

TAMWORTH EDITION

MARCH 1964

# Home

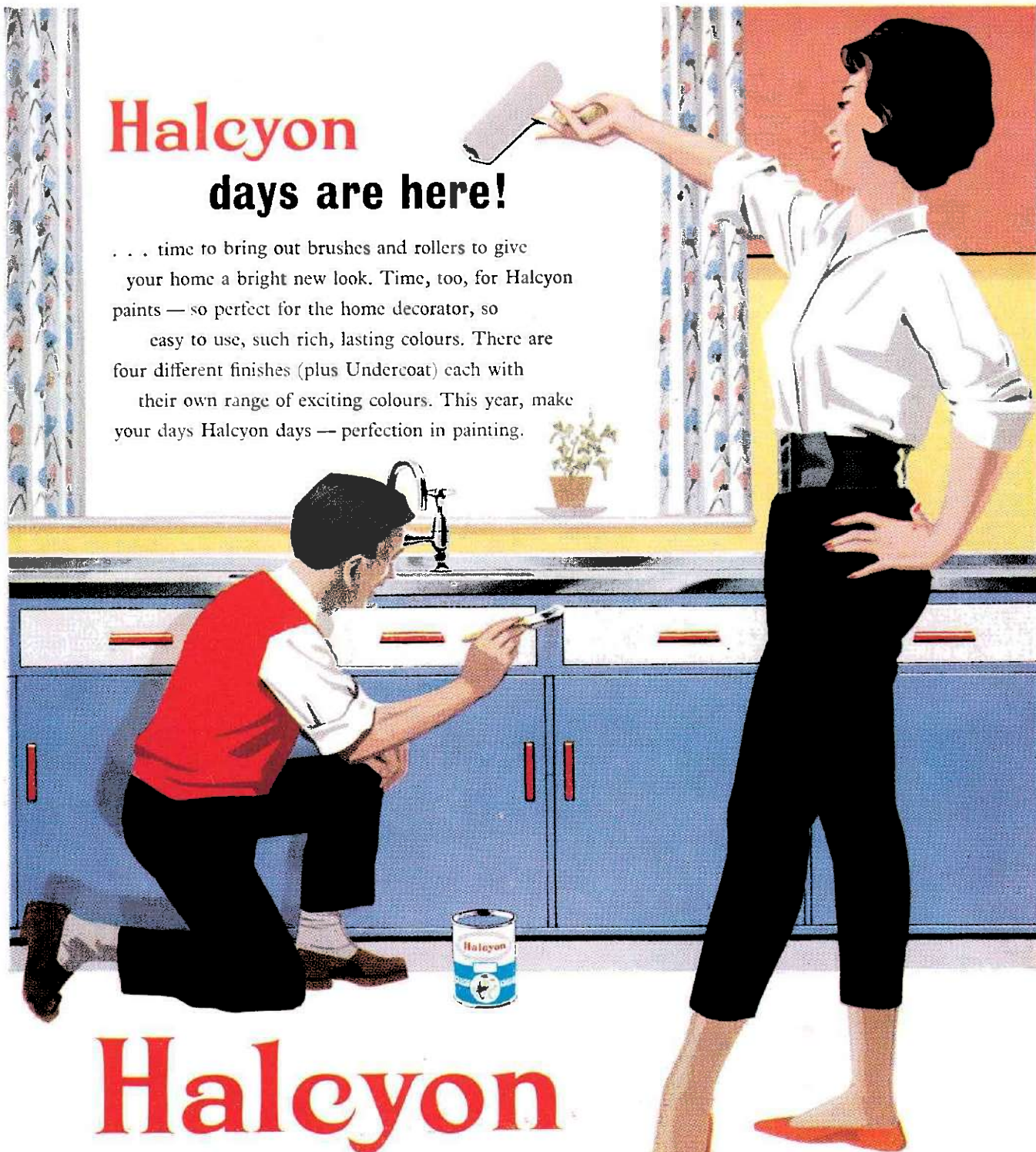
M A G A Z I N E





# 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



## Pet rabbit led them up the garden

I WENT round to my neighbours to see the pet rabbit she had just bought for her daughter. As it was a sunny day we thought we would take a picture of it. We let the rabbit run around the back garden, but it was much more active than we'd expected and we kept having to chase after it with the camera.

It was two dishevelled housewives who finally got this photograph. The rabbit, however, as you can see, was still as frisky as ever.

Mrs W. Parkes, Poulton-Le-Fylde, Lancs.

### KNEE PROBLEM

Why is it impossible to obtain children's trews with double knees? Failing this, surely a small piece of matching material could be attached for repair work?

The knees quickly wear through and when there are several small children in a family, it is very heavy on the budget for frequent replacements.

Mrs I. Horsfall, Oldham.

### CIRCUS MEMORY

I was very interested in reading of "Lord" George Sanger's circus in a recent copy of Home Magazine. Many years ago, our school were given free tickets.

Afterwards, "Lord" George gave two lovely illustrated books of animals for the best two essays written by the children.

How thrilled I was to hear I had won a lovely book. I still treasure it greatly.

Mrs Geames, Dunstable.

### GOOD SCRAPER

A penny will very easily scrape away the odd splash of paint from the window pane after decorating. And that same penny is a most effective saucepan cleaner for adhering scraps of food, or if you have an unlucky accident and are left with a burnt saucepan.

Mrs Nina Mansell, Hayes, Kent.

### OUR COVER

Painting Easter eggs is one of the joys of childhood. All you need are a few hard-boiled eggs, and paints and brushes. You can even dress the eggs with paper caps and skirts, or trousers. It all adds to the fun of a lovely Easter morning, when spring is in the air.

### NARROW ESCAPE

One Sunday morning my budgie flew away, and I thought I had lost him. But on the Thursday my cat came in with poor budgie in

## Guinea letters

### WE PAY

its mouth. It had lost its tail and several feathers, but after about three weeks it was back to normal.

Now it's full of life and mischief.

It is good company for me as I live alone, being a widow in my late 70s.

Mrs E. E. Felgate, Playford, near Ipswich.

### SECRET WAS OUT

I noticed a bush about 3 ft. 6 in. high growing in my garden which I had not planted. It produced a mass of small pink and white flowers, a glorious sight at the time of the year when perhaps only a few crocuses were out. My neighbour asked what it was. Of course, I did not know. When the flowers had finished, the secret was out. It was a brussels sprout plant!

Mr J. Benjamin, Dalston, London.

### PLASTIC DIET

My rabbit looked ordinary enough. Instead of giving it food in an ordinary dish, I used a small plastic bowl.

Several hours later, I went back and found food and plastic bowl had gone. The rabbit had taken a fancy to both.

Mrs Thelma Mitchell, Loughborough.



### YOU WRITE

### NO PAINT DRIPS

When painting with the bristles of the brush uppermost, an old tennis ball cut in half, and with a hole through it pushed up the handle, will prevent paint running back and dripping off.

Mrs A. Bizeray, Greenford, Middlesex.

### STRAIGHT ANSWER

Two little girls came to call on me and I gathered some flowers for them to take home, saying: "Put them in a vase of water."

Then one girl turned to the other and said: "What's a vase?"

"A jam jar," said her companion.

Mrs J. E. Holden, Barnsley.

## BEATLE CUT—20 YEARS AGO

WHAT'S so new about this Beatle hair do? I used to have one nearly 20 years ago when I was a schoolgirl—only then it was called a "square-bob," and considered very smart. Also, I used to have to wear long black stockings, also all the rage now. I hated them, but unfortunately they were part of my school uniform.

No such thing as our headmistress banning us from wearing them for school. The young teenagers of today would have considered me as "with it."

Mrs J. C. Hall, Woodley, near Stockport.

## HOARSE WHISPER

My youngest grandson, aged five, was recently spending the night with me. I was woken up in the early hours of the morning by a hoarse whisper, asking: "What time is it, Gran?"

I looked at the clock and said: "It's very early, go back to bed..." and why are you whispering?"

He replied: "Because I don't want to wake you up."

Mrs R. C. Morgan, Gresford.

### SAILOR'S "CUPPA"

It was the usual Navy Week at Chatham. My daughter and friend left Bromley, Kent, on a fine day, to go there. After walking round and seeing all the boats, and what the Navy were showing, they paused near a porthole.

My daughter said: "What wouldn't I give for a nice cup of tea!"

A sailor's face appeared at the porthole, and a voice said: "All right, Miss, come round here and you shall have one." She went, and that sailor is now my son-in-law.

Mrs Wood, Farnborough.



MARCH, 1964  
Vol. 69, No. 3

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.



# Is action painting an answer to your nerves?

DO you suffer from nervous tension, bite your finger nails, or feel that life is just too much for you? Then, say modern doctors, you should take up action painting. This, they claim, relieves tension, gives the painter an exhilarating sense of freedom, and releases pent-up emotion and repressions, writes **Margaret Furley**.

Up-to-date hospitals have a name for it—art therapy. Mr Edward Adamson, painter of abstract pictures and director of the art department of a Surrey hospital for the mentally retarded says:

“Patients put their troubles into their pictures and the doctors then try to analyse them.”

So, if you want a creative pastime which does not require specialised training, abstract art may be the right thing—and you don't even need to be artistic.

