

TAMWORTH EDITION

SEPTEMBER 1963

Home

M A G A Z I N E



Come Co-operative Shopping

BED LINEN FORTNIGHT

SEPT. 20-OCT. 5

With chill autumn and winter nights looming ahead the wise housewife will see to the family's bed linen needs during C.W.S. BED LINEN FORTNIGHT at Co-operative stores. Wonderfully wide ranges of the quality-famous C.W.S. brands of sheets, blankets, and quilts—equally outstanding for their luxurious comfort and long-wearing service as for their keen, easy-on-the-purse prices—guarantee cosy, healthy warmth for the family against the winter's worst rigours. Look ahead—Come Co-operative Shopping now.

PELAW QUILTS
Feather and Terylene filled. Beauty with comfort—they're wonderful value! From 42/6 each.
—and not forgetting PELAW PILLOWS! From 7/6 each.

SARI-TOGA and SAN REMO SUPER QUALITY PURE WOOL BLANKETS
Soft and luxurious. In delightful pastel checks. From 64/11 each.

WHITELEES UNION BLANKETS
Wool blended with fibre for warmth without weight. Guaranteed. Rainbow striped, checked, plain white, and bordered. Also in pastels of rose, green, primrose, blue, and lilac. Film wrapped. White: 24/11. Bordered: 25/9. Dyed (Pastel): 27/6. Striped: 29/6.

SOCIETY and HIGH SOCIETY FLANNELETTE SHEETS
Lancashire-made for cosy warmth and long wear! In cream, white, rose, green, blue, primrose, lilac, and pastel multi-stripes. All fast colours. Film wrapped. Guaranteed.
SOCIETY, from 31/11 pair.
HIGH SOCIETY, from 43/11 pair.
MATCHING PILLOW CASES, from 9/6 pair.

HIGH SOCIETY (ALL WOOL) and SNUGDOWN (PURE WOOL) BLANKETS
For fabulous, fleecy comfort! In white or pastel shades. They're guaranteed, too. Film wrapped.
White or Pastels, from 45/6 each.
(with satin bound ends at small extra cost).

SOCIETY and CASTLE BLEACHED COTTON SHEETS
Spun and woven in Lancashire—and fully guaranteed. Plain and twill weaves. Film wrapped. From 32/11 pair.

CYGNET UNION BLANKETS
In white and pastels. Satin bound. From 32/9 each.

sheets blankets and quilts

The best of bedding buys this autumn, from Co-operative stores

'ADVICE' FROM G. B. SHAW

WHEN I was young I was possessed by the urge to write. I wanted to write a literary masterpiece. The thing that troubled me was would a fairly commonplace name such as mine be suitable for a famous writer?

George Bernard Shaw was my idol at the time, so I sent a letter posing this question to him. G.B.S.'s reply knocked me for six. "If you cannot decide this simple question yourself it will not matter what you call yourself!" he replied.

John G. Marsh, Liverpool 21.

PREACHER SUCH A TEARAWAY!

A friend of my cousin's used to get very worked up while preaching—even to occasionally tearing around the pulpit. One Sunday morning he got more frantically worked up than usual, and pausing for breath, he heard a small voice from underneath the pulpit say: "Mummy! Can't it get out?"

Miss S. L. Brighton, Grateley.

HOW MANY WIVES TELL THE TRUTH?

How many married women who go out to work tell their husbands how much they earn? And how do those husbands decide how much housekeeping money to allow their wives?

When I got married, and that's over 30 years ago, an old man gave me this advice: "Never give your wife what you really believe she needs for housekeeping," he said. "Knock 5s. a week off that, and then, every few weeks, give her a £1 for herself."

I didn't follow his advice, but it's not a bad idea.
Fred Stalley, Saffron Walden, Sussex.

OUR COVER

They were tempted by the subtle attraction of those lovely round glass marbles, so Mum's groceries are forgotten. What is she going to say? Perhaps she will remember that dad played marbles once—and even she, herself, was allowed to take a turn.



Squirrels come to her kitchen window

THIS is a photograph I took of one of the squirrels that come to my kitchen window two or three times each day for their nuts. It is amazing how sharp their teeth are. They cheerfully tackle Brazil nuts, although they much prefer pea-nuts, especially the shelled variety.

The one in the photograph, now a fond parent, will climb on to my hand and take the nuts from my fingers—the youngsters as yet are more timid, and help themselves only when humans seem to be out of the way.

Joan Penton, North Harrow.

YOU
WRITE

Guinea letters

QUICK WAY OF FETCHING COAL

When I return from a shopping expedition it always seems such a waste to throw away the larger and stronger paper bags. I fill them with coke, or small coal, and store them on top of the fuel in my bunker. Then, if the scuttle needs filling up during the evening, it is quick, clean and quiet to fetch one of these bags and to place it straight on the fire.

Mrs R. I. Silverthorne, Hounslow, Middlesex.

ANYTHING BUT VASES

I have a row of flower vases on my pantry shelf. I'd use them sometimes—for flowers—but, alas! the fashion nowadays is to use anything that wasn't originally meant to hold flowers in which to display our blooms. Old tureens, jugs, pans—in fact, the things that are the least like flower vases, into which one must stuff chicken

A LONG WALK—WE COULD HAVE WEPT!

One Saturday my friend and a neighbour asked me if I would like to take a walk. As we were passing a bus shelter, we noticed a lady's handbag on the seat. We looked inside for an address. It was right at the other side of town. To our astonishment the house we went to was empty. Next door they told us: "Oh, I believe they moved up to Tupsley." We could have sat down and wept, but walked all the way back and found the lady, in a new housing estate, opposite from where we live!

Sonia Powell (aged 12), Tupsley, Hereford.

WHERE I USED TO SHOP

I wonder if any other Co-op member has a teapot like mine? It came into my hands at a sale in Todmorden. It is in white and gold, and the words on one side are Bridge End Equitable Progressionists Society Limited, with also a photograph of the building where I used to shop. On the other side the words are Established 1851, Jubilee 1901.

Mrs L. Crossley, Burnley.

DISAPPOINTED PAIR

We put our garden shelter out, brightly striped with a fringed fringe. Our garden is near a recreation ground. As we sat quietly reading, two small faces appeared over the hedge. One small child's voice said: "No, it isn't a Punch and Judy show."

Mrs S. Robertshaw, Halifax.

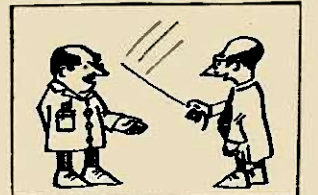
CANED THE BRANCH MANAGER

I FEEL sure that many husbands read your attractive magazine (including the local pages), as I do myself; but I have a special interest.

I have been headmaster of a school in this town for 30 years. One day I bought some shirts at our Co-op men's shop, and four of the five assistants were old boys of my school. I caned a branch manager 20 years ago for a boyish prank at the local swimming pool.

They are all good friends of mine—especially the manager!

N. A. Scroton, J.P., Headmaster, Grimsbury, County Secondary School, Banbury.



**SEPTEMBER, 1963
Vol. 68, No. 9**

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.



Ugly as a toad — yet a succulent delicacy . . .

OYSTERS 'KILLED' DREAM TOWN

IS the oyster—ugly as a toad yet a succulent delicacy—dying out? A century ago they were two or three a penny yet today they may cost you £1 a dozen. But if you think the price is just another racket, you will be doing the British oyster trade an injustice. The fact is that our oyster farmers have been fighting ill-fortune for over 50 years.

Take the case of Whitstable. Fine oysters have been dredged off this part of the Kentish coast for longer than anyone knows. The Romans were quick to locate them and they guarded the beds against the ravages of poachers.

According to evidence given to the Sea Fisheries Commission in 1866, the Company of Free Fishers, who had acquired the Whitstable oyster dredging rights from the lord of the manor, included no fewer than 300 working members. Stock was valued at £400,000 and the sale of oysters rated as £900,000 annually.

Statistics issued by the Ministry of Agriculture, Fisheries and Food, show that the value of all oysters landed from U.K. vessels in England and Wales during

1962 was only £89,084. In fact, the total value of all shellfish so landed during the year was only £2,387,000.

If Whitstable's oyster luck had held out, the wealth of the town today would surely have been impressive. But so fickle is the oyster business that it can change a town's destiny. One might say that oysters "killed" the dream town that could have been Whitstable's future.

Says TREVOR HOLLOWAY

Calamity came to Britain's oyster industry when large quantities of explosives were dumped into the sea near Whitstable after the first world war. This polluted the water and killed off millions of oyster stock.

Disaster struck again during the last war when the Luftwaffe dropped a land mine right in the heart of the Whitstable oyster beds. This was doubly tragic as the bitter winter of 1939 had already killed off some 50 million oysters.

There was a grim winter, too, in 1958 and even the sea in Whitstable Bay was

frozen. Once again the toll of stock was terrific.

According to a spokesman of the Fish-mongers' Company, the ten-week Arctic spell this year did considerable damage to the East coast shellfish stocks, and it may be another two years yet before it is possible to assess the final effect.

But wars and weather do not represent the hard core of the oyster cultivators' troubles. In 1880, American oysters were introduced to British waters with the idea of breeding larger native oysters. Unfortunately, attached to these imported shellfish were large numbers of the American slipper limpet.

This is a prolific breeder and much harder than an oyster. Although it does not attack the oyster directly, it settles on its shell in large numbers and tends to smother it. It also competes greedily with our native oysters for microscopic food.

Another pest, also introduced accidentally from the U.S., is the American tingle, which resembles a small whelk. It is able to drill through the shell of a young oyster and extract the flesh.

Left, the crew of a dredger unloading their catch of oysters into panniers.

So seriously have our oyster beds been depleted by these two pests, as well as by diseases, that the Government recently announced that they are prepared to make grants for clearance at the rate of £75 per acre, and also help finance the restocking of beds.

The lot of an oyster is not a happy one. Its chances with an insurance company would be nil. The female European oyster lays from 500,000 to 1½ million eggs. She lays the eggs inside her own shell, where they soon develop into free-swimming embryos.

After about two weeks, the mother oyster opens her shell and spits them out in a dense cloud like a charge from a shotgun.

For the next ten days or so they swim about in the sea, finding their own food. The spat, as they are called, are now at their greatest peril. They are pounced upon by larval crabs, shrimps and prawns, arrow-worms and jelly fish; even young fishes take heavy toll.

Of the original million or so larvae, probably less than one per cent survives to settle on the sea bed.

