d.), tells of vessels from the corn ship of Alexandria in which St. Paul was wrecked, to the stirring wartime exploit of the San Demetrio, London.

Look chic in this sweater

HOME MAGAZINE KNITTING PATTERN No. 89

MATERIALS.—23 [25, 25] oz. WAVECREST Bri-nylon Double Knitting. Two No. 10 and two No. 8 needles.

MEASUREMENTS.—To fit 34 [36, 38] inch bust (loosely). Length, 24 [24½, 25] in. Sleeve seam, 18 in. (adjustable).

SIZES.—The figures in square brackets [] refer to the medium and large sizes respectively.

ABBREVIATIONS.—k., knit; p., purl; st., stitch; 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.

TENSION.—5½ sts. and 7½ rows to the square inch on No. 8 needles, measured over stocking stitch.

BACK

Using No. 10 needles, cast on 120 [126, 132] sts. Work in k.1, p.1 rib for 2 in.

Change to No. 8 needles and proceed in patt. as follows:—1st and 2nd rows: **k.1, p.1, rep. from ** to end.

3rd row: k. 4th and 5th rows: **p.1, k.1, rep. from ** to end.

6th row: p. These 6 rows form the patt. Continue in patt. until work measures 16½ in. from beg. Keeping patt. correct, throughout.

Shape armholes by casting off 9 [10, 11] sts. at beg. of next 2 rows, then dec. 1 st. at both ends of next and every alt. row until 82 [86, 90] sts. remain **.

Continue on these sts. until work measures 7½ [8, 8½] in. from beg. of armhole shaping.

Shape shoulders by casting off 9 [9, 9] sts. at beg. of next 4 rows, 8 [9, 10] sts. at beg. of following 2 rows. Cast off.

FRONT

Work as back to **. Continue on these sts. until work measures 3 in. from beg. of armhole shaping, finishing with right side facing for next row.

Divide for neck as follows:—Next row: Patt. 40 [42, 44], cast off 2, work to end.

Proceed on each group of sts., dec. 1 st. at neck edge on every alt. row until 26 [27, 28] sts. remain. Continue on these sts. until work measures same as back to shoulder shaping, finishing at armhole edge.

Shape shoulder by casting off 9 sts. at beg. of next and following alt. row. Work 1 row. Cast off.

SLEEVES

Using No. 10 needles, cast on 44 [46, 48] sts. Work in k.1, p.1 rib for 3 in.

Next row: Rib 3 [4, 1], (inc. in next st., rib 3 [3, 4]) 9 times, inc. in next st., rib to end (54 [56, 58] sts.).

Change to No. 8 needles and proceed in patt. as on back, inc. 1 st. at both ends of 9th [3rd, 11th] and every following 5th [5th, 4th] row until there are 94 [100, 106] sts.

Continue on these sts. until work measures 18 in. from beg. (adjust length here).

Shape top by casting off 9 [10, 11] sts. at beg. of next 2 rows, then dec. 1 st. at both ends of next and every alt. row until 56 [60, 64] sts. remain.

Cast off 4 sts. at beg. of next 10 [10, 12] rows. Cast off.

COLLAR

Using No. 10 needles, cast on 153 [163, 173] sts. Work in k.1, p.1 rib for 4½ in. Cast off in rib.

TO MAKE UP

Omitting ribbing, block and press on wrong side using a warm iron and damp cloth.

Using a flat seam for ribbing and a fine back-stitch seam for remainder, join shoulder side and sleeve seams and stitch sleeves into position.

Stitch collar into position. Press seams.

Vee for victory in Top pops

BOBBOY VEE, the young American who got his first real break in showtime as stand-in for the late Buddy Holly, has soon made a name for himself. His big hits include "Rubber Ball," "How Many Tears," and "Run to him." Now on Liberty LBY 1112, he has recorded 15 of them on Bobby Vee's *Golden Greats*. Bobby has often been backed by the Crickets, a group who are a success in their own right. Many of their best numbers are on a new LP (Liberty LBY 1120), *Something old, Something new, Something blue, Something else*.