A chimpanzee, trained to paint abstract pictures, earned hundreds of pounds for his enterprising owner. Last year, a girl of three painted some pictures which were hung in her artist father's exhibition. He was not greatly surprised when they were amongst the first to be sold.

Expensive materials are not necessary. Interested? You need a large sheet of white drawing paper, a one-inch household paint brush, a few jars of paint; you will also want an empty room or shed, or backyard, in which to work. Now add a sponge, a potato-masher, a catapult, a bottle, cotton-wool . . . In fact, let your imagination roam free. Be enthusiastic. And if you have an overall, wear it.

With your sponge, wet the paper thoroughly, then dip your paint brush into a bright colour and slap it boldly on to the wet paper. Quickly rinse your brush and add another colour. Let yourself go, attacking the paper with gusto, and add mystic symbols, gaudy flowers, stripes. Be fierce, and work off your inhibitions. By this time you are likely to be perspiring freely, and your anxieties and neuroses should be rolling away.

If you don't like the way your work is shaping, just take the sponge and wipe the paper over. This often gives a wonderful tone for the background, and you can make a fresh start. When at last you are satisfied with the colour and pattern, stand back for a breathing space and allow the painting to dry out.

For the next stage, think up your own ideas, the crazier the better. Here are a few. Dip your potato-masher in a bright colour and leave one or two bold imprints on the painting. These will probably have the appearance of exotic fish. Dip a bottle-neck in white paint and apply gently to the paper to suggest bubbles. Put your now almost finished Abstract on the floor and stand over it with a full brush, allowing the paint to drip with bold splashes of colour. Stick one or two brightly coloured toffee-papers on. Try the impression of a bare foot, or borrow the boy's catapult and shoot at your painting with pellets of paint-soaked cotton wool. There are no Queensberry Rules in action painting.

Some enthusiastic artists, working on a large scale, have been known to swing from a home-made trapeze and slide across the painting. Others have fired paint bombs from miniature cannon. Yet another, an American, makes use of tyre-tread impressions and drives a car over his work. He even went to the expense of importing a small British model, because his own was too big to manoeuvre. Obviously, for smaller works, a bicycle will do. Whatever your finished creation looks like, you can be quite sure that nowhere in the world will there be another one like it.

For a really professional finish add a coat or two of varnish, and frame in a plain white moulding. You can then hang it in your best room, casually mentioning to envious friends that it is, of course, an original—so superior to a print. Or you can give it to someone for a wedding present—or, better still, sell it.

But don't take abstract painting too seriously, or it will, according to a Paris heart specialist, give you high blood pressure. He has done 12 years research on the subject. Of Picasso, he says: “He is clearly an arterio-sclerotic afflicted with hypertension.” But to paint abstracts for fun will relieve nervous tension. So, take a deep breath, pick up your brush, and s w o o s h . . .

‘What a big wheel I'm going to be!’



‘Now to get splashing’

## THERE WAS TOO

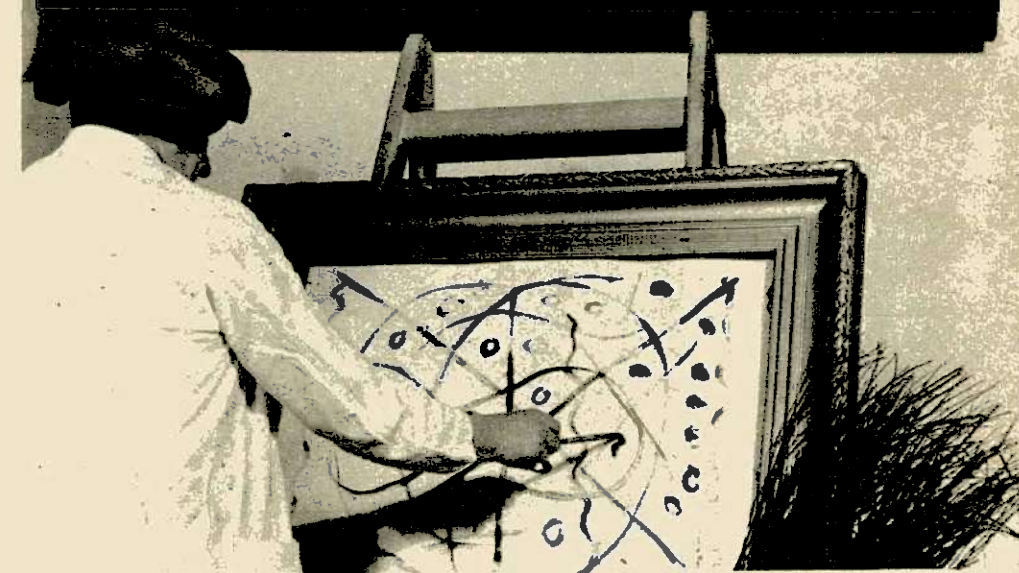
I HAVE had it drummed into me that I possess more than a fair share of bad temper. I have to admit there is some truth in this, though the judgment may be a bit harsh.

Then I heard about action painting. How nice if, overnight, I could become mellow, tolerant, easy of temper, considerate, kind and forgiving.

But the verdict is NEVER AGAIN. Action painting, dammit, succeeded in bringing out the worst in me. I'd sooner make the most of my failings.

Getting the material was simple. Some of the equipment I pinched from the household stores—an intrusion I was to regret later. Other items I bought quite cheaply.

But an artist's hat, I thought, was



‘Noughts and crosses effect’

## MUCH ACTION FOR ERIC ROSE —who tried it!

necessary to promote fluid thoughts, and to provide inspiration.

Armed to the teeth with paints and brushes, I set up my easel—a pair of step ladders—and canvas, in the spare room.

I started with a game of noughts and crosses. By a little judicious cheating, I won.

Then I stepped back for reflective thought, and into a can of Arctic blue.

After mopping up, and two cups of tea, which restored me considerably, I decided what to tackle next. This time

‘P.S. I used Halcyon paints’

it was the use of the household sponge, well soaked in black, to produce a deckled pattern.

But again disaster struck.

Paint spurted out from the back of the sponge, striking this amateur Rembrandt squarely in the eye. Another delay for cleaning and eye drops, plus another restorative cup of tea. The painting had now become a challenge, as well as an enigma. There seemed to be a good case for completing the job on the floor.

Paint-soaked hands, knees and clothing, must be accepted as sporting hazards. But there was an even greater hazard to contend with. The wife.

Madam just happened to pop in and spotted, not the masterpiece, but her household goods being ruined. She is not a woman to take things lightly.

Now I am under orders to get the place cleaned up and decorated.

For an artist, it's a hard life.



‘This will make them green with envy’

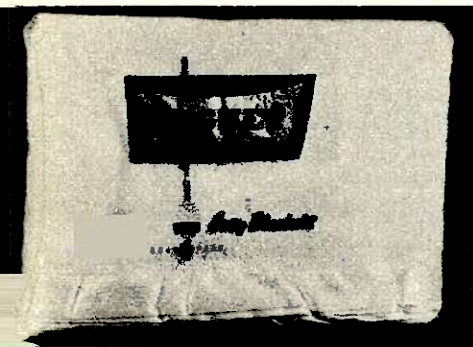


# Her gifts . . . and trousseau



This de-luxe transistor is Defiant model A55 De Luxe, with push button switching, car aerial socket, special hi-fi tape recorder socket, and two personal listening sockets. Price 17 gns.

The Fragrance tea set from CWS Crown Clarence ranges costs £2 13s. for 21 pieces.



The Cygnet is a union blanket from about 32s. 6d. to 63s. It is in four sizes, 60 by 80, 70 by 90, 80 by 96, and 90 by 100.



The High Society is all wool, and is also in four sizes. It costs from about 44s. 6d. to 94s.

**E**ASTER is the time to shower brides with gifts, for it's fairly certain that at least one Easter bride will feature in your life at this time of the year.

What a rush it is for so many couples, who want to frustrate the tax man.

A rush, too, for the happy brides.

But don't be in too much of a rush when you go to buy the bride a present. Give a little thought to it. She won't want 17 toast racks from friends and relations who have decided on the same thing.

What about a portable transistor to break her into housework gently? Dusting is done in a flash to music, and she will carry the transistor everywhere she goes.

A tea service, or knives and forks, are both presents that can be duplicated by every relation in sight, and the bride doesn't care. The more china and cutlery she has the better.

The same thing goes for blankets. A cold spell often arrives at a time when the new household budget is stretched to the limit.

If you want to give an unusual present, why not try the antique shop, or local auction sales in search of a bargain.

But perhaps china is the best bet. Even delicate china costs so little. Great grandma would be green with envy. She has more than her fair share of ugly crockery, and what good china she had was so expensive to buy she put it on display in her china cabinet.

Luck be with the bride that day, but if her friends are going to throw confetti, she will be wise to make sure that this has the sanction of the vicar. He will thank her for asking. Some clerics object to the mess it makes.

In Italy, a pleasant alternative to those little boxes of cake is to send out boxes filled with sugared almonds—a custom which the Easter bride might like to adopt.

