

TAMWORTH EDITION

SEPTEMBER 1964

Home

M A G A Z I N E



Windsor
Perfection in Fine Bone China



TROY

TWO NEW STARS . . .

. . . in the WINDSOR and CROWN CLARENCE firmament . . . beautiful creations either of which will give a brilliant, individual charm to your table—and add so much to the pleasure of mealtimes.



HYDE PARK

This pattern is available in DINNER, TEA, COFFEE, and FRUIT SETS.



Crown Clarence

Pottery of Distinction

Good-bye to

Home

M A G A Z I N E

THIS is the last issue of Home Magazine. But after 68 years the publication which started life as The Wheatsheaf, steps down only to make way for a new and important development in consumer journalism.

In December a new magazine, Good Shopping, will be launched. It will be a bigger, brighter, up-to-the-minute full-colour magazine, specially designed to appeal primarily to the busy modern housewife, with lively, easy-to-read features, competitions with valuable prizes, special offers, and information to help her with the job of shopping for a family and running a home.

And although Good Shopping will be a magazine with the woman well in mind, there will be plenty in it for her husband and the younger members of the family.

There will be regular features on cookery, knitting, fashions, home-making, do-it-yourself, gardening, and teenager and children's interests.

It will be available from main centres of Co-

operative trade—supermarkets, departmental stores and large branches.

So begins a new chapter in the story of CWS communications with the shopper, which began in July, 1896, with the first issue of The Wheatsheaf, a title which was to become well-known to Co-operators not only in this country but throughout the world.

The Wheatsheaf told the continuing story of the CWS and the Co-operative Movement over half a century and through two world wars until, after 600 issues, it changed its name in 1946.

During the last 18 years Home Magazine has carried on the work of informing and entertaining, evolving in style and presentation into the magazine you see today.

But we can never afford to stand still, and Good Shopping has been conceived as a medium better able to meet the needs of a trading world which has changed tremendously in recent years.

Good-bye to Home Magazine, then—and welcome to Good Shopping.

Welcome to **GOOD SHOPPING**

Guinea letters

WERE OUR FACES RED!

WHEN my sister and I were young girls, our parents were going out and left us strawberries and cream for tea. Our repast was interrupted by a knock at the door, and we crept upstairs and peeped through a window.

It was a rather prim, older cousin. So, hardening our hearts, we waited for her departure. Seeing her at the gate, we crept downstairs and threw ourselves on the floor, kicking our legs high in our glee.

Then, horror! We saw two eyes peeping through the

letterbox at us. Were our faces red!

Mrs Marjorie Couzens,
Thorton Heath, Surrey.

CURED OF PRYING

I worked for a lady, who, whenever she gave me a job, would say: "Now, don't pry into things."



I was told to clean the spare bedroom and noticed a narrow box. Thinking it was a doll, I peeped. First, I saw a black shiny shoe, then a sock with suspender round a leg, then a knee. This was too much. I dropped the lid and ran, screaming that there must have been a murder.

It was her husband's false leg. Needless to say, I was cured of prying.

Mrs J. Wakenell,
Hanwell, London.

REMINDER

A neighbour's little boy brought his friends along to see what I was standing in the garden for, looking up. He said: "Auntie, what are you looking at?" My reply was: "You wait and see what comes out of the chimney."

When the sweep's brush came through there was laughter and shouts of " . . . a Beatle!" He ran down the road, shouting all the time: "A Beatle, a Beatle . . ."

Mrs N. Papworth,
Essex.

UNUSUAL BIRD-TABLE

I was passing a country garden and saw a very unusual bird-table. The owner had nailed an old frying pan half-way down the handle, to a post over a rockery.

It was an amusing sight to see the birds sitting eating the scraps out of the frying pan, and I noticed that instead of the usual scattering of soggy crumbs around the base of the post, the sides on the frying pan meant that the bread stayed put on the table.

Mrs A. E. Shaw,
Huddersfield.