The *Eddie Cochran Memorial Album* (Liberty LBY 1127) includes many of the late Eddie's chart toppers including "C'mon Everybody" and "Cut Across Shorty."

With Antal Dorati conducting the London Symphony Orchestra, Henryk Szeryng gives a masterly performance of Brahms' *Violin Concerto in D Major, opus 77* on Mercury MMA 11184. Tchaikovsky's *The Sleeping Beauty* is on HMV's concert classics series on XLP 30012, with George Weldon conducting the Philharmonia Orchestra. On Columbia 33SX1489 Edouard Commette gives a Bach organ recital from the cathedral of St. Jean, Lyon.

Some of John Freeman's BBC TV Face to Face interviews have been captured by Pye and on FTF 38504 are the interviews with Gilbert Harding and Sir Compton Mackenzie.

Piccadilly's Heather Series has Sir Compton to thank for the EP *Songs of the Gael* (NEP 34020). For it was Sir Compton who recommended the singer, Father Sidney MacEwan, to see John McCormack when he was starting out in his singing career in Glasgow. Also in the Heather Series are Maureen Miller's EP *Pride of Eirean* (NEP 34021), and an LP *The Songs of Thomas Moore* by Michael O'Duffy (NPL 3800P).

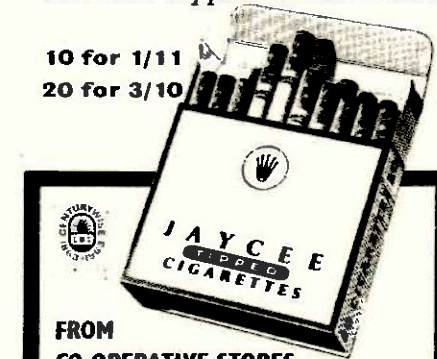
Champion Brass is on Fontana 687 300 TL and is the famous CWS (Manchester) Band at its best, as always conducted by Alex Mortimer. When Joe Brown put on a show at the Globe Theatre, Stockton-on-Tees, it was recorded and the result is *Joe Brown—Live!* Bobby Rydell has recorded *All the Hits—Vol. 2* on Cameo Parkway C 1040, including "Telstar," "Bobby's Girl," and "Loop de Loop."



Our choice
ALWAYS!

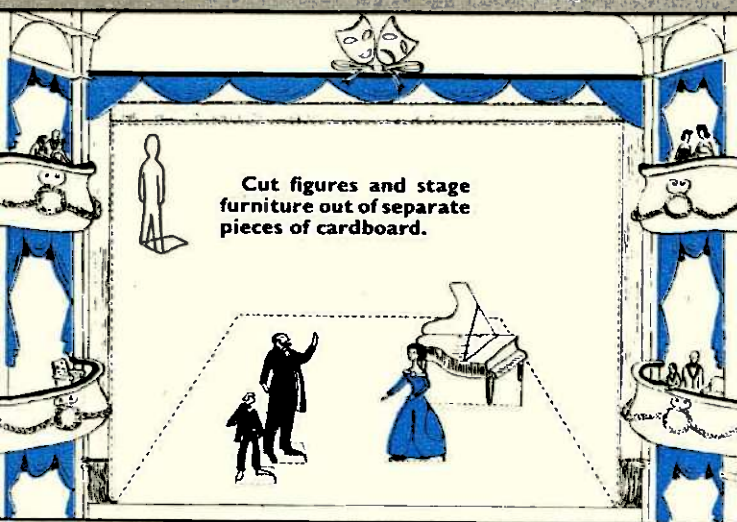
JAYCEE Tipped CIGARETTES

10 for 1/11
20 for 3/10



FROM
CO-OPERATIVE STORES

Make a model theatre

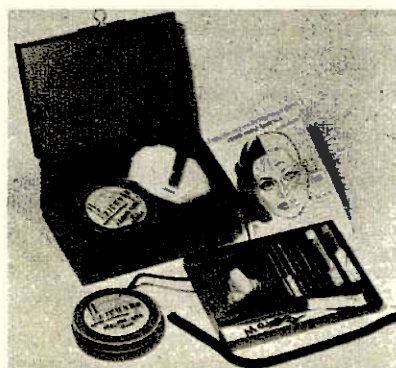


The drawing on the left shows the kind of stage you can make. But do not copy it slavishly. Make up your own design and of course use as many colours as you like on your model.