Left: This striking design, with its black and white striped handles, is from the CWS cutlery ranges. Prices of a box of six are: table spoons £4 17s. 3d.; table forks £2 10s. 3d.; dessert spoons £3 17s. 6d.; dessert forks £2 6s. 9d.; porridge spoons £3 17s. 6d.; tea spoons £2 18s. 3d.; table knives £1 18s.; dessert knives £1 16s. 3d.; tea knives £1 14s. 6d.; steak knives and forks (box of six pairs), £4 4s.; fish knives and forks (box of six pairs), £4 3s.



## BLESS THE BRIDE THIS EASTER

**F**OR your trousseau, have you worked out yet exactly what you are going to buy?

Several dresses are essential, one good suit and coat, accessories, and underwear and nightwear.

There is another very important item—separates. Don't overlook these, for the advantage of your separates is the number of different outfits you can get from a few basic garments. Choose your items carefully to mix or match, and with only two skirts and jumpers you can have four different outfits.

Separates know no seasons. They can be worn winter or summer. Pick one or two easy to care for Terylene skirts in darker shades. In the warmer weather, you can top them with sleeveless cotton blouses. For colder days, you can team them with heavy sweaters or neat twin-sets.

The same blouse which tops your skirt will look equally good worn with your suit. The cardigan from your twin-set can be worn over your dresses on chillier days.

Add a pair of trows to your shopping

Left: The Lanfield, fully-fashioned all-wool twin set can be worn with the Malvern Terylene skirt. The twin set, style 615/618, costs about 57s. 6d., and is made in sizes 34-42 in., in black, white, sundust, ice blue, smoky pink, new beige, willow, flair, navy, adventure blue, laurel, and clove brown.

Above left: This dainty broderie Anglaise blouse would team equally well with a skirt, trows, or suit. It is the CWS Lugano, made in a choice of three styles, with two patterns in each style. It costs about 10s. 6d.

A heavy-knit Acrilan sweater in a choice of four colour combinations, white/moss/gold, white/navy/ice, white/turquoise/gold, and white/moss/tan. Style 627, it costs about 55s. 2d. The Linda stretch trows in red, brown, royal, black, mushroom, French navy, and fern green, cost about 49s. 11d.

list, to solve the problem of what to wear around the house. Trows should be chosen so that they, too, will team with jumpers or blouses.

A budget-buy would be one of the new broderie Anglaise cotton blouses, in the CWS range, the Lucerne and the Lugano, the former costing from 9s. 11d., the latter from 10s. 6d.

The Lucerne is made in sizes 12-18, and the Lugano 12-22. Both are available in three styles, with two patterns in each style.

There are also two attractive heavy knit styles in Acrilan; a cardigan, and a sweater, both made in a choice of four colour combinations, white/moss/gold, white/navy/ice, white/turquoise/gold, and white/moss/tan.

There is a good selection of Terylene skirts in the CWS ranges

The CWS Linda stretch trows are made in two sizes. The A fits waists from 23-25 in. and hips from 35-37 in., and the B, for waists from 26-28 in. and hips from 38-40 in.





# Her nightwear

**T**HICK pyjamas and heavy woollen bedsocks may be all right for the bachelor girl, but definitely not for the new bride. She must be a radiant vision of loveliness, a dainty creature, exuding fragile femininity.

Nylon nighties are dainty. And you will find that despite its flimsy appearance nylon will keep you warm, even in the depths of winter.

So nylon it is. And, of course, you will want several new and pretty styles. Fit for any bride are two new nightdresses in the CWS Belmont ranges.

First, there is style 355, with a layer of 20-denier over 30-denier Bri-nylon, and delightfully trimmed, with a double row of cross-dyed lace at the neckline. Made in a range of seven colours, it costs 37s. 6d.

Then there is 356, again in 20-denier over 30-denier Bri-nylon, and given a luxury look with a six-inch double 20-denier nylon hemline, and a 20-denier ruched neckline, with lace trim. This gorgeous style is made in rose pink, dream blue, primrose, cantaloupe, lotus, and berry red, as well as black over berry red. It costs 37s. 6d.

You will probably want to include in your trousseau at least one nightdress with its own matching negligé. Ask at your local Co-operative store for styles 773, 774, and 775. The first two are delightful nightdresses, in 20-denier nylon, over floral Tricel, in pink, blue, and lemon; and 775 is a frilly negligé, which teams with either.

Of course, it is just as important to look pretty first thing in the morning. The ideal choice is the bed'n'breakfast set.

This is a new idea, consisting of a waltz-length cotton nightdress, teamed with a pop-over cotton pinafore.

The two together make a set to make you look perfectly presentable at breakfast time. The set which is style 784, is available in navy or red stripes, with white, and costs 59s. 11d.

So there you are. As you can see, there is no shortage of pretty bedtime wear. It should be easy for you to ensure that morning, or night, your husband retains his image of you as the most glamorous woman in the world.

Above: For the girl who never has time to dress before breakfast here's the bed'n'breakfast set. It consists of a nightdress teamed with a pop-over cotton pinafore. The set, style 784, costs about 59s. 11d.

Right: This twosome consists of a nightdress and frilly negligé, in 20-denier nylon, over floral Tricel. The nightdress is style 773 at about 34s. 6d., and the negligé 775, at about 49s. 11d. Both are available in pink, blue, or lemon.



# ... and lingerie

## CHOOSING FOR THE HAPPY DAYS AHEAD

**W**HAT a choice of colour the new bride will have. This year, there are really exciting new lingerie shades—colours like jade green, golden corn, plum, berry red, apricot, and dream blue.

All these attractive new shades are to be seen in the CWS Belmont spring ranges, now at Co-operative stores. They are incorporated into prettier-than-ever Slick Chick styles, delicately trimmed with lace and frills.

If you are going to be a bride, treat yourself to at least one luxury slip, like style 1209, in 40-denier Bri-nylon. This opera top slip, which is made in sizes 34-42 in., is available in gorgeous shades—white, rose pink, dream blue, primrose, apricot, and corn husk, all trimmed with caviar lace.

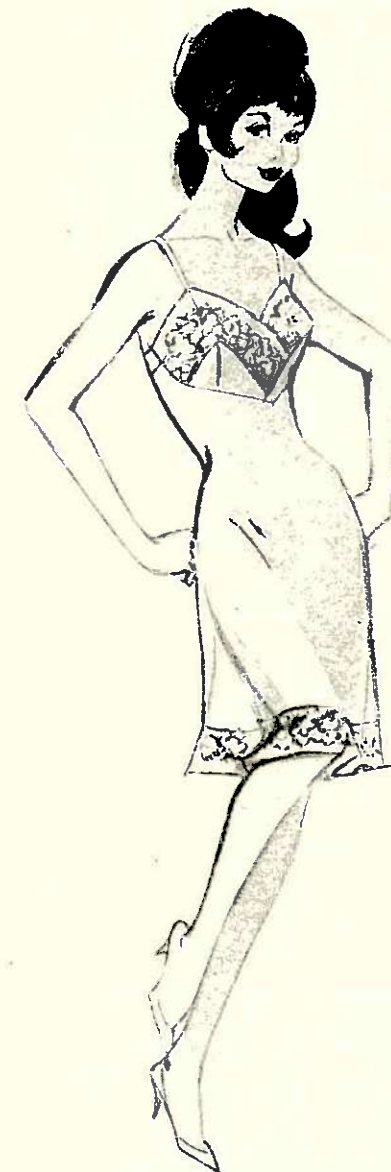
And the price for this really pretty slip is not in the luxury class at 27s. 6d.

Two new Slick Chick styles, which will give glamour to your trousseau at a very modest price, are 1202 and 1203, both at 19s. 11d. Made in sizes 34-42 in.

Style 1202 is available in white, rose pink, dream blue, primrose, cantaloupe, lotus green, corn husk, and black. Style 1203 is made in white, berry red, dream blue, primrose, apricot, jade green, golden corn, and black.

A straight cotton slip is a must for a basic lingerie wardrobe. And as you will be doing the washing and ironing in future, what better than a drip-dry style. An ideal choice is 1215, in the Slick Chick range. This is a really dainty style, in white, with broderie Anglaise trimming. It is made in sizes 34-46 in.

A selection of garments like these will give a good start to your trousseau. There are plenty of glamorous styles to choose from in the Belmont ranges. And don't forget, when you have chosen your slips, ask to see the pretty Belmont nylon briefs as well.



Above: Style 1203 is a 40-denier Bri-nylon opera top slip, at only 19s. 11d. Sizes 34-42 in., in white, berry red, dream blue, primrose, apricot, jade green, golden corn, and black.

Right: A slip in 40-denier Bri-nylon, trimmed at the bra and frill with caviar lace. Style 1209. Sizes 34-42 in., in white, rose pink, dream blue, primrose, apricot, and corn husk. From about 27s. 6d.

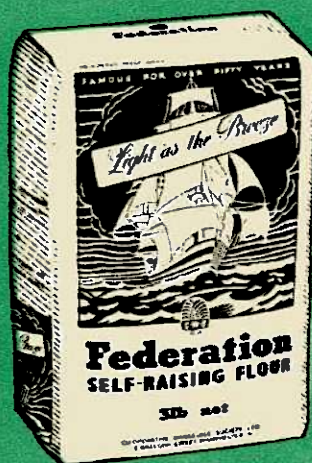




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FROM CO-OPERATIVE STORES



With its consistent tenderness and succulent flavour, writes **MARY LANGHAM**, pork is good eating all the year round. There is only one important rule to remember: pork should be very well cooked. The pink colour disappears and the juices are clear when the pork is thoroughly cooked.