DISAPPEARED

My young grandson was describing his appendix operation. "They told me it wouldn't hurt, and then they stuck a needle in my arm and I disappeared!"

Mrs D. Holland,
Sheffield.

SEPTEMBER, 1964
Vol. 69, No. 9

More women turn to a new sport

An increasing number of women are taking part in a sport which flourishes in the Lake District, Ireland and the United States.

It centres on an animal with an ability to cover ten miles, up hill, down dale, across streams and walls, at an average speed of 20 m.p.h.

AS I motored along a quiet road in north Lancashire, a policeman waved me to a halt. I sat for a few moments, wondering what calamity had happened round the bend. Suddenly a wave of tawny hounds swept over a wall and across the road. They found gaps in a hedge which gave them access to land on the other side.

The hounds looked neither to right nor left. Their heads were close to the ground. When one was briefly caught between two capstones on the wall it struggled furiously, lured on by a mysterious objective.

They were "on the trail," following a 10-mile course up hill and down dale. It was marked by aniseed which had been diluted with paraffin, so that it would not be too strong, and dosed with turpentine to lift the scent.

In fact, they were some of the 300 to 400 hounds which annually run in about 800 trails, bringing glory to their owners and cash to successful punters.

Hound trailing is popular in Cumberland, Westmorland and north Lancashire. It has long been established in Ireland. The sport crossed the Atlantic to such good effect that now the biggest prizes are competed for in the United States, about £900 being offered in their hound classic.

The idea is simple. A trail of aniseed is laid across the countryside in a broad circle, and the hounds follow it. Behind that brief explanation is a sport packed with fascination and interest for many people. In recent years a growing number of women have been taking part, both as owners and spectators.

The hound used for trailing has



Any moment now they'll be off! Women owners hold their hounds in leash, awaiting the trail-layers.

descended from the fell foxhound stock, which for generations has run lightly and nimbly across England's highest mountains. It is a tall, loose-limbed animal without an ounce of surplus flesh. Indeed, the body is draped by loose skin, as though it was wearing a suit a size or two on the big side!

Do not be deceived by its half-starved appearance. There can be few animals which are so well looked after as a trail hound with a winning streak. Feeding it can account for between £2 and £3 of the owner's income each week.

An owner thinks nothing of buying two or three pounds of shin beef, or providing a meal which includes the whites of several eggs. For some reason, the yolk is rarely fed to a trail hound. As much as £300 can change hands for a fully-trained hound that has proved itself "on the trail."

In training a hound, tit-bits of its favourite food are used as rewards as it is being accustomed to follow a trail. When it is being prepared for races, it is walked between seven and eight miles a day, the time divided between morning

and evening. There is perpetual care for its health. A puppy often has a hard time with ordinary canine diseases, but as an adult a hound is usually very healthy. In hot weather it can "lose a pad," the skin peeling off the feet as it covers the hard ground, or scrambles over rocks and walls.

During a trail it can be injured by barbed wire, or sprain a leg—circumstances which fortunately are not common. Owners are concerned for the health of the hounds right up to the moment when a race starts. You see them walking the hounds around, or massaging their limbs.

The trail is laid by men who drag bundles of woollen rags across the ground. Aniseed is used sparingly, for it is strong, and, if used neat, would "fill a hound's nose." It would smell aniseed wherever it went! Meeting half way round the course, the trailers work exactly. A hound trail is void if it lasts for less than 25 minutes or over 45 minutes.

One group of trailers trots towards the finishing area, and the other moves

HOUND TRAIL

By **GEORGE BLOWER**

tit-bits of their favourite food awaiting them.

There is great tension when the hounds are expected at the end of a race. For a time it is not known whether it will be allowed, as it must be over the 25 minutes. An official shouts "trail" when the necessary time has ticked away.

Meanwhile, owners open cans of food. There may be raw meat, or gingerbread, or fish in those tins. Towels and handkerchiefs are produced. They will be vigorously waved as the dogs are sighted, to attract their attention.