OBLIGING

Once an oyster has settled, there it will remain. If not dredged up, it will be in the same spot for maybe 20 years or more, until it dies of old age.

It seeks a relatively clean, hard surface and having found it, ejects a secretion which sets hard and fixes the shell firmly in place.

The oyster cultivators obligingly lay down culches, or collectors, for the spat to settle on. Tiles, clean oyster shells or bunches of twigs may be used.

Perhaps the most surprising fact about the oyster is that it changes its sex every year. It breeds first as a male, and the following year becomes the mother of about a million offspring!

At one time the Whitstable oyster beds would yield 20 million oysters in a normal season. At the end of the last war the output was down to three million. Instead of a hundred boats, there were less than a dozen.

The oyster trade recalls Victorian times when even the far from wealthy bought oysters by the bushel. And our old friend Mr Pickwick thought nothing of travelling to Dingley Dell for Christmas with six barrels of the finest natives.

Before the last war it was nothing unusual for Whitstable to send 15,000 oysters to London for a single banquet.

Today, Billingsgate's main supply of oysters are obtained from Whitstable, Colchester, Cornwall and Holland.

The Romans went for oysters in a big way and one man would polish off two hundred before he started a meal.

Winner of an oyster-eating contest at Southport a few years ago ate 200 with ease; and 30 members of an Essex golf club consumed 2,088 without the slightest effort.

Oyster lovers insist that the iodine content of oysters promotes long life and that the phosphorous in oysters nourishes the brain.

One business man swallows a dozen oysters at the first sign of a cold—and claims a complete cure every time.

Whatever the gourmets may say in praise of the succulent bivalve, it is only fair to mention that in one dietician's opinion at least, weight for weight the humble herring is 39 times more nourishing than the lordly oyster.

MOBILE

Contrary to widespread belief, the humble cockle is increasing in popularity. Landings have increased considerably in recent years. Modern methods of preserving and packaging have doubtless contributed to these increases.

Unlike the oyster, the cockle is surprisingly mobile. It possesses a very large foot in relation to its size, and this member is used not only for the purpose of progression, but also for excavating holes in the sand and mud.

By suddenly straightening the foot, the cockle moves by a succession of jumps towards the sea. When digging a hole, it distends its curious foot with water and then, by a rotary motion, burrows downwards with remarkable speed.

Actually, there are over 200 species of cockles.



The oyster season is in full swing (above), and at West Mersea, Essex, the native oysters have been harvested and workers get on with the task of grading. At Whitstable (below) the natives are counted from a vat. In the nearest vat oysters can be seen under running sea-water



Be prepared for autumn

THESE FASHIONS TAKE TO WATER LIKE A

AUTUMN, Keats's "season of mists and mellow fruitfulness," used to be a time of **dark colours** for fashion. But easy-to-care-for fabrics such as Courtelle have removed the cleaning obstacle to **lighter, brighter colours** at this time of the year.

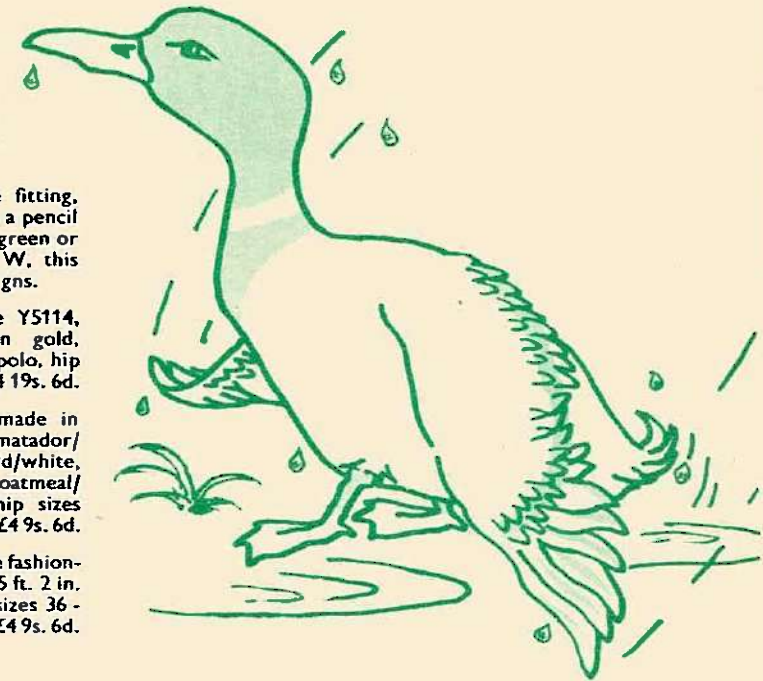
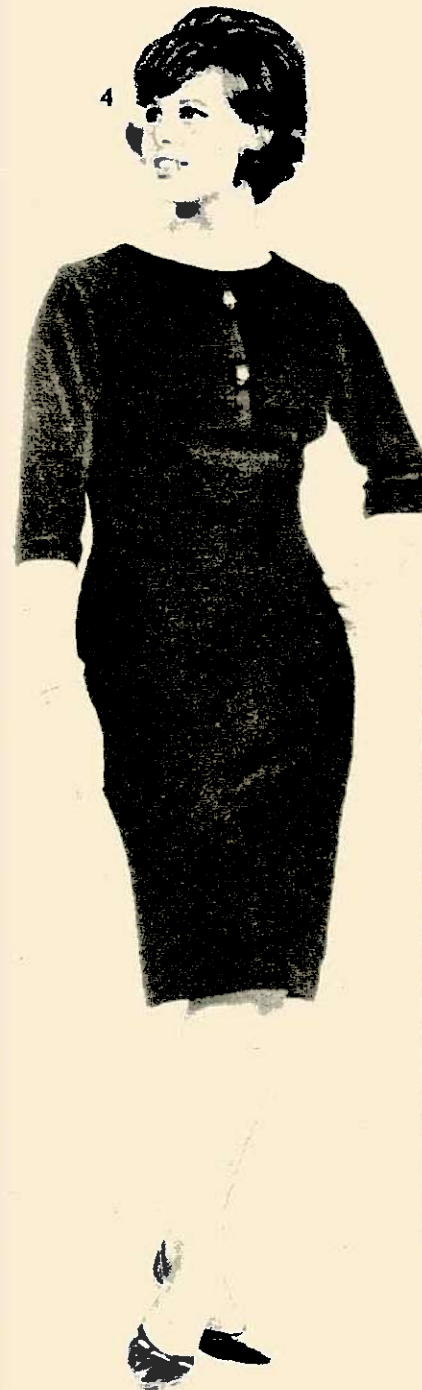
And surely it is just when the weather is drab and dull that we need the extra boost that pretty, glowing shades can give!

FRESH AS EVER

This year, Courtelle is well to the fore for autumn, with easy-to-wear, easy-to-care-for dresses and suits, which take to water like a duck. They emerge from the tub **as fresh as ever**.

The CWS autumn ranges include a selection of really pretty dresses and suits in this marvellously **trouble-free fabric**. They come in delightful shades—pronto blue, Italian gold, matador, Lucy blue, pheasant, oatmeal and polo. These are the sort of garments most likely to form the basis of your wardrobe. And they are in a price range that won't make too big a hole in even the smallest budget.

The garments shown here are all from the CWS autumn ranges and are on sale now at Co-operative stores.



1. This suit has a loose fitting, three quarter jacket with a pencil skirt with Dior pleat. In green or gold check. Sizes 7-9-W, this is style Y4702. About 12 gns.

2. Courtelle dress, style Y5114, in pronto blue, Italian gold, matador, Lucy blue, and polo, hip sizes 36-42 in. About £4 19s. 6d.

3. This jumper suit is made in French navy/Lucy blue, matador/white, Lucy blue/navy, gold/white, pheasant/oatmeal, and oatmeal/pheasant. Available in hip sizes 36-42 in. Y5000. About £4 9s. 6d.

4. This black dress has the fashionable high bustled line. A 5 ft. 2 in. fitting, it is made in hip sizes 36-40 in. Style Y5106. About £4 9s. 6d.

Ring the changes with skirts, jumpers & trews

TO fill your autumn wardrobe at least one skirt to ring the changes with jumpers is essential. This year, the CWS has a most attractive skirt range, in plain and patterned fabrics.

There are slim-fitting styles, as well as slightly flared skirts to disguise broader hips. The range includes a collection of pleated Terylene skirts, in a wide colour choice.

With matching or contrasting tops, these skirts can be the basis of attractive outfits. To top them are Lanfield jumpers and cardigans, in a rainbow of colours. There are 14 shades, including sundust, ice blue, smoky pink, new beige, willow, lovely red, beech brown, young green, and flame.

There are also some very attractively patterned heavy knits, in Acrilan, as shown in the photographs, in navy, pink, ice blue, tan, and maize, all spiced with white. They make ideal partners for the new stretch trews, (left) which have elastic straps fitting under the foot, to ensure snug fit, and for the slim-line skirts.

The stretch trews (left), Linda, in Brinyon, are made in two waist sizes 23-25 in. and 26-28 in., and cost about 49s. 11d. Topping the slacks is a chunky Acrilan sweater, style Y5303, costing about 49s. 11d.

This slim-line skirt (right) with its front pleat and hip pocket is available in three patterns of tartan. It is style Y5212, in waist sizes 24-30 in. and costs about 42s. 6d. The Acrilan cardigan is style Y5613, in women's size, costing about 55s. 6d.

Be prepared for autumn

CHOOSE ACCESSORIES WISELY

Shoes . . .

FOOTWEAR ranges this autumn contain something to suit everyone. Choose from almond, chisel, and pointed toes, as well as from the new more rounded toe. Heels vary from the slim three in.-Louis to the neat one in.-flattie.

Popular colours include walnut, navy, wine, mushroom, light tan, red, white, rich tan, beaune, cinnabar, beige, teak, mahogany, and black.

Top left is F7404, from the Myra range, with a basket weave toe. It costs about 49s. 11d., and is trimmed with a neat self bow. In black and tan.

Top right is style C3110, a casual with a low heel, made in cinnabar and beige, only 29s. 11d.

Bottom left is style T7745, a slim-toe court shoe with self loop, strip trimming, and two and a half in.-Louis heel. In black or tan, about 49s. 11d.

Bottom right, model T1799, from the Elizabeth range, elasticated style, light tan or black, with almond toe, about 65s. 11d.



and gloves

DON'T forget those warm gloves. There is a wide selection in CWS ranges, from smart leather for dressy occasions to cosy mitts for leisure.