#### HAWAIIAN HUSSIES

4 pork chops.

Stuffing: 4 oz. dried apricots, 1 chopped onion, 4 sticks of celery, 8 oz. breadcrumbs, 4 oz. Gold Seal margarine, seasoning, 3-4 table-spoons apricot juice.

To prepare stuffing: Simmer the apricots in a little water for approximately 5 min. Cool. Then drain, reserving the juice, and cut them into strips. Melt the margarine and fry the chopped onion and celery until transparent. Add remaining ingredients including apricots.

Fry the pork chops for 15 min. until brown. Put the stuffing in the bottom of a greased fireproof dish, and arrange the chops on top. Bake, covered, in a moderate oven Mark 4 (350°F.) for 45 min.

#### APPLE AND SAUSAGE PIE

12 oz. shortcrust pastry, 8 oz. CWS pork sausage meat, 2 baking apples, 2 tomatoes, ½ 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 top and cover with the remaining sausage meat. Top with pastry. Brush with a little milk. Bake 40-45 min. Mark 6 (400°F.). Serve with salad.

#### RAISED PORK PIE

Hot water crust pastry: 10 oz. Federation or Excelda plain flour, pinch of salt, 3 oz. Shortex, ½ gill milk and water, 1 egg yolk (optional).

Filling: 8 oz. pork, seasoning, ½ pint stock, ½ teaspoon sage.

#### BARBECUED PORK SPARE RIBS

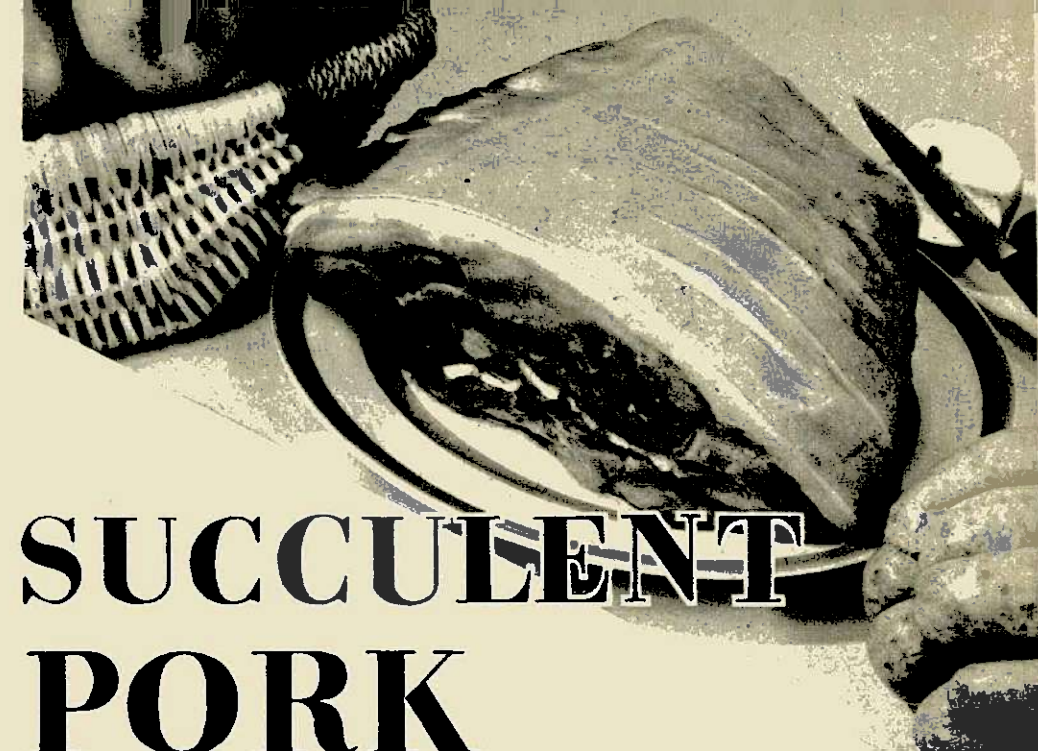
2 lb. pork spare ribs.

For the sauce: 1 oz. CWS butter, 1 small onion finely chopped, 4 tablespoons CWS tomato ketchup, 2 tablespoons CWS vinegar, 2 dessertspoons CWS mango chutney (cut up any large pieces), 1 teaspoon CWS dry mustard, 1 level teaspoon caster sugar, 1 table-spoon CWS Worcestershire sauce, seasoning.

Sprinkle the spare ribs with seasoning and place in a roasting tin in the centre of a hot oven, Mark 6 (400°F.) and roast for approximately 30 minutes. Meanwhile prepare the sauce. Melt the butter, add the onion and sauté until tender, about 5 minutes. Mix together the remaining ingredients and add to the onion mixture. Bring to the boil. Reduce the oven to Mark 4 (350°F.). Pour off any fat from the spare ribs and then pour the sauce over the meat. Continue roasting for 1-1½ hours, basting often with the sauce.

When cooked cut the spare ribs into pieces and serve with baked potatoes and green salad.

## SUCCULENT PORK



Pin a "collar" of double thickness greaseproof paper round the pie, about 2 in. deeper, to protect the edges of the pastry.

Bake Mark 7 (425°F.) for 20 minutes then reduce to Mark 4 (350°F.) and cook for a further 2-2½ hours until the meat is tender.

When the pastry is set, about 1½ hours cooking time, remove the paper and brush with egg. Return to the oven to finish cooking.

An alternative method of raising a pie is to mould the pastry in a cake tin or raised pie mould, removing them about 1 hour before the end of cooking time. When cold fill the pie with warm stock.

#### STUFFED SWEET PEPPERS

4 oz. CWS Patna rice, ½ lb. cold minced pork, 1 onion, 1 cooking apple, 2 oz. CWS butter, ½ teaspoon CWS mixed herbs, 1 egg, 4 green peppers, small tin of tomato puree.

Slice the onion and fry it in butter. Mix it with the cold minced pork, salt, pepper and herbs. Add the rice previously cooked for 15 minutes in boiling water and well-drained. Mix well, binding with an egg.

Cut the stalk end off the pepper to make a lid, remove the seeds and pith from the inside and blanch the peppers for 3 minutes in boiling water. Then stuff them with the mincemeat mixture, put back the lids and put them in a buttered fireproof dish.

Add enough hot water to the tomato purée to make a thick sauce. Dot the peppers with butter and pour the tomato sauce round. Bake in a moderate oven Mark 4 (350°F.) for 40 min.



## Hang new wallpaper

Up on a ladder and at it! But the paper trough makes light work of paper-hanging.



### NEW CURTAINS

**N**OTHING gives the house that freshened-up, springtime look more than new curtains. Bright, tasteful new curtains. Fabrics can be bought in most Society shops, and can change the appearance of the entire house. And it's the gay, multi-coloured patterns that are still best sellers, printed both sides, for preference.

**Y**OU don't have to do acrobatics with wallpaper any more, or use a pasting table, bucket and brush. Look at the trough in our picture.

The makers claim that once the trough has been charged with paste and a roll of paper fitted, the entire roll can be pasted in **less than a minute**. It is available from the CWS by ordering it through your local society.

## FILL YOUR HOUSE WITH SPRING

What better tonic for you than a spring outfit? Give yourself a treat. Preen yourself! Now's the time for that out of doors, freshened-up look. See there are plenty of flowers in the house. Be like our gay model and really capture the spirit of the season.



### AND OUT OF DOORS . . .

. . . her novelty check, spring swagger coat, in beige and white, with smooth-fitting rounded collar and set-in sleeves, is sure to be one of the season's hits.

She's wearing wrist-length nylon Simplex gloves, swagger, walking-length Bri-nylon umbrella, and jaunty, net-trimmed satin pillbox hat.

The coat, at eight guineas, is No. Y1530, in the popular Lanfield range. The CWS Salutus gloves are from 7s. 11d. The Penguin umbrella, plain or fancy, from 25s. The hat is in the Robin range. About 22s.

### SHOW A PRETTY LEG

**C**OMFY as they were in winter, now's the time to get out of those long, kinky boots. Step out with a spring in your toes. Give your legs an airing. Achieve the elegant look in new spring shoes and nylons.

While a woman's face may be her fortune, there is nothing so eye-catching as a pair of elegant, fashionwise, legs.

You move more easily, more gracefully, it gives you confidence. You walk along the boulevard with "that independent air."

It doesn't cost a fortune to be in step with the smartest women in town.

The CWS has a wide range in fashion shoes from 49s. 11d. Belmont Bri-nylon stockings are available in new and exciting shades, seam-free and fully-fashioned, in sheer and heavy crepe, at prices from 3s. 11d. to 8s. 11d.





# These co-ops are a matter of life and death

By  
JOE  
FITZGIBBON

ALL over the under-developed world community development and co-operative enterprises are literally a matter of life and death. Food, housing, and industry are put on a co-operative basis in the fight against hunger and poverty.

Setting up these co-operative societies is an important part of the work of Freedom from Hunger Campaign. Projects in the under-developed countries aim at helping the hungry to help themselves—and to help each other through community effort.