The first hounds appear. The owners shout, wave and leap about, and the confusion is great when hounds have crossed the tape and seek out their owners, soon to gulp down the food available.

Occasionally a hound trail is void because some hounds pick up the aniseed tang from another quarter. They actually run the wrong way round!

The Hound Trailing Association was founded in 1911. The season begins at Easter and ends in October. Three classes are organised—for puppies, maidens and senior animals. And the prize money available may exceed £7,000 in a season.

This is an exciting, bloodless sport. Healthy, too, for it takes place among the high fells where the air is usually crisp and clear.

round towards the start. When these are close at hand, a white flag is dropped, and the hounds race away, quickly reaching a speed of over 20 m.p.h., then settling down to a graceful rhythmic lope that carries them effortlessly round the hills, never fully stretched and never so rigid that the bones are jarred by rough going.

The race officials have daubed the shoulders of the hounds with coloured marks. These ensure that no hound is released part way! Most of the interest in hound trailing centres on the betting, and the raucous voices of the "bookies" offer prices right up to the last stages of the race, for the books are not closed when the hounds are released.

The bookies are constantly alert for late betters, who can be very clever in assessing how a race is developing, for men known as "blowers" set off in cars and study form while the hounds are running.

At small trails there is a hard core of 40 or 50 betters, whose wagers range from a shilling to £20 or more. A bookie might take £30 at such events, and over £200 at the big events. How much he pays out is another matter!

From the owner's point of view, hound trailing is regarded as fun. Most of them do not even cover their expenses. They save on food for the hounds in the 24-hour period before the start of a race, for no feeding takes place so that their animals will be perfectly fit, without an ounce of surplus tissue.

The hounds will also be eager to get to the finish, for they know there will be



Left: Here I am! Waiting on the finishing line with a tit-bit of food, an owner encourages her hound to a last effort. The little boy finds the camera more interesting. Below: A "bookie" works out the odds for a hound trail.





Lydia: A gay novelty print is used for these Belmont teenage style pyjamas in warm winceyette. Selected from a wide range of youthful Belmont styles, these cost about 27s. 11d.

TREAT YOURSELF to new undies

WHAT does underwear mean to you? Do you see a selection of pretty items that give you a feeling of luxury whenever you put them on? Or are they "just any old thing" that are out of sight, anyway?

Even the most fashion conscious of us, it seems, are not always terribly concerned about our under garments, writes **Maureen Sandler**. Assistants in dress shops are sometimes taken aback at what is revealed in the privacy of the dressing-rooms.

Torn slips and broken straps, held together by safety pins may be unearthed beneath even the most chic of outer garments.

The woman who looks like a fashion plate in her street clothes may have underwear beneath that looks like the remnants of a jumble sale.

Take a look at your own lingerie. Are your undies carefully colour-matched, or are they a rag-bag assortment of clashing shades, collected haphazardly over the years? Can you put your hand on your heart and swear that you have never worn a dark slip beneath a light blouse, because your lingerie wardrobe was incomplete? Have you clung through thick and thin to your trousseau underwear without noticing that those dainty garments—once your pride and joy—are now fit only for the scrap heap?

Be ruthless in discarding all those tatty slips that have passed beyond repair, and treat yourself to some really pretty new undies. Have a look at the new Belmont autumn range of Slick Chick styles.

These really delightful garments range from 18s. 11d. to 22s. 6d. This is excellent value, for all opera top slips are lavishly trimmed with lace. They include black, white, rose pink, tropical sky, dream blue, golden corn, primrose, apricot, berry red, and lotus green. They are made in a wide size range, too, catering for bust sizes from 32 - 46 in.

Ideal time

This attractive new range is just coming into Co-operative shops. So this is the ideal time to find a really good selection. If you buy now you can pick shades to team well with your autumn wardrobe.