WIN A STAGE MAKE-UP KIT

Do you like dressing up, making up your face, just as the professional actors do—perhaps for a school play, or your own play given at home?

Here is your chance to win the delightful prize shown on the right. Use your imagination to design a realistic stage setting.



This authentic theatrical make-up box is the same as those used by professional actors.

What you must do

1. Start with a sheet of thin white cardboard, say 10 in. by 7 in. Design your model stage and colour with paints or crayon.
2. Cut out your model and cut out area between curtains to fold back and form stage. Cut out cardboard figures, leaving a little lip for folding and glueing, so that the figures will stand upright.
3. Press your model flat, and on the back write your full name, address, and age in BLOCK CAPITALS. Post it (in an envelope or between pieces of stout cardboard) to THE EDITOR (THEATRE COMPETITION), HOME MAGAZINE, 1 BALLOON STREET, MANCHESTER 4. Closing date for entries is July 29.
4. The competition is open to all boys or girls up to 15 years of age. In awarding the prize, the Editor will take into account merit in relation to the age of the competitor.

Colour fruit

For your usual competition this month, the Editor wants you to draw and colour a bowl of tempting fruit.

There are two classes—under nines and over nines—with two prizes in each age group. There will be chocolates for the older children from the E. & S. CWS Chocolate Works at Luton and sweets for the younger ones from the CWS Reddish Confectionery Works.

Read the following rules carefully:

1. The drawing must be your own and measure not more than 10 in. by 8 in.
2. On the back of your entry write your full name, address, and age in BLOCK CAPITALS.
3. Post your entry (marking the envelope "Competition") to: The Editor, Home Magazine, 1 Balloon Street, Manchester 4. Closing date for entries is July 29.

MAY PRIZEWINNERS

Anthony James Cleford, Grayle Road, Henbury, Bristol; Joan Bennett, Albion Street, Burnley, Lancs.

Clive Smith, Castner Avenue, Weston Point, Runcorn, Cheshire; Barbara Walmsley, Dill Hall Lane, Church, Accrington, Lancs.

Next month – snap!

Start saving your best photos taken at the seaside or in the country. They may win you a Wisden tennis racquet in our holiday snapshot competition. Details next month.

GARDENING NOTES

By W. E. Shewell-Cooper

NOW is the time to plant hardy flowering perennials. Choose a sunny strip of land, free from weeds. Fork over lightly, and add sedge peat at a bucketful to the square yard.

Take a draw hoe, scratch out drills an inch deep and nine inches apart, and into each drill sprinkle the seeds of a different variety of perennial. Try the simple ones to start with like gaillardias, the blue flax, coreopsis, lupin, anchusa, poppy and helenium.

When the seedlings come through, thin them out to three inches apart. When they are two inches high, transplant every other one to a further bed, leaving plants at six inches apart.

You will now have plenty of perennials to start a border—and some to spare.

I like to prune my apples and pears in the summer when it's nice and warm. I cut back the one year old side shoots (laterals) to within an eighth of an inch

of their base when they are eight or nine inches long.

This hard pruning stimulates the latent buds in the one eighth of an inch that you have left on, and these plump up into nice fruit buds.

Don't touch the end growths or leaders at all until May when you prune them back by half.

There are two bulbs which should be planted quite soon if they are to give the best results. The first is the baby iris (iris reticulata) which bears fragrant violet purple flowers in March.

Plant them an inch or so deep and sit them on a little sand. They like a sunny but sheltered border.

You can also plant the meadow saffron towards the end of July. This autumn flowering crocus does best in grass.

Send your gardening queries to W. E. Shewell-Cooper, Home Magazine, 1 Balloon Street, Manchester 4, enclosing stamped, addressed envelope for reply.