A quarter of Oxfam's grants to overseas territories last year, which totalled £1,554,762, was allocated to this type of long-term scheme to remove the root causes of hunger.

Several grants went to Danilo Dolci, whose work among the poor of Sicily is world-famous. He abandoned a professional career as an architect in 1942, in order to live among the people he made it his life's work to redeem from poverty. From a random sample in a slum quarter of Palermo, he found 25 per cent of the inhabitants absolutely destitute. Out of 78 children, 45 did not attend school.

Dolci took his stand against relief work—the simple provision of food and clothing—which, he said, degrades the recipient. Improvements had to begin from the bottom among the needy people themselves.

By working with the poor and encouraging them to work for themselves through community development, he has won many honours, and has even suffered imprisonment for his socialist activities.

In terms of money, often comparatively little is needed to form a successful co-operative among needy people. One of Oxfam's grants to the Danilo Dolci Trust was £285 for the little Bottai co-operative in Partinico, Sicily.

The Bottai play an important part in the wine trade. Their job, simply, is to make and repair the wine-casks and to filter the wine. By local custom they are paid for their work not in money, but in kind. They are allowed to keep the *feccia* or what remains after the wine is filtered. This *feccia* has a market value in the chemicals industry.

However, the economic situation of the Bottai has gradually deteriorated. The *feccia* market has passed into the

hands of two firms, who are able to keep the price low. Because the methods of the Bottai for processing the wine are still primitive, they have not been able to increase production to offset the loss.

The appeal was for £285, the balance of what was needed to buy modern machinery. The long-range aim was to establish a regional union of co-operatives, which would have a bigger say in the market situation and could get a fair price for the product.

The grant was made, and from this tiny start the 18 members of the co-operative have appointed an administrative council. They have received loans to save them from borrowing money in advance from intermediaries in the *feccia* market.

## Immediate aid

Oxfam was founded 21 years ago to bring emergency help to starving children in Greece. It is always ready with immediate aid in the case of disasters such as the Persian earthquake of September, 1962. However, more permanent aid is necessary to re-establish the victims of the disaster following the immediate relief.

The Fund has adopted the village of Dousadj in Persia, which was completely destroyed by the earthquake tremors of September, 1962. The community development programme here is under the direction of the Dutch European Working Group, comprising 25 European boys, five European girls and 20 Iranian students who went to the village site in January to help the villagers re-establish themselves. Fifty of the villagers worked alongside these volunteers.

Grants of £5,000 and £10,000 were made in September and October towards the work of rebuilding the village of Dousadj. By November the houses, stables and school were completely restored.

Co-operatives of all sorts have been founded under Government sponsorship.

A farmer in the Chemase area of Kenya (centre) receives instructions on how to weed sugar cane as part of a community development scheme in the area.



When the Methodist Church of Port-au-Prince, the capital of Haiti, heard that families were going into debt to pay for funerals, which local custom required should be sufficiently ceremonious, the idea of a funerals co-operative was born.

It was successfully launched on August 10 with between 400 and 500 members. Oxfam's grant of £1,000 was needed to pay for the building and equipment, including a hearse, and will be repaid when the society can stand on its own feet.

Governments of under-developed countries, too poor to pay for their own programmes of development, sometimes depend on the help of a voluntary agency like Oxfam.

A typical example of this sort of work is the Sugar Cane Scheme in the Chemase area of Kenya. Until a few years ago the district was notorious for drunkenness and crime, and the population seemed to have no interest in bettering its lot.

After some years of community development work in the villages a little progress was made. Sixteen men were found willing to plant a small acreage in sugar cane. After a further two and a half years, out of the 480 Chemase farmers, 120 are cultivating sugar canes. They own individual lots of between one and 29 acres. The whole group farms 470 acres. A co-operative society handles the crop and takes it to the crushing mills.

At the beginning of this year it was clear that the scheme was in danger of collapsing through lack of roads. The existing grass tracks, which frequently became water-logged and impassable, had to carry eight 5-ton lorry-loads of sugar cane per acre each year. Fifteen miles of road at £400 a mile were needed to carry on the business.

## £6,000 appeal

An appeal was received for the necessary £6,000 from the Ministry of Social Services of the Kenya Government in February. The money was granted.

Village development committees in the area formed and encouraged self-help groups among the farmers of Chemase, in order to get the work of road-building finished as quickly as possible. In an incredibly short space of time the job was done.

The Bishop of Barrackpore in Bengal directs the most basic projects for digging mud-roads in his villages, to give people work, who would otherwise be employed for only two months in the year during the rice harvest.

In Tegucigalpa, the capital of British Honduras in Central America, most of the 150,000 inhabitants are without work and living wretchedly in shacks. Here, a scheme to build 40 houses benefiting 400 people has been undertaken with



Volunteers at work rebuilding the village of Dousadj in Persia, which was completely destroyed in earthquake tremors in September, 1962.

future residents working for a nominal wage.

The first house to be completed will be assigned by lot, though the lucky winner will continue to work on the project until all the houses are complete.

The islands of Huk San Do, off Korea, were too barren to feed the population off the land, and a fishing industry was established through the donation of a 50-ton sea-going fishing vessel for a co-operative enterprise. Proceeds of the first catches went into a common fund which has paid for the construction of new boats.

These are only some of the projects which Oxfam has supported and only a few of the many co-operatives which are helping in the fight against hunger everywhere. Oxfam's power to help is dependent on the continuing generosity of its regular contributors in home, street, and factory.

The pledged Gifts Scheme, for instance, which organises the collection of 1s. or 2s. 6d. a month from those willing to subscribe, now has over 325,000 members. Membership continues to grow.

## 250 MILLION CUPS OF TEA EVERY DAY

In Britain, we drink 250 million cups of tea every day. In fact, drinking tea is now a national habit.

There are many ways of taking tea. Even in this country when tea was first introduced, in 1657, people had to experiment with it. One well-known society hostess of the late seventeenth century, who had, for the first time, been given some tea, got her servants to pour boiling water on to a dish containing the dry tea, then she and her guests spooned up the wet leaves, chewed and swallowed them!

At that time, incidentally, tea cost no less than £6 per pound.

Other parts of the world have their own methods, some very strange to us.

In Russia, for example, tea is frequently made with boiling water taken from a samovar. Glasses are often used in place of cups and the tea is served with a slice of lemon. Milk and cream are seldom taken.

The guest is sometimes provided with two small glass dishes, one filled with jam, and one with sugar. Although the "upper" classes use the sugar tongs provided, the peasants usually put the lump of sugar into their mouths and then drink the tea.

The dish of jam is supplied for those who prefer it to lemon.

Still in the USSR, in the state of Bokhara, the inhabitants often carry their dry tea about with them, and when thirsty, take it into the nearest cafe where the proprietor will brew it for them.

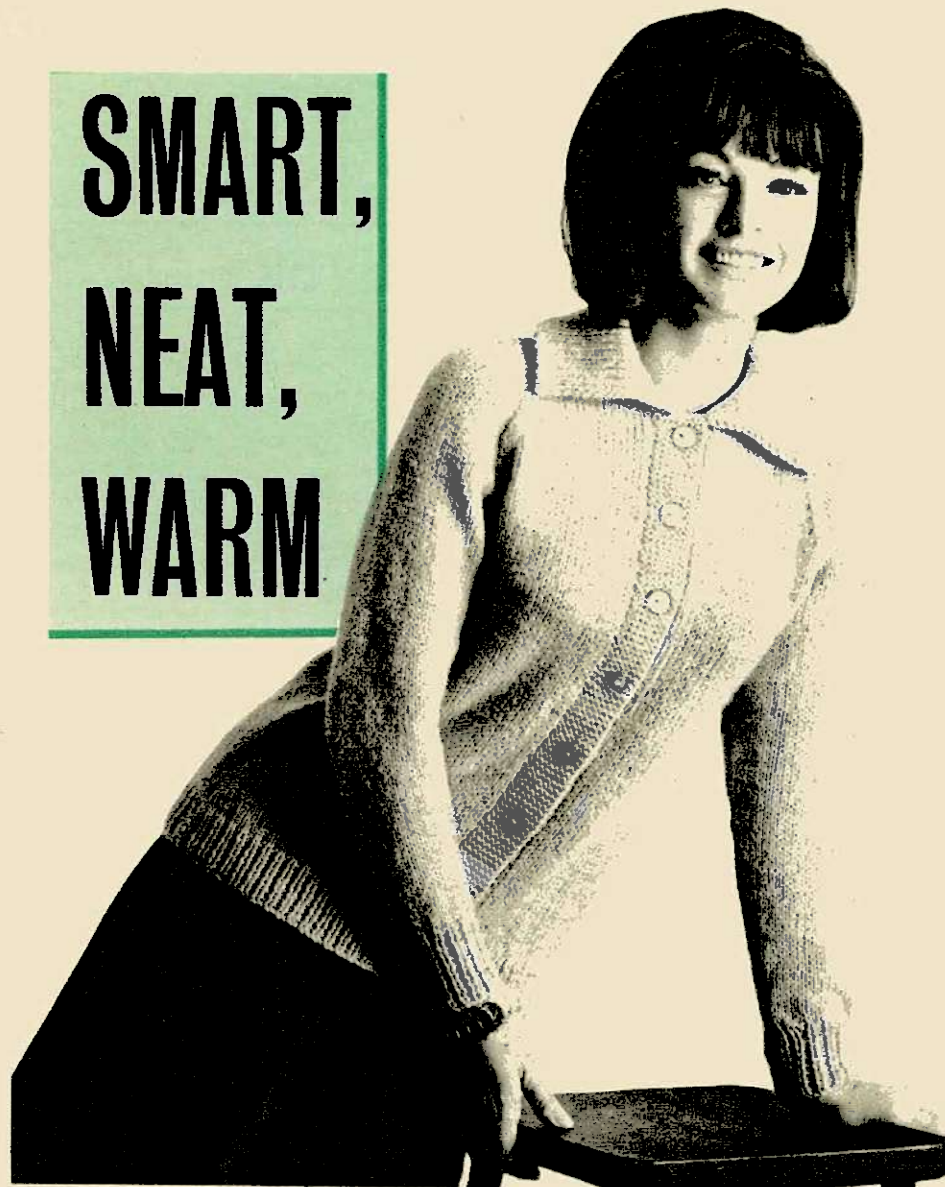
Tibetans are among the most enthusiastic tea-drinkers in the world. Their tea usually comes in the form of a brick, which is easier to transport.