With summer drawing to a close, you will be thinking of warm nightwear.

If, in the past, you have sacrificed glamour for warmth, invest in one of the new Belmont brushed nylon nightdresses. These dainty, but cosy styles are glamorously trimmed with lace, and are available in both full- and waltz-length styles.

Colours, include, deep pink, wedgwood, buttercup, apricot, carnation, apple green, and aqua. There is also a good selection of long-sleeved winceyette nightdresses, attractively styled for the older woman.

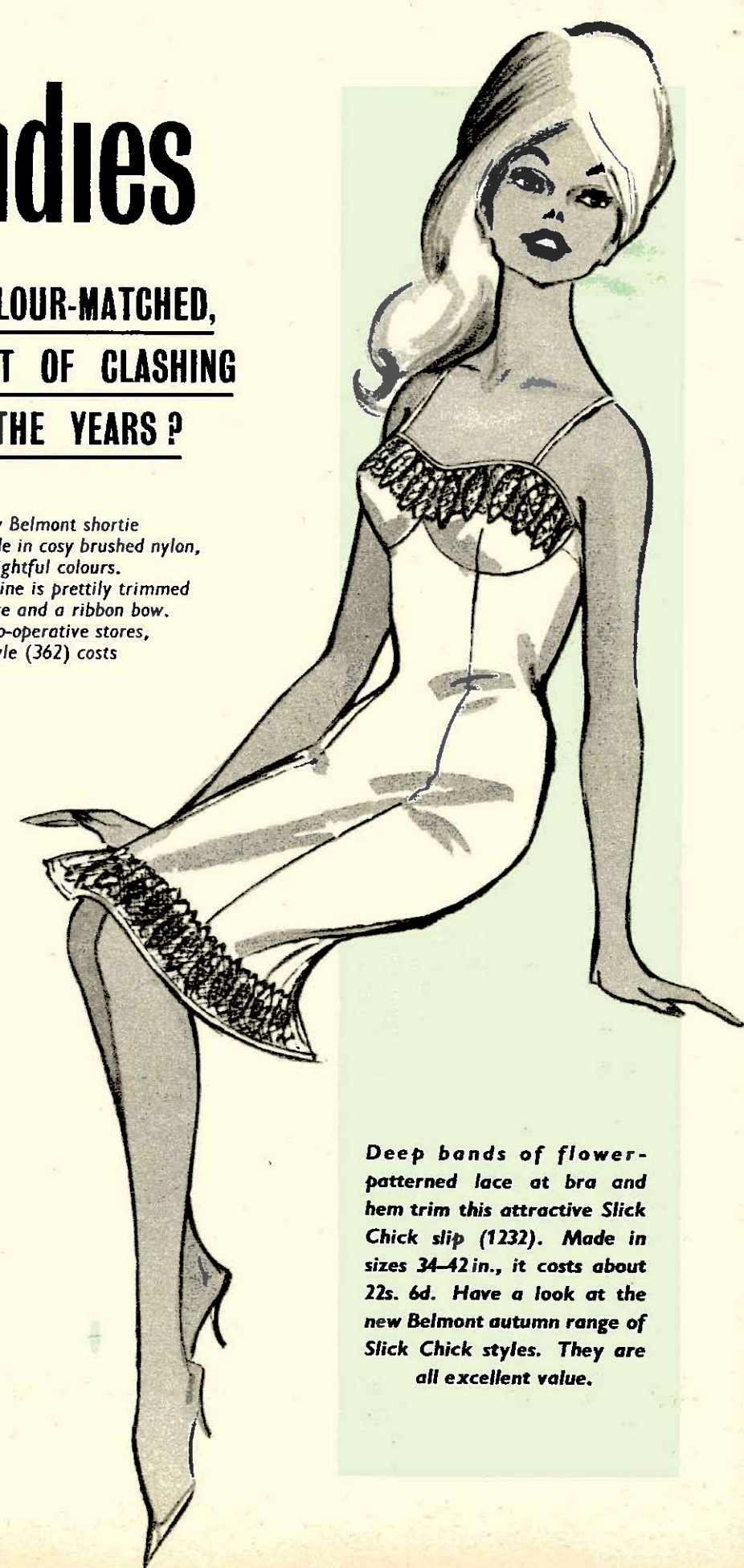
Teenagers will be attracted by the fashionable ski-type pyjamas, fitting snugly round the ankles, and made in gay novelty prints.