Spend time in choosing accessories. Carefully selected, these can lift the simplest of garments into the model class.

The gloves below are CWS Salutus SH 851, fleece lined, and costing about 25s. 6d.



This shearling mitt, in natural only, is style SH763, from the Salutus range, at about 19s. 11d. It can set off that outfit for leisure.



This delightfully supple glove is Salutus style SH762, in hand-sewn, sueded lamb, with a curly lining, at about 54s. 6d. Choose gloves carefully from CWS autumn ranges.

CWS kept steady during food prices 'riot'

PPRICE cuts and "special offers" confuse today's shopping scene. But the revolution in retailing is superficial. The decor differs but the aim remains the same. Profit is the yardstick of success.

It is not surprising that many housewives seem to be losing their sense of shopping values. The vagaries of supermarket prices make it increasingly difficult to discern standards of comparison.

The one certainty is that the end product of non-Co-operative supermarket and multiple store operations remains unchanged—PROFIT, the bigger the better. The consumer is the means to that end.

That this fact is more widely recognised than ever is one of the many justifications for the 100 years existence of the CWS.

The CWS has been striving since 1863 to cut or curb prices, not for a week or on a limited selection of commodities, but permanently and throughout the whole range of domestic necessities. Some of the results are recorded in economic history.

Amid the threatened panic at the first onset of "total" war half a century ago, that businesslike document the *CWS Weekly Price List* provided the colouring note. With food prices tending to run riot the list announced the fulfilling of retail societies' contracts for flour while private suppliers were frantically scrapping theirs—CWS selling Danish butter at 130s. cwt. while private wholesalers were quoting 144s.; Co-ops holding the retail price of sugar at 2d. lb. against other retailers' 4d. and 5d.

DAVID ROWLANDS concludes his series of articles on the history of the CWS

The steadfast policy of keeping prices in check as far as possible had its inevitable effect on un-Co-operative spheres. Grocers complained that private mills had not given them the same consideration that CWS mills had given the Co-ops.

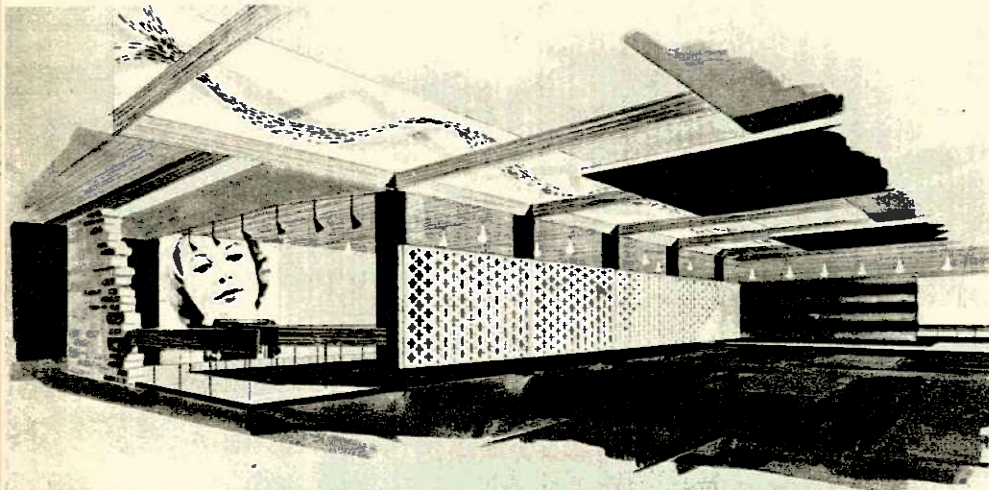
Backed by the CWS mills the Co-ops held down bread prices to a level ultimately accepted by the Government for the subsidised loaf. It was the Co-operative lead in "fair shares" which brought the acceptance of general rationing instead of "rationing by the purse."

Blunt fact

The importance of Co-operative influence on price levels was reflected in the Report on the Soap Industry presented to Parliament on January 18, 1921, which stated the blunt fact that, over the period investigated, CWS best household soap had been sold at prices as much as £26 a ton lower than those of the "trust"—the United Kingdom Soap Manufacturers' Association.

That all seems a long time ago but in history it is only a stride. The supermarkets of the 1960's are direct descendants of the truck shops of the 1840's.

The basic function and purpose of the CWS remains unchanged—to provide the one four-square challenge to a profit monopoly in which consumers would have no part except as the victims.



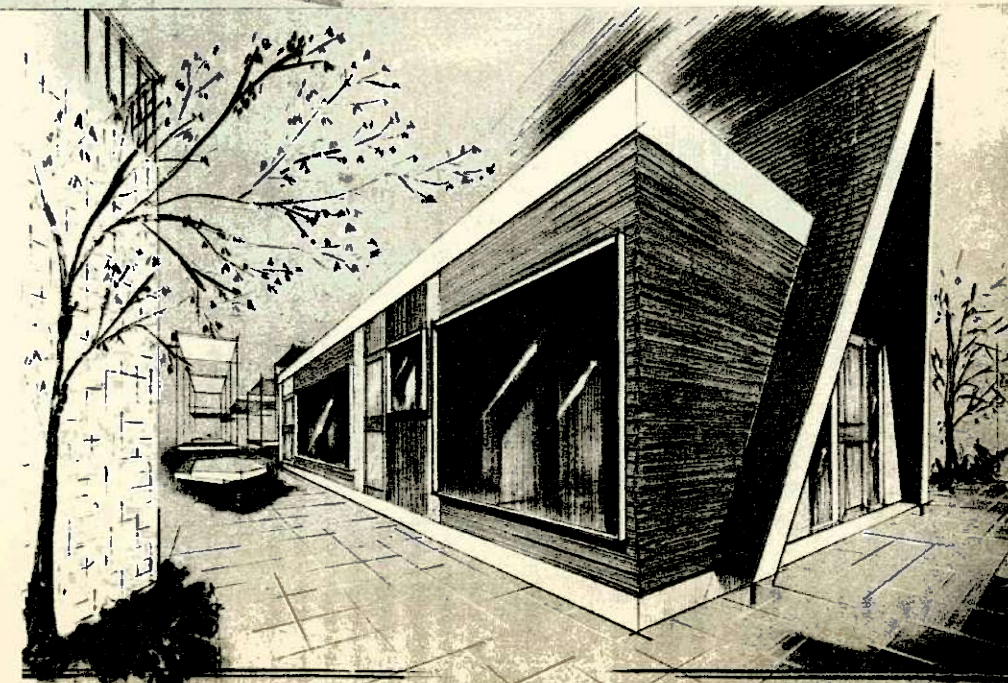
THE WORLD WILL SEE OUR EXHIBITION

THOUSANDS of visitors from Britain and all over the world are expected to converge on Manchester's famous Belle Vue pleasure gardens next month for the CWS Centenary Exhibition.

The exhibition will run from October 5—26. On opening day itself and every following Saturday, times will be from 11 a.m. to 9.30 p.m. On other weekdays the exhibition will open at 2 p.m. until 9.30 p.m. It will be closed on Sundays.

Above: Artist's impression of a section of the "Behind the Co-operative Shopper" pavilion where visitors will get an insight into the research undertaken by the Co-operative Movement for the benefit of the housewife.

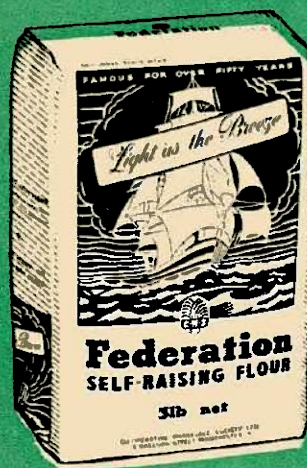
Right: Design for one of the two ultra modern bungalows to be erected at the exhibition, which will be furnished throughout with CWS furniture.



For baking you'll be really proud of....

* Come
Co-operative
Shopping

FOR ONE
OF THESE
FINE
FLOURS!



FEDERATION.

— the silky smooth flour with years of good baking behind it.

EXCELDA.

— the fine-quality flour that's a special favourite of northern housewives.

You'll find either FEDERATION or EXCELDA in stock at your Co-op store. Buy a bag this week and see what a wonderful difference it makes to all your favourite recipes!

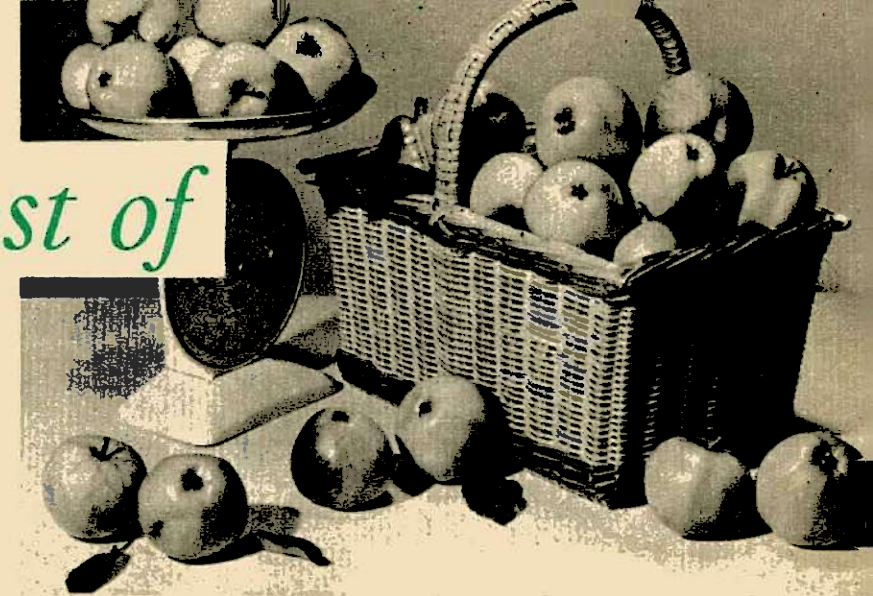


FEDERATION · EXCELDA
Each available Plain and Self Raising

FROM CO-OPERATIVE STORES

Make the most of APPLES

APPLES are often used only when other fruit is scarce, or for the traditional apple sauce served with pork, writes MARY LANGHAM. Apples are plentiful now, so try these different recipes and make the most of the harvest.



APPLE CAKES

1 packet Jus Rol puff pastry, 1 lb. baking apples, 3 cloves, 1 oz. CWS butter, 3 oz. brown sugar, 2 eggs.