YIPPEE!
WHEATSHEAF
**RICE
PUDDING**
that's for me!

and so say all the family

**SO QUICK TO PREPARE
SO GOOD TO EAT**

NOW IN
8 oz 15½ oz and
29½ oz FAMILY SIZE

**Wheatsheaf
RICE
PUDDING**

MADE WITH FULL CREAM MILK

FROM CO-OPERATIVE STORES

Complete and post this folder TODAY.

Postage is pre-paid.

FOLD HERE

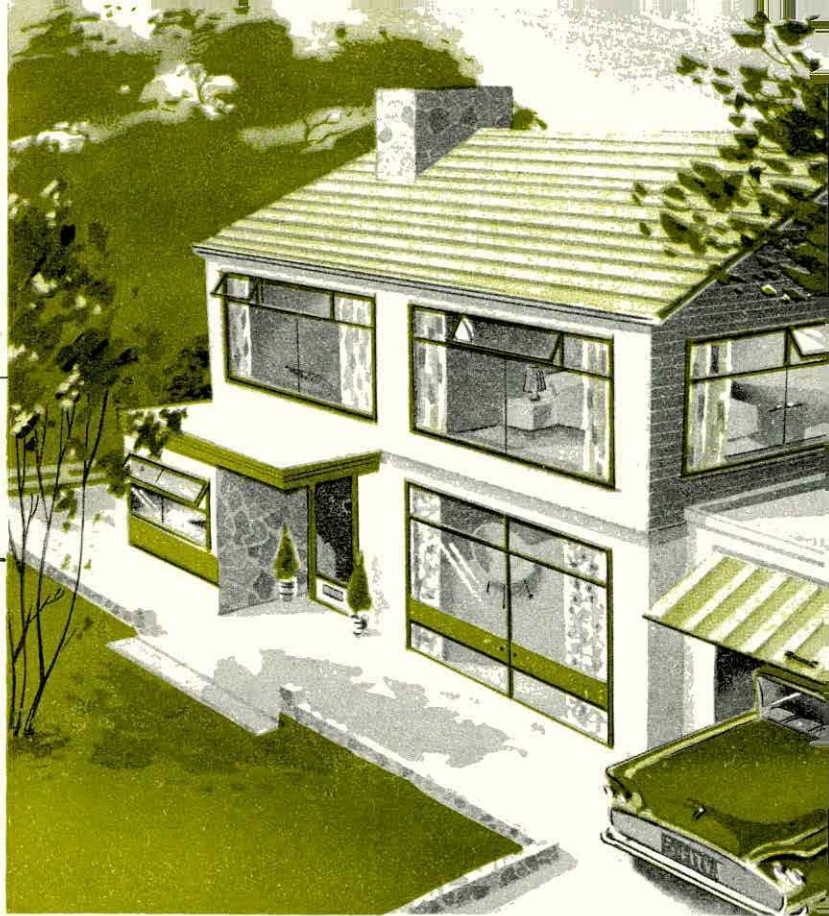
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CO-OPERATIVE INSURANCE SOCIETY LTD.
MILLER STREET
MANCHESTER 4

FOLD HERE AND TUCK IN



*Are you really
proud of your
home?*

are you really proud of your home?

It's rather a ridiculous question isn't it? You are perhaps devoting nearly half a lifetime to buying your home on mortgage. Of course you are proud of it. Yet, if you were to die to-morrow, would that mortgage be automatically wiped out? Or would you leave your dependants a heavy burden of debt with mortgage repayments to make, rates to be paid, and essential repairs to be done to the house? Can you *really* be proud of your home until you have made it secure for your family if you should die? The C.I.S. can help you to give your family this security.

THE C.I.S. MORTGAGE PROTECTION PLAN provides a regular guaranteed income if you should die before the mortgage is repaid, to meet the mortgage repayments and other expenses, *plus*

a substantial cash sum at the end of the mortgage term. And if the unexpected and untimely does not happen, there is a substantial cash sum for you at the end of the term, usually larger than your total outlay under the Plan.

Write to us for details -

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TAMWORTH INDUSTRIAL CO-OPERATIVE SOCIETY LTD.

COLEHILL, TAMWORTH

CONSUMER PROTECTION

ONCE upon a time "the consumer was the lowest form of life known to the economic world." So writes an American economist.