Many of these people drink 50 cups a day, and a keen tea-drinker will total 70, or even 80 cups. The tea is scraped from the brick into a churn, to which is added rancid butter made from the milk of yaks, and a plentiful handful of salt. Soda is added to bring out the flavour. The resulting mixture is well stirred, then ceremoniously ladled into cups.

At home, where tea-drinking is less ceremonious, the English and Scottish Joint CWS provide one-sixth of all the tea consumed in Britain. It owns 19 estates in India, Ceylon, and Tanganyika, and markets 13 blends of tea, including the well-known 99, Oriental Tips, and Double Dividend.



SMART,  
NEAT,  
WARM



**MATERIALS.**—9 [10, 11] balls WAVE-CREST FOAM TRIPLE knitting wool. Two No. 7 and two No. 5 needles. 8 [9, 10] buttons.

**MEASUREMENTS.**—To fit 34 [36, 38] inch bust (approx. width at underarm 34 [36, 38] ins.). Length, 24 [24½, 25] ins. Sleeve seam, 17 ins. (adjustable).

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

**ABBREVIATIONS.**—k., knit; p., purl; st., stitch; 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; ins., inches; O., no rows.

**TENSION.**—4½ sts. and 5½ rows to the square inch on No. 5 needles, measured over stocking stitch.

#### BACK

Using No. 7 needles, cast on 74 [78, 82] sts. Work in k.1, p.1 rib for 2 ins., inc. 1 st. at beg. of last row (75 [79, 83] sts.).

**Change to No. 5 needles** and proceed in stocking stitch until work measures 15 ins. from beg., finishing with right side facing for next row.

**Shape raglan** as follows:—1st and 2nd rows: cast off 3, work to end. 3rd row: k.1, k.2 tog.t.b.l., k. to last 3 sts., k.2 tog., k.1. 4th row: k.1, p. to last st., k.1. Rep. 3rd and 4th rows 22 [23, 24] times more, then 3rd row once (21 [23, 25] sts.). Work O [1, 1] row. Cast off.

#### RIGHT FRONT

Using No. 7 needles, cast on 36 [38, 40] sts. Work in k.1, p.1 rib for 2 ins., inc. 1 st. at beg. of last row (37 [39, 41] sts.).

**Change to No. 5 needles** and proceed in stocking stitch until work measures same as back to armhole shaping, finishing with wrong side facing for next row.

**Shape raglan armhole** as follows:—1st row: cast off 3, work to end. 2nd row: k. to last 3 sts., k.2 tog., k.1. 3rd row: k.1, p. to end. Rep. 2nd and 3rd rows until 17 [18, 19] sts. remain, finishing with right side facing for next row.

**Shape neck.** 1st row: cast off 5 [5,

### Home Magazine knitting

#### pattern No. 97

6], k. to last 3 sts., k.2 tog., k.1. Continue dec. at armhole edge on every alt. row, at the same time dec. 1 st. at neck edge on next and every alt. row until 4 [5, 5] dec. have been worked at neck edge.

Continue dec. at armhole edge only until 1 st. remains. Work O [1, 1] row. Fasten off.

#### LEFT FRONT

Work to match right front, reversing all shapings, noting that tog.t.b.l. in place of tog. will be worked at armhole shapings.

#### SLEEVES

Using No. 7 needles, cast on 32 [34, 36] sts. Work in k.1, p.1 rib for 3 ins.

**Next row:** rib 3 [4, 5], (inc. in next st., rib 4) 5 times, inc. in next st., rib to end (38 [40, 42] sts.).

**Change to No. 5 needles** and proceed in stocking stitch, inc. 1 st. at both ends of 5th row following and every following 6th row until there are 60 [62, 64] sts.

Continue on these sts. until work measures 17 ins. from beg. (adjust length here).

**Shape raglan top** by working 1st to 4th row of raglan shaping as on back, then rep. 3rd and 4th rows until 6 sts. remain, finishing at end of a 3rd row. Work O [1, 1] row. Cast off.

#### RIGHT FRONT BAND

Using No. 7 needles, cast on 8 sts. Work in garter stitch (every row k.) for 6 [4, 4] rows.

**Next row:** (on which a buttonhole is worked) k.3, cast off 2, k. to end. **Next row:** k.3, cast on 2, k. to end. Continue in garter stitch, working a buttonhole as on last 2 rows on every 25th and 26th [23rd and 24th, 21st and 22nd] rows from previous buttonhole until 8 [9, 10] buttonholes in all have been worked. K.4 [2, 2] rows. Cast off.

#### LEFT FRONT BAND

Omitting buttonholes, work to match right front band.

#### COLLAR

Using No. 7 needles, cast on 91 [93, 97] sts. 1st row: k.2, \*\* p.1, k.1, rep. from \*\* to last st., k.1. 2nd row: \*\* k.1, p.1, rep. from \*\* to last st., k.1.

Continue in rib until work measures 2½ ins. from beg.

**Change to No. 5 needles** and continue in rib until work measures 5 ins. from beg. Cast off.

#### TO MAKE UP

Omitting ribbing, block and press on wrong side using a cool iron and dry cloth. Using a flat seam for ribbing and a fine back-stitch seam for remainder, join side and sleeve seams and stitch sleeves into position. Flat-stitch front bands into position.

Stitch collar into position from centre of right front band to centre of left front band cast-on edge to neck. Attach buttons. Press seams.

# Bob Hope's flying gag book

THE Americans are devoted travellers. Mr John Foster Dulles, you may remember, thought nothing of "hopping" a plane at a moment's notice to fly in his country's service north, south, east or west, distance no object.

The late Mr Dulles was involved in the world's political problems, but as a traveller of the world's air routes, he has, in another sphere, a rival, also American, in the comedian, Bob Hope.

For more than 20 years at Christmas, Bob has made a world tour with a company of artists to entertain the GIs in such far-flung places as Keflavik, Pyongyang or Tokyo.

But his book *I Owe Russia \$1200* (Robert Hale, 18s.) is no humdrum relation of adventures as a flying funster. Bob writes as amusingly as he talks. For Bob Hope fans it has a laugh in every line. One or two American allusions were over my head, but there are not enough of them to constitute a serious loss to the British reader.

Reproduced on this page is one of the many amusing illustrations in the book.

The preface sets the tone. "People ask me," he says, "Why do you keep moving so much?" My stock answer is "With my kind of an act, it's safer."

"Somewhere high in my family tree, I must have had a relative who was a mule-skinner for Marco Polo, or a gypsy dancer, or a Pullman porter—or maybe it's because my mother put jet fuel in my milk.

"They say every comedian wants to play Shakespeare, but I have the distinction of being the only comedian Shakespeare talked about! His 'All the world's a stage' could only have been a sly reference to my extensive journeys in search of a captive audience as set down in this book."

In 1961, with Bing Crosby, Bob made the film *The Road to Hong Kong*, in England. This is his comment on our weather:

"We stayed in England three months making the picture, and let me tell you



there is nothing like an English summer. There's nothing like it except, possibly, an Alaskan winter. Spending a summer in England is like running a lighthouse in the Antarctic. We had every kind of weather in the book—rain, fog, snow, sleet, sunshine—and usually they all came on the same day. I used to think Englishmen were silly, starting for work on a bright sunny morning with umbrellas and rubbers, but after the first week I not only adopted those measures, I also wore a raincoat that opened up into a canvas lifeboat."

Dr W. E. Shewell-Cooper is well known to Home Magazine readers for his informative notes on gardening. He is also an authority on bottling, canning, jam making, and vegetable preserving. With his wife, who is an expert home cook, he has written *Vegetable Fare* (A. R. Mowbray, 8s. 6d.) in which he lists some intriguing ways of dealing with common and uncommon vegetables so as, he says, "to add variety and spice to life."

Author of the well-known James Bond series, Ian Fleming, takes us on a world tour in his *Thrilling Cities* (Jonathan Cape, 30s.). He looks at some of the world's greatest cities through a "thriller writer's eyes."