Line patty tins with the pastry. Cook the apples with the cloves, butter and sugar. Sieve. Beat in the eggs. Three-quarter fill each case. Bake for 15 minutes at Mark 7 (425°F.). When cold, coat with water icing and decorate with browned coconut.

BREAKFAST SAVOURY

Rashers of lean bacon, peeled quartered baking apples, CWS sausages, tomatoes, potato cakes or scrambled eggs.

Wrap a piece of bacon round each quarter of apple. Place on a greased grill pan with the sausage and halved tomatoes. Grill until crisp and cooked through. Serve with potato cakes or scrambled eggs.

APPLE AND CHEESE FRITTERS

1 lb. baking apples, 1 packet Willowvale cheese portions.

Batter: 2 oz. Federation or Excelda plain flour, pinch salt, 1 pint water, 1 dessertspoon salad oil, 1 egg white, Shortex for deep fat frying.

Peel, core and slice the apples. Cut the portions of cheese in half through the centre. Sandwich the cheese between two slices of apple. Dip into the batter and fry in hot deep Shortex until golden brown.

Batter: Mix the flour and salt with the oil and water until smooth. Fold in the stiffly beaten egg white and use to coat the apple.

SAVOURY APPLE PIE

12 oz. shortcrust pastry, 8 oz. CWS pork sausage meat, 2 large baking apples, 2 tomatoes, 1 teaspoon CWS mixed sweet herbs, seasoning.

Line a pie dish with half the pastry. Skin the tomatoes and peel and core the apples. Mix the herbs and seasoning into the sausage meat.

Place the sliced tomatoes in the pie dish and cover with half the meat. Arrange the apple slices on the top and cover with the remaining sausage meat. Top with pastry and brush with a little milk.

Bake 40-45 minutes at Mark 6 (400°F.). Serve with salad.

APPLE AND PORK CASSEROLE

4 lean pork chops, 2 baking apples, 1 small onion, 1 pint stock or cider, Pinch marjoram, seasoning, Shortex for frying.

Brown the chops on both sides in the hot Shortex, and place in a casserole. Fry the sliced onions and add to the chops. Peel, core, and cut the apples into rings, fry until lightly brown and add to the casserole. Sprinkle with seasoning and marjoram. Add the stock or cider.

Cover and bake Mark 5 (375°F.) for one hour.

Before serving thicken the sauce with a little plain flour mixed to a paste with cold water.

APPLE DUMPLINGS

1 lb. shortcrust pastry, 1 lb. baking apples (medium size), CWS mincemeat, 2 oz. soft brown sugar, lemon juice.

Roll out the pastry and cut into 3 in. rounds. Peel and core the apples. Brush with a little lemon juice and place on the pastry. Fill the centre of each with sugar and mincemeat.

Draw the pastry around each apple sealing the edges together well. Place on a greased baking tray with the seamed side down. Bake for 30 minutes at Mark 6 (400°F.) until golden brown. Sprinkle with sugar and serve with custard.

MARSHMALLOW APPLE FLAN

4 oz. shortcrust pastry, 1 lb. stewed apples, 2 tablespoons CWS marmalade, about 12 marshmallows.

Line a flan ring with pastry and bake "blind." Place a layer of marmalade in the base and cover with sieved, stewed apples. Cover with a layer of marshmallows.

Place in a warm oven until the marshmallows have melted slightly and browned.

APPLE CREAM

1 lb. baking apples, 1 oz. CWS butter, 1 pint thin cream, rind and juice of 1 lemon, 2 oz. sugar, 1 oz. Federation or Excelda plain flour, 2 eggs, 1 oz. shredded almonds, 2 dessertspoons toasted breadcrumbs, 2 dessertspoons castor sugar, 1 teaspoon CWS cinnamon.

Peel, core, and slice the apples. Melt the butter in a frying pan and add the apples and cook until tender.

Mix together the cream, lemon rind and juice, sugar, flour, egg yolks and almonds. Pour over the apples. Cook gently over a low heat, stirring well until the mixture thickens. Leave until cold.

Fold in the stiffly whisked egg whites, pour into a soufflé dish or a pie dish. Mix together the castor sugar, breadcrumbs and cinnamon and sprinkle onto the soufflé. Bake 45 minutes at Mark 3 (350°F.).

When summer gathers up
her robes of glory, and like
a dream of beauty glides away.
—Sarah Helen Whitman.



SUMMERTIME IS FLEETING

COULD you, like this little girl, check the time on a sundial? Perhaps she is thinking of how long summer is going to last.
This is the original Dollond Sundial, which has been registering the time for about two

centuries at Conock Manor, in the Vale of Pewsey, Wiltshire.
It is complete with fast-slow compensating scales and is still as accurate as ever. It doesn't need rewinding, and the addition of one hour makes it as useful as the day it was made.
It was only in the 18th century that clocks and watches began to supersede sundials.
Nowadays, you will only find sundials in a garden or in remote country districts.



WOULD YOU
GIVE UP
YOUR HAIR
FOR
HIM?

THOUSANDS of Italian women are cashing in on male vanity because men's toupees or toppers are made from women's hair which is longer and finer than men's. It even comes from convents where novice nuns have their heads shaved when they take their vows.

Yet there is a world shortage.

Mr John Sutton, of Crown Topper Ltd., a firm that specialises in camouflaging men's balding spots, says hair prices have soared.

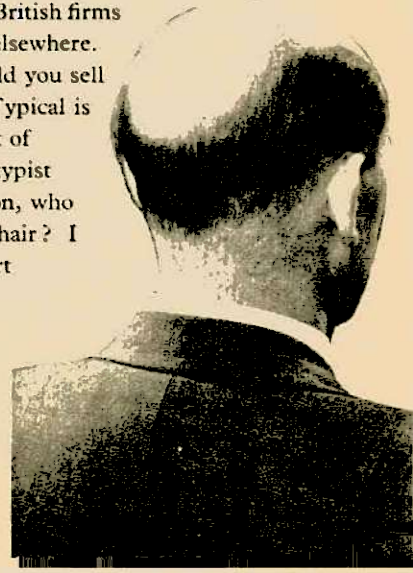
MONOPOLY

"The Americans have monopolised the Italian hair market and British and European firms are now having to buy Italian hair through the unofficial 'hair exchange' in New York."

This firm uses Italian hair exclusively, because, says Mr Sutton, "it is the best in the world."

But some British firms are looking elsewhere.

Well, would you sell your hair? Typical is the comment of 16-year-old typist Judith Ashton, who says: "My hair? I wouldn't part with it."



But we've still clothes to air



This new Bex clothes airer serves a dual purpose. When not in use its arms fold up and it becomes a decorative stand (above, left) for a favourite plant. Above, right, it is shown in use.

Supplied with screws which attach it neatly to the wall, it is a boon for bed-sitters and makes a gay addition to a kitchen or bedroom. It is made in red, blue, or yellow, and costs 19s. 11d.

BRITISH people spend about 7s. 3d. a head on tableware each year, and even faced with this low figure it is staggering to realise that only 50 per cent possess a matching teaset. More than half our homes have no dinner service at all.

Yet it is possible to buy a bone china teaset for as little as £4.

Bone china, which few people realise is made only in England, has strength, elegance and beauty. It is translucent and has a fine, clear ring when you tap it.

Buy bone china because it is cheap and good, but don't choose complicated shapes and designs.

A pattern with plenty of white in it looks clean. Make sure that cups fit firmly in the saucer. Get a good-sized teapot that will pour well and be easy to clean.

The teaset shown here is called Angeli, and is from the CWS Crown Clarence ranges—a delicate leaf design.

A 21-piece teaset costs about £2 13s.

Laddered
nylons aren't
much fun,
But here's a use for
every one.

To make a cheap, soft filling for scatter cushions, soft toys, etc., cut up and unravel old or laddered nylon stockings.



NEW HOPE FOR THE YOUNG DEAF

By Louisa Birch



MOST children settle at school quite happily after the initial qualms, but for a few, things are not so easy.

For the child who is partially deaf, school life can be puzzling and frustrating. Until recently there was nothing for them but the special school, or, for the child whose deafness was not severe, the large class in the normal school, where they failed to keep up with their classmates, becoming more and more backward and unhappy.

The special schools do wonderful work, but it was felt that more could be achieved if these children could mix with ordinary classes.

A new method of tackling the problem was therefore evolved, a special unit for the partially deaf within the framework of an ordinary council school.

The first of these units to be set up in Hampshire started in April, 1961, at Cove Manor Primary School, with four children, and on its success depends the extension of the scheme to other schools.

The teacher is Miss M. Searson, who studied at Manchester University, and became interested in handicapped children when she worked with them on a holiday job. She later took a year's course in teaching the deaf.

Patience

There are at present nine children in the class, all that can be managed by one teacher, as the work is complicated by the different ages, ranging from 5½ to 11, and by their several degrees of intelligence and deafness.

Individual teaching is essential, and much patience is needed if they are to recover from their early setbacks.

A special feature of the classroom is the group hearing aid, consisting of headphones with voice control switches, and the loop hearing aid system, through which children can pick up voices on their own aids.

There is a microphone plugged into the teacher's desk, making it possible to instruct individual children, and the teacher has a roving microphone for general teaching.

The loop system extends all over the school, so that the children are in constant

touch with the teacher wherever they may be.

There are inevitable breakages with the hearing aids, but the children are good and sensible with them, and use them with wonderful effectiveness.

To make the lessons as interesting as possible, pets are encouraged, and the children have various fishy friends, taken from nearby streams.

"By the end of term we have a peculiar collection of creatures in jars," smiled the teacher.

They also have an aquarium, and a guinea pig named Yuri Gagarin, who is a general favourite.

All work is done with visual aids. There is a nature table, and a baker's shop, where all the goods on display, one of the boys assured me, were baked by them in the school kitchen.

The aim is to build the child's confidence by a feeling of achievement. Once they get pleasure instead of frustration from communication with others, the battle is half won.

The group lessons include a spelling story, read by the teacher. The key words are repeated by the children, and written, first in the air, then on paper.

This teaches them to connect the spoken with the written word.

In the case of high frequency deafness, which makes them unable to distinguish between consonants, they may omit the same letter constantly.

At the baker's shop they hear a shopping story while acting the parts of shopkeeper and customers. Most of them watch the lips as well as using the hearing aids.