Things are not what they were. Suddenly the cry for consumer protection went up. Magazines were published about it, legislation proposed in support of it, and even a special committee was set up to discuss it.

Consumer protection is not in fact such a new thing. It has been the *raison d'être* of the Co-operative Movement since it first began as long ago as 1844, and the Co-operative Party's claim is, that since 1917, it has been the consumer's party.

The Molony Committee recently published its final report and now the Co-operative Party has followed up with its own picture of consumer protection from the point of view of the Co-operative Movement.

There was a time when economists talked about "consumer sovereignty." In other words, they said, the types of consumer goods and services provided, their price, and their quality and quantity were determined mainly by the choices which you, the consumer, made.

DIFFICULT CHOICE

Now that there are so many goods to choose from, it is very difficult for the consumer to make a simple, straightforward choice, unless he is well-informed about the relative performances of the different goods on sale.

What protection does the present law afford the consumer? By and large it is limited to the general legal rule of *caveat emptor*—let the buyer beware. This has been modified by legislation to restrain some of the more flagrant forms of misrepresentation and fraud on the part of a minority of traders.

In this jungle of high-pressure salesmanship there is evidently a need for consumers to organise themselves, since individually they are powerless. The Molony Committee concedes that this need was first expressed "in the genesis of the Co-operative Movement."

And since consumer protection was one of the Co-operative Movement's primary aims, it is up to present-day Co-operators to follow in the pioneer's footsteps, and vigorously continue this campaign.

GOLDEN WEDDINGS

Mr and Mrs Perry, "Ashtree Cottage," Hodge Lane, Amington, May 24.

Mr and Mrs Harvey, 64, High Street, Polesworth, May 31.

Mr and Mrs F. Wallbank, 153, Long Street, Dordon, June 5.

Mr and Mrs Rushton, 202, Long Street, Dordon, June 21.

Mr and Mrs Brown, 30, Lichfield Street, Fazeley, June 4.

DIAMOND WEDDING

Mr and Mrs Scott, "Fairview," Potters Lane, Polesworth, June 1.

Transform your fruit jellies and trifles into exciting, extra-special, luxury sweets by adding rich Wheat-sheaf pure dairy cream.

Thinking about holidays?

FANCY a trip abroad with a difference? Morocco, America, Egypt, Kenya, Mexico—or even a grand tour of the world. All you need is staying power and cash; everything else can be left to the Co-operative Travel Service.

This is the first time the CTS has offered such a comprehensive programme of exotic holidays. *Appropriately named Orbit Holidays, though trips to the moon are still out, they are specially planned to provide that "once in a lifetime" experience.*

For £265 you can have 15 days in Kenya and Rhodesia, see the Victoria Falls and watch big game from the famous Treetops Hotel; £101 15s. will take you to Morocco for 17 days. The pyramids in Mexico, the Parthenon in Greece, or Las Palmas in the Canary Islands are all there to choose from.

An 18-day trip to the United States costs £220, and around the world in 114 days via Australia, New Zealand and the United States, from between £735, and £1,490 according to the time of year and the class of travel.