Colour and black and white pictures of animals in action will capture the imagination of any youngster. Romain Simon's illustrations of Marcelle Verite's *Animals of the River* (Oliver and Boyd, 17s. 6d.) are very fine and make it a book to treasure.

Other well-illustrated books for the young: *Our Sun and its Planets* by Angelo Rocca (Odham Press, 10s. 6d.); and Oliver and Boyd's *Museums* (7s. 6d.) by Suzanne de Borhegyi, in the Open Gate Library.

**WILLIAM BOYLE**

## New "beat" for The Beatles

HUNDREDS of thousands of words have been written about them; rioting audiences have raved over them; questions have been asked in Parliament about them. Yeah, yeah, yeah, it's John, Paul, George, and Ringo—The Beatles. In just over a year these four boys from Liverpool have stormed the pop scene with such single hits as "Please please me," "From me to you," "She loves you," and "I want to hold your hand." They have also had a top-selling long player and three EP hits.

Their LP *With the Beatles* (Parlophone PMC 1206) soared into the hit parade, usually the province of single records. On this great record, top spots are perhaps "All my loving," "It won't be long," and "Roll over Beethoven."

Four other Liverpoolians hitting the chart high spots are The Searchers, whose EP *Sweets for my sweet* (Pye NEP 24183) takes its title from their number one hit.

That complete showman Sammy Davies Junior, has recorded *A Treasury of Golden Hits* (Reprise R 6096). It includes "Hey there," "Birth of the Blues," "And this is my beloved," "Bess, oh where's my Bess?" "What a treasure!"

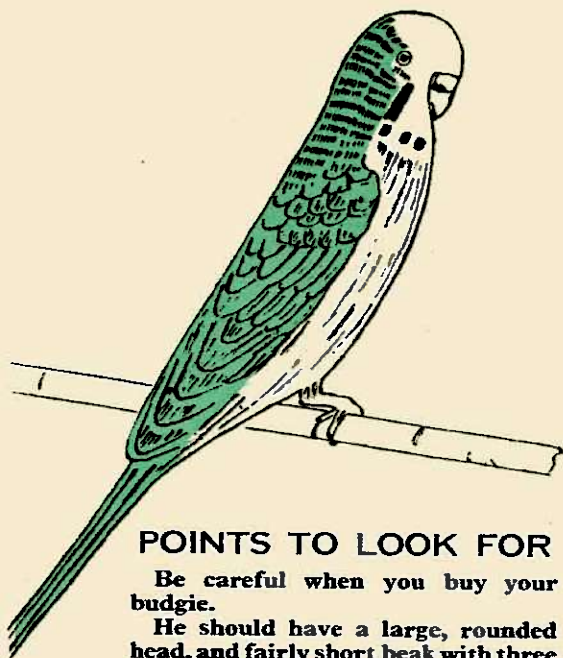
Frank Sinatra has two EPs—*The Concert Sinatra* (R 30011) and *Sinatra Soundtracks* (R 30012)—released on Reprise. Trini Lopez, a Sinatra discovery, also has an EP out on Reprise (R 30013)—*Trini Lopez at PJ's* which includes "If I had a hammer."

Adam Faith, with Johnny Keating and his orchestra, presents *For You—Adam* on Parlophone PMC 1213. This is Adam giving his versions of other artists' work including "The Wanderer," "My kind of girl" and "Take good care of my baby."

*Surf City and other swingin' cities* is the title of Jan and Dean's LP on Liberty LBY 1163. Apart from their hit "Surf City" this record includes "Memphis," "Way down yonder in New Orleans" and many more "swingin' cities."

Two LPs based on the film *The Victors* are the original soundtrack from the film on Colpix PXL 516, which includes "Have yourself a merry little Christmas" by Frank Sinatra, and *Jane Morgan serenades The Victors* (Colpix PXL 460).





## POINTS TO LOOK FOR

Be careful when you buy your budgie.

He should have a large, rounded head, and fairly short beak with three large spots on each side.

The wings should be almost the half length of the bird. See he has a straight, long tail. Also, see that the flights are uncrossed when he is at rest. There should be a violet cheek patch in normal species.

And make sure the crown of his head is rounded.

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is delicious!**



FROM CO-OP STORES

## He's such a very perky pet

NOWADAYS, most budgies are kept as single cage birds. They owe their popularity to their playfulness, their capacity to talk, and their liking of human companionship, writes B.J. TARRY.

If you want your budgie to talk, buy a cock bird. The cere at the base of the beak is blue on males, and brown on females.

Modern cages, which can be bought at most pet shops, are designed for easy cleaning and feeding.

Feeding a budgie is not difficult. There is the excellent CWS Budgerigar Mixture on the market, and a millet spray can be hung in the cage. Fresh green food, such as chickweed, lettuce, or seeding grasses should be given every other day. A cuttlebone should be wedged between the cage bars. Make sure a good quantity of grit is added to the sand used on the cage floor. Always try to provide variety in your pet's food, and give fresh water daily.

Cleanliness is very important, and cleaning should be done at least once a week. Remove the tray floor and throw away the contents. Wipe over the tray

and perches with a cloth moistened with an antiseptic. Keep the seed hopper and water fount very clean.

Budgies kept indoors are usually quite disease free, although you may have a little trouble at moulting time. However, if your bird is inactive or off colour, contact a vet quickly.

Given good conditions, you can expect your pet to live an average of five to seven years, and provide you with many hours of fun.

This month the Editor wants you to draw and colour with paints or crayons your own domestic pet, or the pet you would really like to have.

There are two classes—under nine and over nine years. There are two prizes in each section: delicious chocolates for the over nines and bumper parcels of sweets for the younger ones from the E & S CWS Chocolate Works at Luton and CWS Confectionery Works at Reddish.

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 St., Manchester 4.

Closing date for entries is March 28, 1964.

### JANUARY COMPETITION WINNERS

Pamela Saunders, 35 Redburn Road, Paignton, Devon; Angela Judith Ballard, 22 Westminster Road, Habberley Estate, Kidderminster, Worcs. Peter West, 36 Wall Street, Blackburn, Lancs; Gillian Hammond, 26 Gloucester Avenue, Chelmsford, Essex.

## GARDENING NOTES

By  
W. E. Shewell-Cooper

THE most effective method of getting the best results from broad beans is to prepare V-shaped drills 2 in. to 3 in. deep, and to space the seeds out in these, 4 in. apart. This is far better than the old-fashioned, flat-bottomed drills, which are more difficult to prepare. In light soils the drill should be 3 in. deep, but shallower in heavy ground. Do not sow beans which are obviously undersized or wrinkled and as a kind of insurance, eight beans may be sown in a group at the end of each row so as to provide spares, if necessary, for gapping up later.

The Windsor varieties are the better flavoured, but the long pods are the hardest. In the latter case, I prefer Osmaston Defiant, a heavy cropper. Osmaston Greenfeast, which is almost a cousin, is probably harder, and is a better long pod. In the case of the Windsor varieties, there is a lot to be said for CWS Broad Windsor, which some say has the best flavour.

The longpods can be sown early in the spring, the Windsors in later spring.

All broad beans are greedy feeders, but the great advantage of this crop is that not only is the vegetable itself delicious, but the haulm, when composted, is found to be very rich in potash. Broad beans are one of the certain crops in land infected with wire worms, because this pest seldom makes an attack on these seeds. Well-rotted compost or dung should be worked in at the rate of one good barrow load to 12 square yards when the ground is being prepared, and a fish fertiliser with a six per cent content potash used at 3 oz. to the square yard when the raking level is being carried out. In cases of acidity—and most soils are acid—carbonate of lime should be applied.

I often wonder why the perennial broccoli is not grown more. It is hardy, it goes on cropping year after year without much attention, and in good seasons it may easily bear 15 cauliflowers per plant. Sow the seed in the next few days in a sunny seed bed, into which a fish manure has been lightly raked at 3 oz. to the square yard, plus carbonate of lime at a similar rate.

Spray PELAW HY-GLOS on furniture, polish lightly with a soft cloth, and—quick as waving a magic wand—you have the most sparkling, mirror-brilliant shine you've ever seen... a shine that lasts and lasts. And PELAW HY-GLOS puts a high shine on leather, plastic surfaces, and vinyl upholstery, too! Get PELAW HY-GLOS Silicone Furniture Polish at your Co-op Store today—and see the sparkling difference it makes to your home!



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Now, if you're a man who likes sports but has too little time to enjoy them throughout your working year, we give them to you under the very best conditions. First-rate playing fields, putting greens, tennis courts . . . all these are at your disposal together with excellent equipment. And all free, of course. Then there is an indoor sports arena and big games room for billiards and table tennis. And—there's swimming at its very best, both indoors and out. Butlin's has the finest heated swimming pools in all of Europe!

#### **PLAY ALL DAY OR JUST RELAX**

Some people like to fill each day to the brim with activity, that's why we offer you so much on your Butlin Holiday. Others prefer to relax and just take it easy. You'll usually see them sunning in the lawn chairs, strolling through the colourful gardens or enjoying a drink in one of the big comfortable lounges.