Right, Miss Searson explains a point through the roving microphone. At the top of the page is a picture of 5-year-old Janice eagerly concentrating on her lessons through her headphones.



In some cases this is habit, but it is difficult to be sure in all cases.

Janice, the youngest pupil, is 5½. She had little grasp of speech when she came to the school, but after a few months is making rapid progress, combining the use of her hearing aid with lip reading.

Her lessons sometimes take the form of a passing game, during which she passes items from the desk as requested by Miss Searson. Then Janice does the asking, prompted by the teacher as she stumbles over a word.

If proof is needed of her growing confidence; it is here, written on her face as she succeeds in identifying the items on the desk.

So that they shall mix with other children as much as possible, many of the lessons are taken in ordinary classes, where they go for physical education, handwork, and some written work.

Eagerness

The ultimate aim is for them to become full time pupils in the main school, and already one of the boys comes to the unit only in the mornings.

All the children show a happy eagerness to learn, which speaks well for the new method.

In the near future, the school hopes to open a new building which will have the same integration with the main school.

It will have soundproof walls, insulated curtains, double windows and internal ventilation, everything that can be done to keep out extraneous noise, which can cause the pupils so much discomfort.

EVER since the war we have surrendered more and more to the coffee drinking habits of the Continentals and Americans.

But isn't it about time we converted them to tea? And we can do this by reintroducing them to the British teapot.

There was a period when our teapots excited admiration throughout Europe. In the early years of the 18th century they were often painted with pictures much influenced by China, the usual scenes being of elongated ladies with parasols against a background of spidery trees and pagodas.

This was the time of that homely scene which took place every day in upper-class English households. In the soft glow of candlelight and a blazing log fire the maid would bring afternoon tea with crumpets. What, apart from cricket, could be more English?

It is true that the quality of the tea varied considerably, from the delicious aromatic green of the expensive varieties to the cheap, heavy black kind adulterated with ash tree leaves. In fact, so extensive did the practice of adulteration become that there was an outcry against the increasing depredation of Britain's ash forests!

The teapots themselves also varied—from precious porcelain to peasant pottery, from Wedgwood to common brown earthenware. Those early pots never held more than one pint; larger sizes were not in demand because of the high price of tea. By the 1780's rising demand had brought the price down and pots to hold 1½ pints were being made. By 1800 they had reached the quart size.

One of the greatest problems of the potter was that spouts were easily broken. A remedy was to protect the final inch or so with a silver tip. It is recorded that in

1795 Queen Charlotte ordered from Wedgwood a "silver-spout teapot."

In Queen Ann's time most public inns sold tea at 1½d. per small handleless dish. Since the average working-class wage was about 1s. a day there can hardly have been any mass consumption of this elixir from far Cathay.

Teapots were often produced in novelty designs. They took the shape of camels, ships, houses, cauliflowers, cottages, etc.

There were also the well known Narrow Boat teapots specially made in brown for use on canal boats.

An interesting gimmick which never really caught on was Royle's self-pouring teapot patented in 1887. A globular one, it had a tall cylindrical neck which worked on the suction pump system. The spout

entered the body through a grating, and the metal lid, fashioned like a piston about three inches in depth, ran up and down the neck. When plunged down it caused the tea to spurt through the spout into the cup.

Royle, evidently a believer in automation before his time, claimed that this would "supersede the present antiquated and laborious action in serving tea."

It is a far cry from the modern English labourer gulping down a strong brew from his tea-can to the picturesque ceremonies of China and Japan. There the drinking of *tcha* (Chinese for tea) has always been a cult of elegance, and not a mere social habit.

In the East the tea ceremony gave a tremendous impetus to the production, design, and decoration not only of teapots themselves, but of the various accessories such as tea bowls, caddies and water pots.

In fact, the teapot has been such an essential part of the English household for so long it is difficult to realise that Europe has always remained faithful to the much older coffee habit.

We can conquer the Continent with our teapot

Says CYRIL BRACEGIRDLE



Some of the more elegant designs in teapots. Above: A blue and white Coalport teapot, and a novel design in the shape of a pineapple. Below: An unusual teapot shaped like a Chinese boy with dog, and a variation of the well-known Hop Trellis pattern.



ONE CUP IN FIVE IS CO-OP TEA

MORE important, perhaps, than the design of the teapot is the quality of the tea inside. And so popular are Co-operative brands that they are used in one in every five cups of tea made in the United Kingdom.

Much of the tea is grown on the 19 plantations owned by the English and Scottish Joint CWS in India, Ceylon, and Tanganyika, whose crops last year totalled 14 million lb.

From the four E & S CWS tea blending and packing factories come such well-known brands as Ninety-Nine, Oriental Tips, Eastern Rose, etc.

A RAGLAN CASUAL FOR THOSE AUTUMN CHILLS

MATERIALS.—20 [21, 22] oz. WAVECREST KNITTING 4-ply. Two No. 13 and two No. 11 needles, set of four No. 12 and set of four No. 14 needles, with points at both ends. Two stitch-holders.

MEASUREMENTS.—To fit 38 [40, 42] in. chest. Length, 26 [26½, 26½] in. Sleeve seam, 18½ in. (adjustable).

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

ABBREVIATIONS.—k., knit; p., purl; k.b., knit into back of stitch; p.b., purl into back of stitch; st., stitch; sl., slip; p.s.s.o., pass slip stitch over; tog., together; t.b.l., through back of loops; inc., increase by working into front and back of stitch; dec., decrease by working 2 sts. together; beg., beginning; alt., alternate; rep., repeat; patt., pattern; in., inches; m.k., make 1 knitwise by picking up loop that lies between st. just worked and following st. and knitting into back of it.

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difference
with C.W.S CUSTARD POWDER**

Makes the smoothest, creamiest custard—to serve with fresh and canned fruits, puddings, trifles, jellies.



12 oz. Drum 1/7½

**—and
the difference
is delicious!**

FROM CO-OP STORES



TENSION.—7½ sts. and 9½ rows to the square inch on No. 11 needles, measured over stocking stitch.

BACK

Using No. 13 needles, cast on 162 [170, 178] sts. Work in k.1, p.1 rib for 1½ in. dec. 1 st. at end of last row (161 [169, 177] sts.).

Change to No. 11 needles and proceed in crochet-knit rib patt. as follows:

1st row: ** k.b.2, k.1, m.k., sl.1, k.2 tog., p.s.s.o., m.k., k.1, k.b.1, rep. from ** to last st., k.b.1. **2nd row:** ** p.b.2, k.1, p.3, k.1, p.b.1, rep. from ** to last st., p.b.1.

3rd row: ** k.b.2, k.5, k.b.1, rep. from ** to last st., k.b.1. **4th row:** ** p.b.2, k.1, p.3, k.1, p.b.1, rep. from ** to last st., p.b.1.

These 4 rows form the patt. Continue in patt. until work measures 16½ in. from beg., finishing with wrong side facing for next row.

Commence armhole shaping: * Next row:** Cast off 8 [9, 10], patt. to last 8 [9, 10] sts., cast off 8 [9, 10]. Break off wool. Rejoin wool and shape raglan armholes as follows:—

1st row: k.1, k.2 tog., patt. to last 3 sts., k.2 tog. t.b.l., k.1. **2nd row:** k.1, p.1, patt. to last 2 sts., p.1, k.1. ***

Rep. these 2 rows until 49 [53, 57] sts. remain, finishing at end of a dec. row. Slip sts. on to a stitch-holder and leave.

FRONT

Proceed as Back until 87 [91, 95] sts. remain at raglan shaping, finishing with a 1st row. **Next row:** k.1, p.1, patt. 27, p. next 29 [33, 37] sts. on to a stitch-holder and leave, patt. 27, p.1, k.1. **Proceed on each group of sts.** as follows:

Still dec. at armhole edge on every alt. row as before at the same time dec. 1 st. at neck edge on 2nd row following and every following 3rd row until 9 dec. in all have been worked at neck edge.

Continue dec. at armhole edge only on every alt. row as before until all sts. are worked off.

SLEEVES

Using two No. 14 needles, cast on 62 [68, 74] sts. Work in k.1, p.1 rib for 3 in. **Next row:** Rib 5 [3, 9], (inc. in next st., rib



4 [4, 3]) 10 [12, 14] times, inc. in next st., rib to end (73 [81, 89] sts.).

Change to No. 11 needles and proceed in patt. as on Back, inc. 1 st. at both ends of 7th row following and every following 6th [7th, 8th] row until there are 117 [121, 125] sts. Continue on these sts. until work measures 18½ in. from beg., finishing with wrong side facing for next row (adjust length here). Work as Back from *** to ***, then rep. 1st and 2nd rows until 5 sts. remain. Cast off.

TO MAKE UP AND NECKBAND

Omitting k.1, p.1 rib, block and very lightly press each piece on wrong side using a warm iron and damp cloth. Using a flat seam for ribbing and a back-stitch seam for remainder, join side and sleeve seams. Using a flat seam, stitch Sleeves into position matching shapings.

With right side facing using set of No. 12 needles, knit up 158 [166, 174] sts. round neck, including sts. from stitch-holders. Work 9 rounds in k.1, p.1 rib. **Change to set of No. 14 needles** and work 11 rounds in k.1, p.1 rib. **Change to set of No. 12 needles** and work 8 rounds in k.1, p.1 rib.

Using No. 11 needle, cast off. Fold Neckband at centre to inside and loosely flat-stitch cast-off edge to knitted-up edge. Press seams.

HOME MAGAZINE KNITTING PATTERN No. 91

Torpedoed and cast adrift for three weeks in . . .

AS tall, freckle-faced Johnnie Ferguson boarded the Blue Star liner *Avila Star* at Buenos Aires on June 12, 1942, to sail home to England, her one thought was of joining the WRNS and taking an active part in the war.

Little did Johnnie (her real name was Maria Elizabeth Ferguson) know that shortly after celebrating her 19th birthday aboard the liner, she would be taking such an active part in the war that her story would be a record of a journey to the far frontiers of human endurance.

For at dusk on Sunday, July 5, two torpedoes tore into the liner. The second exploded right under a lifeboat as it was being lowered. In the lifeboat was Johnnie Ferguson.

The blast flung her high into the air, and she fell into the oil-covered sea. She managed to strike out for a waterlogged lifeboat and scrambled aboard.

Everything that happened to Johnnie during this frightening period is told brilliantly and with feeling in John Frayn Turner's new book *A girl called Johnnie* (Harrap, 16s.).

Here is a true story about war at sea, true in fact and sincerely written without any colourful trimmings to make it palatable.