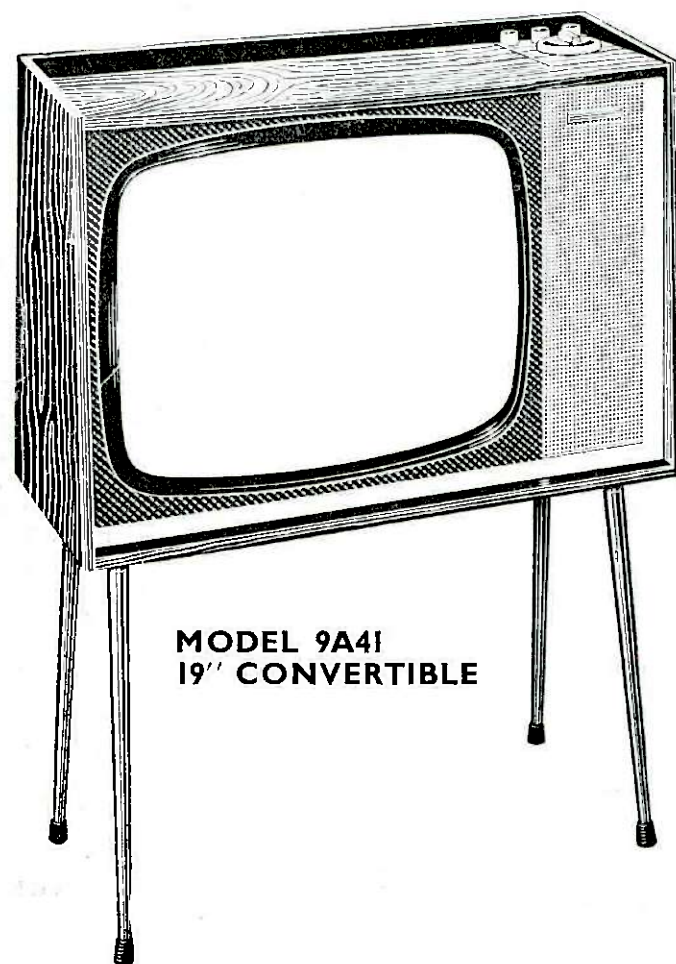
Give the family a special treat with Waveney fish spreads.

OBITUARY

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

Florrie Griffin	Fazeley	May 8.
Ernest Oakden	Wilnecote	May 13.
Julia Atkins	Amington	May 16.
Peter Frederick Bradley	Hockley	May 16.
Samuel James Salt	Glascote Heath	May 17.
John Freeman Boulstridge	Wilnecote	May 17.
Alice Houseman	Mile Oak	May 18.
Leonard Starkey	Amington	May 22.
Sarah Wilson	Dordon	May 24.
Elizabeth Williamson	Shuttington	May 25.
Arthur Broadhurst	Glascote	May 27.
Lucy Oakden	Wilnecote	May 27.

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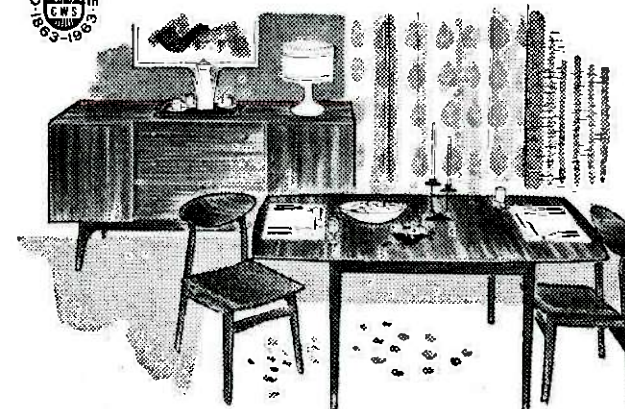
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CHANGING DISPLAYS OF
ALL THAT IS NEW IN

FURNITURE

CARPETS

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AT TODAY'S KEENEST
PRICES

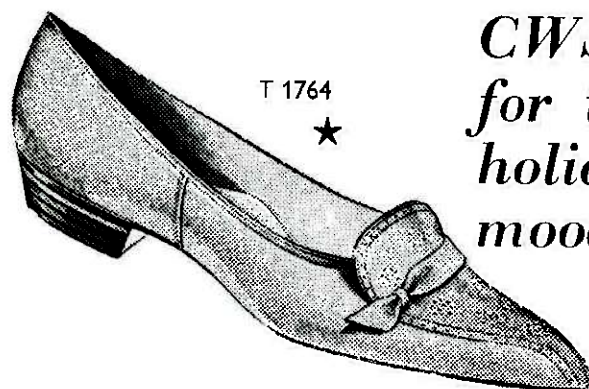
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VARIOUS SECTIONS. ADVICE AND
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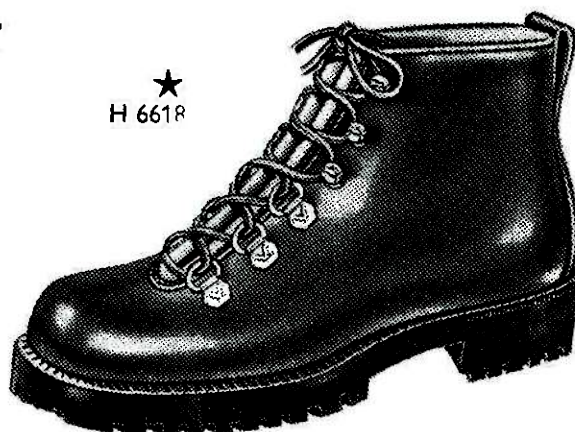
WHAT'S AFOOT THIS SUMMER?