#### **SOME ENCHANTED EVENINGS**

There's dancing every night of your Butlin Holiday. Dancing the way you like it, in spacious ballrooms on first-rate floors and to the rhythm of excellent top-name bands. Three different ballrooms give you a choice of modern, old-time, or lively jive and twist. There are all kinds of theatre, too—revue, repertory, variety and cinema—to brighten the end of each perfect day. All this and so much more is included in the all-in tariff.

We've tried not to overlook a single thing that would help make yours the *perfect holiday*.

*Billy Butlin*

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# TAMWORTH INDUSTRIAL CO-OPERATIVE SOCIETY LTD.

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## The Executive Officer writes

## ARE YOU GETTING A FAIR DEAL FROM THE SOCIETY?

**M**Y answer is emphatically YES, but if there are some doubters among our members, let me tell you why I am convinced that it is the truth.

In the first place we should get one fundamental fact clearly fixed in our minds. This society belongs in its entirety to the members, and our objects are the material, social and intellectual advancement of everyone connected with its activities.

The whole of our profits (in the Co-operative Movement we call it surplus) is returned to the members in some form or other, mostly as dividend on purchases in proportion to the amount of trade given to the society by each member.

### The Difference

In a joint stock company, the method of sharing profits is quite different. A rate of dividend is declared on **shares**, not on trade or turnover, and the persons with the largest investment get the largest share of the profit, irrespective of whether they support the trading activities of the business or not.

Obviously we have to raise capital to buy land and buildings, plant and machinery, transport and stock, and to finance hire purchase and other credit, but a fixed rate of interest is paid.

What is more important is that it can be withdrawn on demand or at short notice, here in Tamworth, any day of the week at your convenience, in cash or by cheque.

You cannot cash your shares in a public limited company in that way. They have to be sold through a broker, and the market price fluctuates from day to day. A commission has to be paid, and it is an involved and sometimes risky business.

It is worth mentioning that this society has a financial reputation of the highest standard. Take our balance sheet to any firm of account-

ants you care and they will confirm this.

### Service First

We do not think only in terms of dividend. Our primary purpose is to provide a service which will give the maximum benefit to the maximum number of members. For instance, our delivery service extends over nearly 100 square miles, often to places where it is uneconomic to deliver bread or milk, which becomes a reasonable proposition only if the same members give us their custom in other departments, especially when they visit town.

We can literally take care of members and their families from the cradle to the grave, and it is unquestionably true that many thousands of families in this area are deeply grateful for the assistance given to them through Co-operation.

We try to help in times of need or distress and the aid given to national and local charities by our organisation amounts to many thousands of pounds.

We encourage educational and cultural activities among employees and members, always striving to raise the standards and ideals of those who use the excellent facilities which are offered completely free. Our employees may not enjoy the highest wages in the district, but they certainly enjoy better conditions than most.

### Quality

We believe in selling goods of high quality at a fair price, and much of the legislation aimed at consumer protection has been sponsored and fought for by this society, with our colleagues in the movement.

What of the present dividend rate at 1s. in the £? It should be borne

in mind that the rate of dividend is comprehensive, ranging over many different departments and services, and, with few exceptions, without discrimination between various goods and commodities.

The same rate is paid whether you spend £1 or £100, and though I am tempted to suggest some qualification ought to be applied, there would doubtless be many anomalies to overcome. One reason why we operate in this way is to make sure we do not penalise the single old-age pensioner, who has not the ability to spend a great deal.

### All-round Trade

Unfortunately many members claim their dividend, having only traded with the society where an obvious personal advantage was to be gained. This is grossly unfair because the whole economy of the society is based on the combined trade of all departments, and, as pointed out, the same rate of dividend is paid irrespective of how much you spend or where you spend.

Many departments do not return the full rate of dividend. Many items have to be sold at a very low margin of profit, and there is the glaring example of excise duty and purchase tax, where the society has paid tax in full, added it to the price of the goods, and given a dividend check for the total amount.

All these factors have to be taken into consideration, and if members thought about these things, and gave the society proper credit, I think all would agree that the society is giving a fair deal.

When all our members are comprehensively loyal to their own business our trade will be increased by more than 50 per cent—likewise the dividend!

G. W. WAGSTAFFE.



## GOLDEN WEDDINGS

MR and Mrs A. J. Rogers, 358, Main Road, Glascote, February 14.

Mr and Mrs G. Bond, 13, Church Road, Dordon, February 28.

## First Work Camp for CYM

THE Co-operative youth movement will next summer arrange a Co-operative work camp. It will be part of its "Help to others" activities.

The camp will be at Losehill Hall, Derbyshire, from August 15 to 22.

The work to be undertaken will be the replacing of fencing around the Losehill estate, and will be carried out in the mornings, leaving the rest of the day free for excursions, lectures, and social events.

The camp is an experiment and if it is successful, it is hoped that one will be held every year in the future. Ten of the 34 places available will be for young Co-operators from the continent and the remaining 24 for three youth club members from each section. The young people from the continent have been invited following a study tour of Europe made by CYM members last year.

The cost of accommodation will be £6.

## EGGS AND BUTTER WITH YOUR MILK

IN a survey conducted by the National Dairy Council, it was found that 75 per cent of housewives bought products other than milk from their milkman. Over 45 per cent bought cream, 26 per cent eggs, 20 per cent orange drinks, and 14 per cent purchased butter.

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THE SUNDAY  
CITIZEN  
every Sunday**

## OBITUARY

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

Kate Atkins	Dordon	October 11.
Ann Maria Neal	Fazeley	October 28.
Annie Boulstridge	Bentley Heath	December 5.
Richard Lloyd	Wood End	November 27.
Margaret Mary Marron	Tamworth	December 25.
Thomas Lysous	Belgrave	December 28.
Benjamin Probin	Wilnecote	December 30.
Oliver Alfred Edwards	Kingsbury	January 4.
Joseph Matthew Sumner	Dosthill	January 5.
Hannah Hare	Wilnecote	January 7.
Edward William Pickett	Kingsbury	January 7.
Hannah Maria Lathbury	Tamworth	January 6.
John Edward Cope	Two Gates	January 8.
John Michael Larvin	Tamworth	January 9.
Thomas Henry Pickering	Bolehall	January 10.
Ada Cotterill	Tamworth	January 10.
George Tricklebank	Kettlebrook	January 11.
Amy E. Wright	Polesworth	January 13.
Florence E. Keightley	Newton Regis	January 13.
Sydney Baker	Tamworth	January 15.
Noel Drew	Wood End	January 15.
Andrew Howard	Atherstone	January 15.
William Walton	Tamworth	January 16.
Alice Mary Seedhouse	Bolehall	January 24.
Frank Faulkner	Kettlebrook	January 24.
Dora Margaret Goode	Dordon	January 25.
Ada Mary Dean	Dosthill	January 26.
Samuel Lea	Belgrave	January 29.
John William Rodway	Wilnecote	January 29.
Arthur Turner Fraser	Kingsbury	January 30.

## SCHOOL WITHOUT TEARS

ONE of the most unusual schools in Great Britain comes under the Middlesex County Council and is based, most of the time, at Shepperton Film Studios.

The reason, "most of the time," is stressed, is because the school has no fixed classroom, and has functioned all over the country, and sometimes even abroad.

The purpose of the school is to keep children who work in films up in their studies. The school is under the jurisdiction of the LCC and a fully qualified teacher, Mrs Irene Bailey, is in charge of the classes.

"The children," says Mrs Bailey, "seem to prefer the film school to the regular school. Somehow or other they seem more eager to learn."

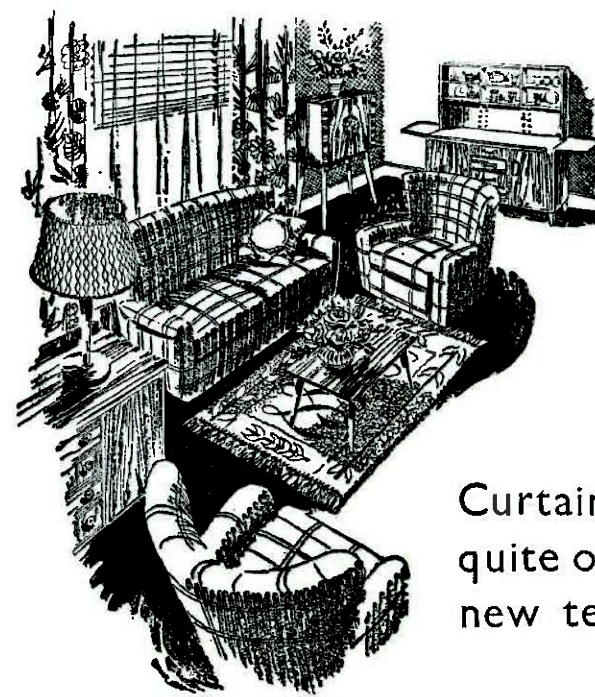
## FACTS OF CO-OP LIFE

1. There are over 13 million members of the Co-operative Movement in Great Britain.
2. And it's one member one vote, regardless of whether the shareholding is £1 or £1,000. That's real democracy.
3. Out of 1,200 supermarkets in the country 300 are operated by the Co-op. That's one-quarter of the entire trade.
4. CWS sales in 1962 were £479 million.
5. The Retail Grocery trade amounts to £2,361 million, and the Co-op's share is £488 million, representing 20.7 per cent of the national trade.

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