After Johnnie clawed her way into that lifeboat, bedraggled and covered in oil, her first thought was for the badly injured seamen about her. The rest of that night she spent nursing them.

Day after day the boat battled on against sea and storms, its occupants struggling against extremes of suffering. Then one atrocious day a man, beyond the limits of his physical endurance, leapt overboard and was drowned. He

was the first of many to die during the three weeks' ordeal.

Their most terrible night was July 13-14. The boat was shipping spray continuously and their clothing was soaked through. There was not only the great personal discomfort, but they had to work as well, for the boat was shipping water at a serious rate, calling for extreme expenditure of energy in baling out to keep it afloat.

Just a few wooden spars in the shape of a boat between them and eternity.

As the weather steadily worsened, they had to pump and bale out all the time. The boat seemed to be shipping half the ocean. At one stage it was almost overturned by a monstrous wave.

By now water was very scarce—just three gulps a day for each of them. All their mouths felt as though they had been stuffed full of cotton-wool and only with difficulty did they manage to open them at all. Their jaws were almost set firm.

To Arthur Brown, who still kept the bar keys of the *Avila Star* on his belt, fell the job of putting the dead over the side. Poorly clad, they met their end simply. A little prayer was whispered. Brown tapped them and said, "Best of luck." Then he pushed them over.

But eventually came that wonderful day of days when the silence of the boat was broken by the call, "Ship's mast, sir." Three or four miles off they could see what looked like a matchstick waving on the horizon.

THE CRUEL SEA

By
Frank
Mawson



It was the Portuguese Navy sloop *Pedro Nunes*.

Johnnie, completely exhausted, was lifted aboard, but was so far gone that she has only a hazy recollection of her rescue. In hospital afterwards it was found she had rows and rows of sea-water boils, as big as carbuncles. They were on all the bony places of her body. She had no fewer than 48 of these signs of her ordeal.

Later Johnnie, who now teaches in a Leicestershire school, was awarded the British Empire Medal and the Lloyds Medal of Bravery at Sea, the only woman passenger ever to win it.

A WAR STORY with a difference is Ernest-Vivian Colman's book *Birds of the Storm* (Muller, 12s. 6d.).

This is essentially a "bird" book, but it is also a human story. It is about Marjorie Ozanne's bird hospital in Guernsey.

In 1940 when the Nazis occupied the island many who escaped to the mainland left behind their pet birds. Against a fear-laden background, Marjorie dedicated herself to rescuing and protecting the birds, half-starving herself and bartering clothes and shoes in order to provide them with food.

Marjorie's hospital continued after the war and today she is famous throughout Europe for her ornithological knowledge and experience in the treatment of sick birds.

Peggy Lee hits the top

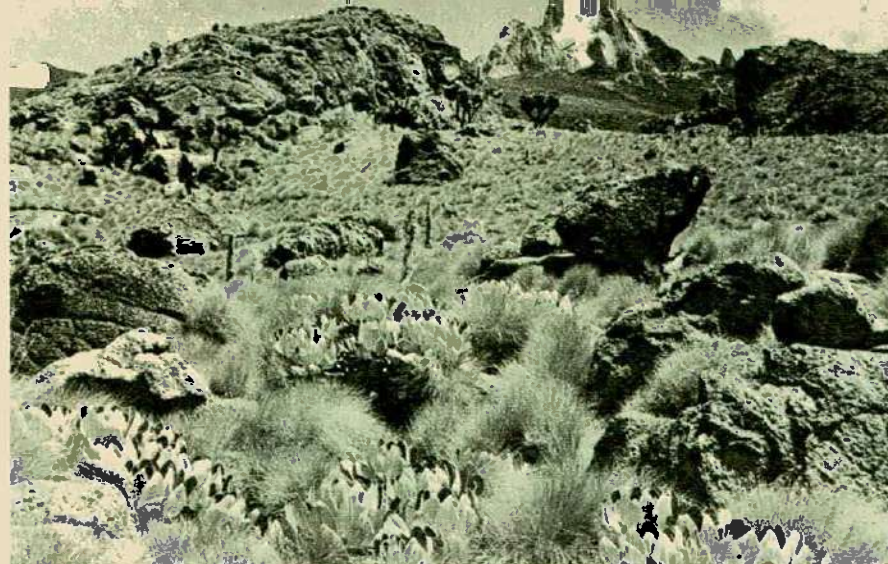
THAT woman Peggy Lee has swung out into the LP winners again! On *I'm a Woman* (Capitol T1857), Peggy rocks, sambas, and caresses her way through a well-chosen selection leaving a trace of her special magic to revitalise care-worn standards like "Come rain or come shine," and to give a breath of Lee to an otherwise ordinary "A taste of honey." When Peggy swings into "I'm walkin'" with a forceful guitar backing her, you have to admit—Fats Domino was never like this!

One high spot on this disc comes when the bluesy and earthy elements of Lee mix for her latest single hit, "I'm a Woman." But to hear Peggy Lee at her best, let the romantic "I left my heart in San Francisco" soak you in nostalgia, and ease your troubles away for a while.

Mainstream figures in a new release with Al Fairweather and Sandy Brown on *The Incredible McJazz* (Columbia 335X1509). The record pounds out to a pacy, swinging "Quarterin'" start with some clever tenor sax work by the tune's writer, Tony Coc.

The second track on side one, "Listen with Mammy," turns out to be a disappointment. After a novel trickling "intro" by Brian Lemon on piano, Terry Cox's thrashes his cymbal—pity he chose the wrong tune to do it in.

Side two improves with a sobbing clarinet from Sandy Brown in "Willow weep for me," and ends on a high note with "Wednesday night prayer meeting" played in a pleasing "little-big-band" style.



Watch for a harvest moon

THE moon is a beautiful object at harvest time, so watch out for it. If you could see it through a telescope, you would see how the various craters stand out. They are of all sizes, up to a hundred miles or more in diameter. They are scattered all over the surface. They look like the volcanic craters on the earth.

SEAS OF LAVA

The dark parts of the moon which make it look so much like a human face and which make us talk about the man in the moon, are thought to be seas of lava.

The moon is devoid of water and air, so you see why it would be so necessary for explorers on the moon to wear space helmets.

THIS MONTH the editor would like you to paint or crayon your idea of what the moon's surface would look like—say to a space explorer.

You can let your imagination run riot by showing craters, seas of lava, tumbled masses of stone, gigantic crevices in the rocks, even valleys and hills, and all in the most varied colours you think you might see on a visit to the moon.

As usual there will be two classes—one for those under nine and the other for those who are nine or over. For the two best entries from over nines there will be a box of delicious chocolates from the English and Scottish CWS Chocolate Works at Luton. For the two best entries from under nines there will be a bumper parcel of sweets from the CWS Confectionery Works, Reddish.

Read the following rules:—

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 to: The Editor, Home Magazine, 1 Balloon St., Manchester 4, marking your entry "Competition." Closing date for entries is September 28, 1963.

GARDENING NOTES

By
W. E. Shewell-Cooper

NOT many people manage to ripen all their tomatoes out of doors. Those who have square glass ganwicks can easily use them for ripening the last of the crop. The plants are laid on the ground on a thick carpet of straw or dry peat. Don't cut away any more foliage than is necessary, but when laying the plants down you will have to remove any leaves that get in the way.

Place the ganwicks over the top, side by side, and close up the ends of the rows with a sheet of glass or a square of wood to prevent draughts. The fruits will ripen perfectly under this snug miniature greenhouse, and as they turn red you can pick and use them.

People are often willing to help with the picking of apples and pears, but handle an apple even more carefully than an egg! If you grasp it with your thumb and forefinger, two bruises will appear. The fruits should be "palmed" off.

Grasp firmly but gently in the palm of your hand and just lift so that the stalk comes away from the spur on the tree

MOON EXPLORERS

... would find possibly something like the view on this photograph, although Russian views of the moon, taken after space launchings, deny earlier theories of plant life. The view is of Mount Kenya (17,040 ft.), in Africa, and appropriately the mountain is the ruined stump of an ancient volcano. The peak of the mountain is snow-capped, and has 15 glaciers.

★ ★ ★

Harvest Cries

Do you know about harvest cries? In Devon after the wheat is cut, the reapers take off their hats and shout out "Wee yen, way yen!" On a fine autumn evening that shout has a wonderful effect at a distance. Why don't you try it?

In Northumberland, a shape like a wheat-sheaf, the same as the Co-operative symbol but dressed in a white frock and coloured ribbons is hoisted on a pole. This is the harvest queen. It is set up for all to see during the harvest supper.

JULY COMPETITION PRIZEWINNERS

M. H. Smith, Castner Av., Weston Point, Runcorn, Cheshire; Gerald Killingworth, New Road, Orton Waterville, Peterborough, Northants.

Christine Luscombe, Haldon Rise, Newton Abbot, Devon; Robert A. Brown, Parkhurst, Bath Road, Reading, Berks.

THEATRE COMPETITION WINNER

Linda M. Lucas, Lime Tree Avenue, Crewe, Cheshire.

naturally. Then, when it is away from the tree and in the palm of your hand, place it in the picking container. Do not drop it in, and never use a basket as the ribbing may bruise the fruit. It is better to use a bucket with smooth sides to it.

The most convenient way of storing apples is in boxes. Make sure that the edges of the slats that make up the boxes are rounded off so that they do not cut into the skin of the fruit.

You will not, of course, be able to keep apples and pears that are not normally "keepers," and if in your garden there are only early or mid-season varieties, it is no good attempting to save them. Try instead to top graft them next March or early April, so as to convert them from one variety to another.

Dr W. E. Shewell-Cooper and his wife, whose writings are also well known, are now appearing in a special gardening programme on ITV.

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

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A distinguished **WINDSOR** design that has the rare quality of appealing both to the moderns and to the traditionally-minded.

No. 1791/2 With flower design in pink and pale blue, flatware in pale green.

No. 1792/1 With flower design in yellow and pale blue, flatware in pale blue.