T 1764



*CWS shoes
for the
holiday
mood*



★
H 6618

HOLIDAYTIME is in full swing once again, and summer wardrobes are full of light summer clothes. When the bright sunny days come round, everyone is in the mood for new clothes—everyone is in the holiday mood.

Wandering around the shops looking for casual summer clothes is an absorbing business—so absorbing, in fact, that it is surprisingly easy to forget a most important part of the wardrobe—shoes.

Your local Co-operative footwear shop can supply shoes to meet all your holiday requirements.

In summer, dancing is a favourite pastime with the girls, but why spend extra money on dancing shoes? From the Myra range, No. F7164 is ideal for both smart evening wear and dancing. This elegant, low-cut court shoe is in patent leather with a neat bow motif and cut-out back. Telstar is another up-to-the-minute model in crocodile with an attractive self strip and tapered Louis heel.

SUMMER STROLLS

These court shoes are ideal for evening wear, but what about the daytime? Summer days are often too fine and pleasant for travelling on buses and in cars, and so everyone seems to do much more walking.

For walking to be pleasant, feet have to be comfortable, and from the CWS Elizabeth range, No. T1764, a "flattie" in supple leather with self overlay and floral punching, is comfortable (note the "Comfy" arch supports) and really chic.

From the Countrysiders range, No. T7641, with a 2 in. stacked heel

in teak leather is also comfortable, and in high fashion, just the thing for walking along the sea front or taking a quiet evening stroll.

Quiet strolls at the seaside are perfect for some, but what of the "out-door-types"? To many people, the perfect break is an energetic hiking holiday.



★
F 7164

Britain still has many beautiful areas of countryside to be enjoyed, but all too often open-air holidays are spoilt by sore feet or blisters. Care has to be taken in choosing the right walking boot or shoe.

The Wheatsheaf climbing boot, No. H6618, is constructed after the most modern specifications, with a tough commando sole, special lacing loops, and padded tongue and ankle support for maximum reliability.

Take care of your boots, and they will take care of your feet. Use dubbin or good quality boot oil to keep the uppers soft and pliable, clean between the cleats in the soles after each outing, and you can be sure that your feet and your boots will stay in peak condition.

Don't forget — two pairs of woollen socks reduce friction, and a spare pair in your rucksack is an essential safeguard in case of wet feet—nothing is more miserable than the last mile home with waterlogged socks.

FASHION-CONSCIOUS MEN

High fashion is not only part of the woman's world, men have become progressively more fashion-conscious of recent years, and the CWS have adapted their shoe styles to keep up with the demand.

Casual shoes for men are a "must" around this time of year, and for general holiday wear, the moccasin style from the Rushmere range, R3147, is perfect, while the Ardington N4012, a plain-fronted step-in casual is ideal for wear with a sports suit or casual clothes.

If you prefer a more formal note in footwear, ask to see No. R2419 from the Rushmere range. For the contemporary-minded man, this shoe in black or brown leather really "fills the bill."

So now, check up on your wardrobe to see if your holiday shoes are as smart as your clothes deserve.

● **One final point, to keep your shoes looking their best, always insist on Pelaw brand polishes and dressings.**

Christopher Parkes



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Lilactime
IN THE EXCLUSIVE
CLAREMONT
SHAPE

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Coffee, and Fruit Sets*



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FROM CO-OPERATIVE STORES

From the most distinctive range of pottery produced today—CROWN CLARENCE—comes LILACTIME, a contemporary pattern of freshness and charm. See LILACTIME and other exclusive designs in this famous range at your Co-operative stores. You'll find the prices are far lower than you would expect.