Younger members of the family will be safe from fire in the pretty brushed nylon flame-resistant nightdresses and pyjamas with their stylish lace-trimmed yokes. For really tiny tots, there are attractive sleeping suits and nursery suits.

ARE YOURS CAREFULLY COLOUR-MATCHED, OR A RAG-BAG ASSORTMENT OF CLASHING SHADES COLLECTED OVER THE YEARS?



This really dainty Belmont shortie nightdress is made in cosy brushed nylon, in a range of delightful colours. The ruched neckline is prettily trimmed with bands of lace and a ribbon bow. Available from Co-operative stores, this attractive style (362) costs about 30s. 6d.



Deep bands of flower-patterned lace at bra and hem trim this attractive Slick Chick slip (1232). Made in sizes 34-42 in., it costs about 22s. 6d. Have a look at the new Belmont autumn range of Slick Chick styles. They are all excellent value.

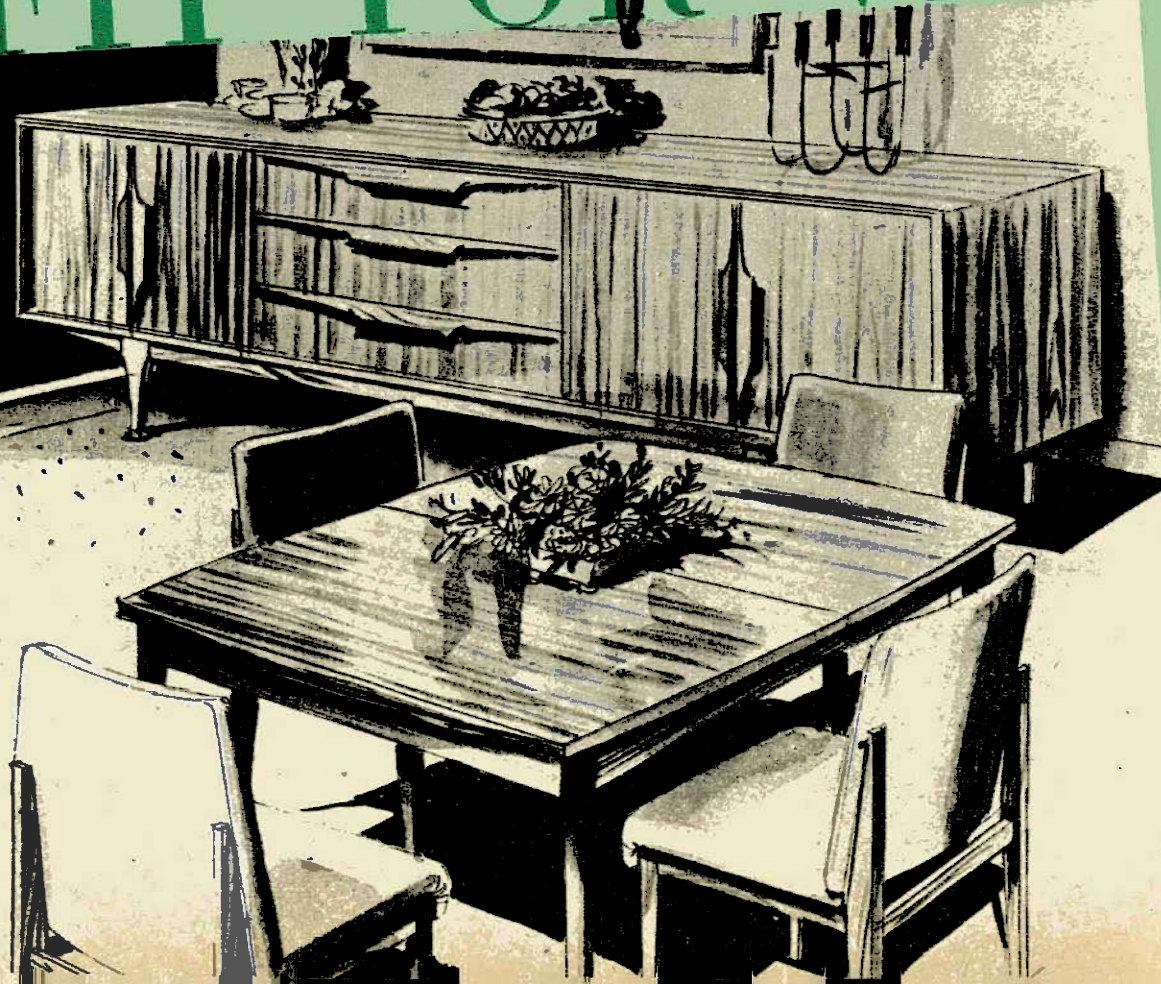
FURNITURE

Co-operative Furniture Fortnight (Sept. 19—Oct. 3)



The double-bed size Venus divan, which has been made slightly higher than normal. It is one of the 1965 range, but is being presented ahead of schedule. There is a choice of various colours. The price is about £41 17s. 6d.

FIT FOR VENUS



"OH, my aching back," complains the housewife, as she stoops over the divan bed to make it up. The CWS has eased her work by making their latest bed slightly higher.

The new CWS Venus divan bed, on sale during Co-operative Furniture Fortnight, is one of the 1965 range, which has been included in the new designs.

Appearance always is a major factor, and the Venus divan scores from every angle. Its heavy, quilted surface is in top quality rayon ticking, with colours of flamingo pink, Pacific blue, and champagne oyster in a satin finish.