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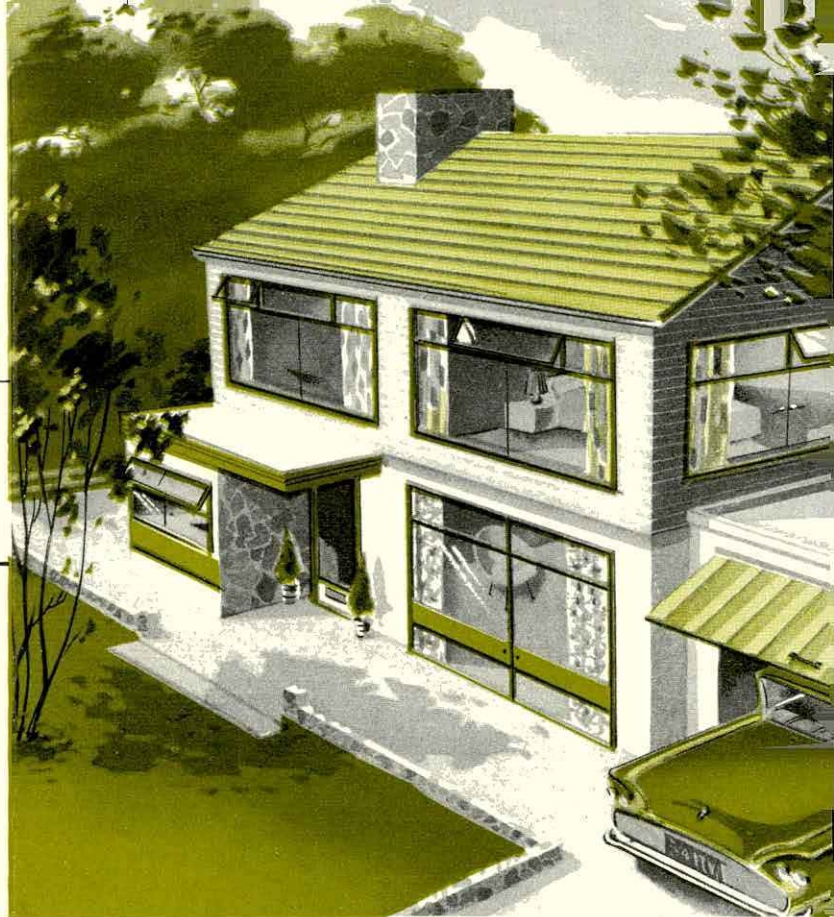
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*Are you really
proud of your
home?*

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.

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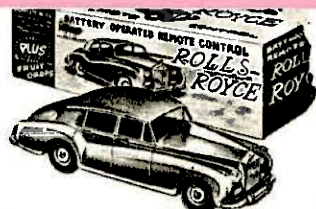
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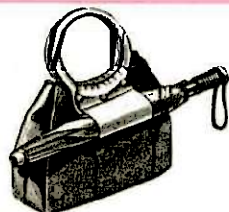
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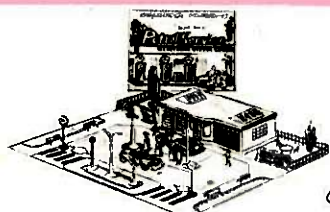
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8

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2. REMOTE CONTROL TRACTOR.

Carries, tips, climbs. Battery operated. 6ft. of control wire supplied. Individually cartoned with FREE 4 ozs. Fruit Drops.

13/10 value for 11/9

3. REMOTE CONTROL ROLLS ROYCE.

Beautifully made. Battery operated. 6ft. of control wire supplied. Individually boxed with FREE 4 ozs. Fruit Drops.

8/10 value for 6/9

4. REMOTE CONTROL VOLKSWAGEN 2-SEATER COUPE.

Battery operated. 6ft. of control wire supplied. Individually boxed with FREE 4 ozs. Fruit Drops.

8/5 value for 6/9

5. HANDBAG AND UMBRELLA.

For the smart young miss! Choice of Powder Blue, Brilliant Red and Delicate Lemon. With FREE 6 ozs. Fruit Drops.

8/10 value for 5/11

6. GARAGE AND SERVICE STATION.

Really wonderful value. Comprises 39 pieces, including large Garage and Service Building, with Forecourt layout, petrol pumps, two cars, etc. With FREE 4 ozs. Rainbow Fruits.

6/2 value for 5/3

7. GENUINE TEAKWOOD WARE.

Beautifully carved, cleanly designed wooden tableware, all stamped "Genuine Teakwood". Salad, Nut and Sweet Dishes. With FREE ½ lb. Coffee Creams.

14/6 value for 10/1

8. CONTEMPORARY VASES.

Beautifully formed. Choice of 4 candy-striped designs of Red/White, Green/White, and two shades of Brown/White. With FREE ½ lb. Mint Selection.

7/9 value for 5/11

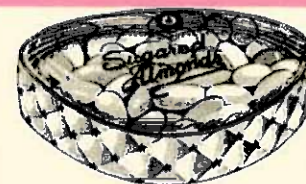
TRADITIONAL DAINTRIES



9



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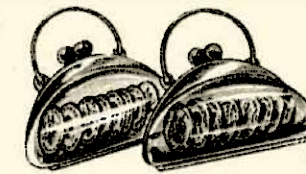
NOVELTIES & STOCKING FILLERS



16



17



18

9. INSULATED TUMBLERS. Fully guaranteed to keep hot drinks **HOT** and iced drinks **COLD** in Red, Yellow, Green or Brown. With **FREE** 4 ozs. Dark Stripe Mints. 4/9 value for 3/6

10. MON CHERI CHOCOLATE LIQUEURS. Each liqueur contains a whole cherry, covered in chocolate. Delicious! 3/- Box

11. SUGARED ALMONDS. Choice almonds lightly covered in a smooth sugar coating. 3/9 ½ lb. Drum

12. TURKISH DELIGHT. Delicately flavoured—a delicious seasonal treat. 2/4 ½ lb. Drum

13. ASSORTED FRUITS. So refreshingly different! In the Party Pack presentation. 2/6 Drum

14. ORANGE AND LEMON SLICES. Delightfully 'tangy' flavour. 2/6 Drum

15. CRYSTALLISED GINGER. The perfect Christmas delicacy! 4/- ½ lb. Drum

16. SMOKERS' OUTFITS. Everything for the young smoker—in quality chocolate! 2/3 each

17. TREE DECORATIONS. 9 chocolate cream figures in gay foil wrappings. Ready for hanging. 2/- Tray

18. DOLLY'S PURSE. Filled with chocolate coins. 1/2 each



Avoid Disappointment
Fill in the ORDER FORM
OVERLEAF TODAY

CUT ALONG THIS LINE

To

(NAME AND ADDRESS OF YOUR LOCAL CO-OP BRANCH)

Please reserve for me the following

REDDISH MAID CONFECTIONERY items:

Your Name

Address

ORDER FORM

QUANTITY

| | |
|---------------|---------------|
| No. 1 at 3/3 | No. 10 at 3/- |
| No. 2 at 11/9 | No. 11 at 3/9 |
| No. 3 at 6/9 | No. 12 at 2/4 |
| No. 4 at 6/9 | No. 13 at 2/6 |
| No. 5 at 5/11 | No. 14 at 2/6 |
| No. 6 at 5/3 | No. 15 at 4/- |
| No. 7 at 10/- | No. 16 at 2/3 |
| No. 8 at 5/11 | No. 17 at 2/- |
| No. 9 at 3/6 | No. 18 at 1/2 |

TAMWORTH INDUSTRIAL CO-OPERATIVE SOCIETY LTD.

COLEHILL, TAMWORTH

Tamworth E 84 Branch

MEMBERS of the Tamworth branch gathered at the Co-operative Employees' Club on Wednesday, July 24, to honour Mr A. Raylon of the society's delivery department on his retirement.

Mr Raylon, "Bert" to all his customers and numerous friends, had worked for the Tamworth Society for 51 years.

During that time, 36 years had been spent in union activity as committee member and contribution collector.

The presentation of a Parker 61 pen set was made by the branch chairman, Mrs F. E. Kelcher.

In a charming speech she made reference to the many ways in which Bert had loyally served his colleagues.

Mr Raylon, obviously moved, suitably replied.

Mr C. Hames, the vice-chairman, seconded the remarks, and made reference to Bert's service to Tamworth Parish Church and local branch of the British Legion.

Mr A. C. Jones, the area organiser, was unable to be present; his sentiments were admirably expressed in a letter.

The toast to Mr Raylon and family was made by Coun. T. Lea.

The secretary concluded by thanking the ladies of the social committee for the catering arrangements.

GOLDEN WEDDINGS

Mr and Mrs Brown, The Old Vicarage, Edingale, July 26.

Mr and Mrs T. Wood, 366, Daffodil Cottages, Hockley Road, Wilecote, August 4.

DIAMOND WEDDINGS

Mr and Mrs Hunt, 14, Engine Lane, Glascote Heath, August 3.

Correction.—In our July issue we recorded the anniversary of Mr and Mrs Harvey of 64, High Street, Polesworth, as a golden wedding. This should have been diamond wedding on May 31.

We are pleased to publish a further allocation of dividend to a very worthy cause—The British Empire Cancer Campaign, Share No. 8201, £50 4s. 2d.

We thank members who have contributed their dividend in this way.

Knit yourself a suit

A NEW electronic "tailor-knitter" is being developed which will knit shirts, jackets, topcoats, and ladies' clothing. The clothing can be sold at one-third of present clothing prices, claim the makers. It will be difficult, if not impossible, to recognise the garments produced by the machine as being knitted.

Discount stores for Sweden

MR HUGO EDSTAM, of the Swedish Co-operative Union, has stated that the Co-operative Movement has plans for creating a chain of discount stores. Prices will probably be 7 per cent less than those charged in the Domus (Co-operative department) stores. The 4 per cent members' rebate will still be granted on purchases.

SAY 'CHEESE'

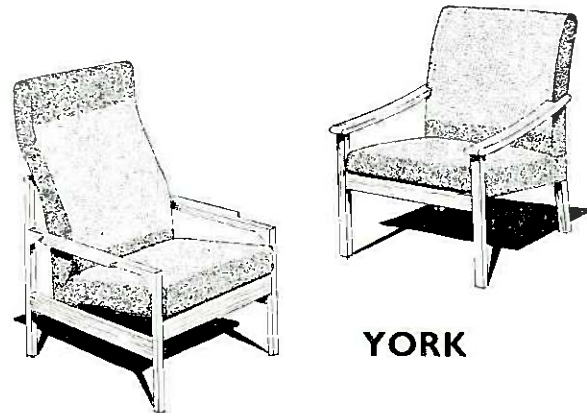
THE Dutch Dairy Bureau will spend £100,000 in the London area on a butter and cheese campaign. Research shows that Londoners buy 45 per cent more cheese than people in the rest of the country. A national campaign may be held next year.

OBITUARY

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

| | | |
|-------------------------|--------------|----------|
| Bertie Mould | Glascote | June 10. |
| Gladys Orton | Tamworth | June 14. |
| Frank Goodwin | Newton Regis | June 15. |
| Thomas Genders | Amington | June 16. |
| Joseph Deeming | Polesworth | June 18. |
| Mary Ann Tricebank | Tamworth | June 22. |
| James Sidwells | Fazeley | June 28. |
| Lilian Jones | Tamworth | June 30. |
| Milly Edge | Tamworth | June 26. |
| William Henry Jenkins | Tamworth | June 30. |
| Henry Samuel Challener | Fazeley | July 1. |
| Bert Malkin | Tamworth | July 2. |
| Lucy Lea | Dordon | July 5. |
| William Williscroft | Polesworth | July 5. |
| Joseph Arthur Thompson | Kingsbury | July 6. |
| Mabel Lilian Ballard | Tamworth | July 12. |
| Edwin Betfield | Comberford | July 16. |
| Mary Jane Cox | Tamworth | July 18. |
| Dinah Smith | Tamworth | July 19. |
| Cyril William Pinchbeck | Amington | July 20. |
| William Evitts | Birchmoor | July 27. |
| Harriet Stockley | Dordon | July 29. |
| Eveline Gill | Dosthill | July 14. |

Enjoy the cosy comfort of a Fireside Chair!



DORSET

YORK

The changing pattern of modern life demands a chair which can be easily moved around the room, but at the same time give comfort with modern design.

We have a range of such chairs always in stock in the—

FURNISHING DEPARTMENT
(First Floor)

in a wide variety of coverings to fit in with any colour scheme or modern decor.



H.P. TERMS ALWAYS AVAILABLE

We illustrate just two of the many new CWS chairs, specially designed to meet the modern trend by top designer Peter Hayward.

***Come Co-operative Shopping
and see these Chairs in our Showrooms***

TIME FOR CHANGE—

HERE IS A GREAT VARIETY OF HOUSE LINENS, WITH QUALITY AND VALUE EVIDENT IN EVERY PURCHASE.

FOR EXAMPLE—

**NEW CANDY STRIPED
FLANNELETTE SHEETS**

Size 80 x 100 — 51/6 per pair

TOWELS — 2/11½, 3/11½, and 4/11

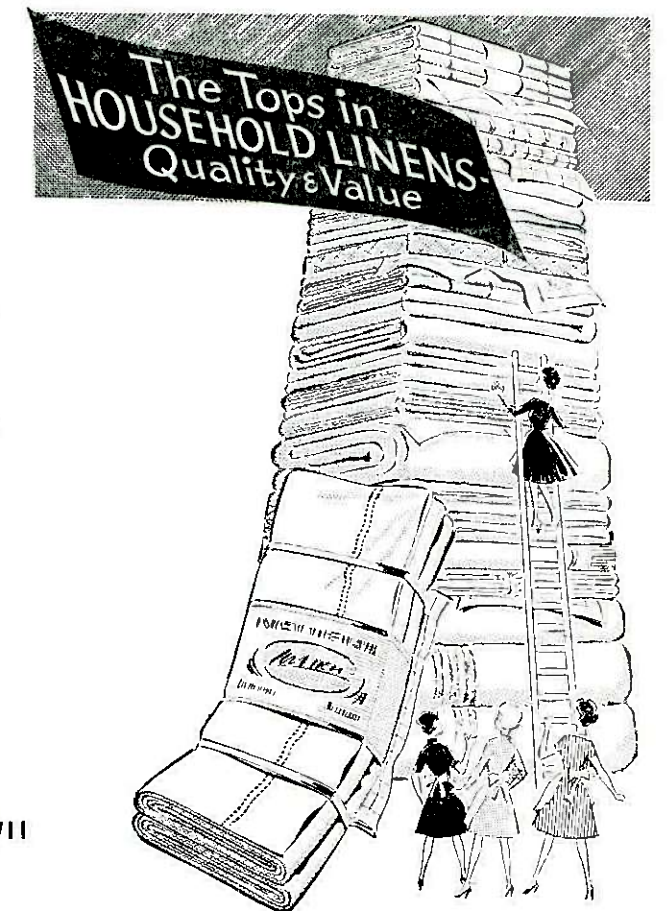
All made in our own mills

COTTON TWILL SHEETS, size 80 x 100 — 39/11 per pair
STRONG COTTON PILLOW CASES — 2/11½ and 3/11½ each

For the bedroom and bathroom, the kitchen and dining table, all that is new in house linens, together with standard linen requirements at money-saving prices

DRAPERY DEPARTMENT
(GROUND FLOOR)

Come Co-operative Shopping



Come Co-operative Shopping for Bags of Australian Sunshine

Food campaign is biggest ever

HERE'S something extra special! From September 16 to October 5, the Co-operative Movement—controlling 14,500 retail shops—and the Australian Government are “getting together” to bring you, the customer, the “best of both worlds.” This will be the largest food promotion ever undertaken in the United Kingdom, and attention will be focused on the Co-op shop.

Australian foods will be displayed in Co-op stores, along with attractive special offers of CWS foods of Australian origin (for example, Wheatsheaf fruits), or of those with a natural relationship to Australian foods—Crumpsall cream crackers are a “natural” with Australian butter and cheese.

Featured in the promotion are Australian canned fruit (Wheatsheaf and Australian canners' labels), sultanas, cheese, CWS Coral Reef butter, canned meats, and, where applicable, Australian wine, honey, rice, jam, and Wheatsheaf cake (with Australian sultanas).

You will see these offers on your TV screens, in your daily papers, and in your shops.

Pigeons will help to boost the campaign. Early on Saturday morning, September 14, from Australia House, London, there will be a mass release of pigeons competing in a national contest for which there will be valuable money prizes.

Also during the three weeks' campaign, pigeons will fly over routes covering some of the main cities and towns where CWS stores exist. Each pigeon will carry a message to the mayors of the towns which will ask them to collect, for a chosen charity, a hamper of Australian produce from a nearby CWS retailer.

A TASTE OF HONEY

Do you have a sweet tooth? Yes? Then you have probably sampled honey at one time or another—and Australian honey at that. In the past 12 years, Australia's yearly honey production has risen from 6,000 to 15,000 tons, with a record yield in one year of 24,000 tons. In 1960-61, Australia exported nearly 17 million lb. of honey.



On the way to your tea-table—harvesting the pineapple crop.

APPLES FROM GRANNY

Many people know and enjoy the juicy, green, Australian Granny Smith apple, but how many know the origin of this name? Granny Smith was a real person, a settler from Britain. She died on March 9, 1870.

Granny Smith had a market garden at Eastwood, near Sydney, and her apple, the result of a seedling planted by accident, became increasingly popular. In sending the apples in response to requests, she marked the cases “apples from Granny Smith”—hence the name.

From this humble beginning, this apple is now a firm favourite, not only with Britons, but with people of many lands.

PINEAPPLES IN PLENTY

A major tourist attraction “Down Under” is the biggest pineapple area in Australia—around Nambour, 60 miles north of Brisbane. About 60 per cent of all canned pineapple produced here is exported, mainly to Britain, and pineapples from one out of every two cans processed—some of these bearing the Wheatsheaf label—end on a British table.

When you buy a tin of these pineapples, you can be sure they are in superb condition, for it takes only 31 minutes from the untreated pineapples being unloaded from railway wagons to the completing of the canning.

SAY ‘CHEESE’

Cheddar cheese—like cricket and parliamentary government—is part of Australia's debt to the Mother Country. This cheese, of course, originated centuries ago in the famous Somerset village, but has not remained localised.

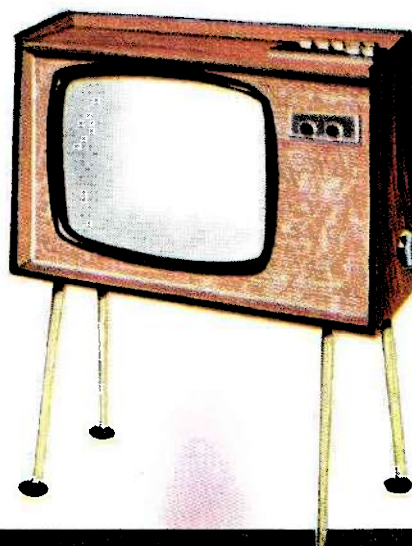
Exports of cheese to all countries from Australia in 1960-61 were nearly 18,000 tons, and by far the largest proportion of this (12,500 tons) came to Britain. Strict Government inspection is carried out on cheese for export, and the quality of cheese from Australia can be judged by the fact that it won the Bledisloe Trophy (for the best exhibit of cheddar cheese produced in the British Commonwealth overseas) at the Royal Dairy Show held in London in 1960. Australian cheddar also won first prize in this class at the Glasgow Dairy Show in 1961.

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guarantees you superb
performance, outstanding
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for money.

Here is a representative
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**MODEL 9A50/1—
19" DUAL STANDARD
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One example from
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convertible and
dual standard
receivers designed
to meet present and
future requirements.
The model
illustrated is ready
to receive both
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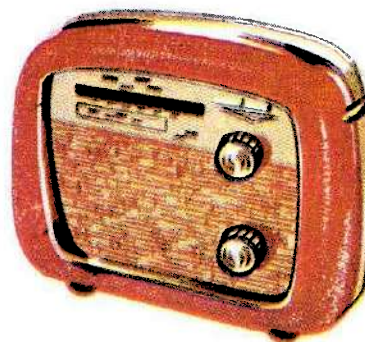


**MODEL T12R—
TAPE RECORDER**

Gives a fidelity that
will delight you.
Fitted with tape
position indicator.
Playing time: 1½ hours
(2½ hours with Extra
Play tape). Attractive
compact case in
choice of Tan, Black,
Red, Blue.
26 gns. (Tax free)

**MODEL A55—
TRANSISTOR PORTABLE**

The transistor with the
brilliant performance to
match its smart styling!
5in. high sensitivity
speaker, personal
earphone and car aerial
sockets. Choice of
several attractive colours.
14 gns. (Tax paid)



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**MODEL MP2—
RECORD PLAYER**

Fitted with B.S.R.
4-speed automatic
player. Smartly styled
covered case in Light/
Dark Grey, Blue/Grey,
Red/Grey, Coral/
Off White. Speaker
grille in Grey/White
fleck.
16 gns. (Tax paid)



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