Inside the bed, here again the Venus is a winner. The resilient spring unit has a steel strip round the edges to give added strength, is covered with a basic upholstery of coir fibre pads, topped with down-soft, cotton felt, and finally a luxurious quilt made of soft polythene foam with a layer of Courteille fibre to give extra comfort and softness.

The base is 6 in. deep and firmly sprung to support the mattress. The 7 in. legs are finished with free-running brass castors.

Bedroom Suite

In the Cameo bedroom suite, also on show, the wardrobe doors and drawer front are finished in exotic Zebrano veneer, a beautifully figured timber, while the sides of the wardrobe and chest are covered in afromorsia, to bring a perfect contrast and create a delightful ensemble. Cherry mahogany veneers complete the inside of the wardrobe.

The ladies' all-hanging robe has a full-length, extra wide plate mirror, while the 5 ft. dressing table has a wide landscape mirror and six drawers—two small, two deep, and two long.

The 3 ft. wide men's wardrobe is partly hanging, with fitted shelves.

The chest of drawers has larger drawers at the base for storage of blankets or linen.

The Mayfair dining-room suite (Left) priced at about £92 18s. 6d.

The Harmony lounge suite. There is a wooden knuckle at the end of the arms where ordinary wear first shows in the moquette. The price is about £99 15s. 0d.

Lounge Suite

The lounge suite, is named Harmony, and has super quality polythene foam in place of the old style springs or webbing; also Latex foam cushioning. There is a wooden knuckle at the end of the arms where ordinary wear first shows in the moquette, to give longer life.

Covers have been chosen in specially selected moquette to be used singly or in two tones. The shades are tan, charcoal, silver grey, gold, green, and red.

Within these colours a great number of permutations are available to the customer, and a few chosen at random by the CWS design experts illustrate the fascinating combinations which can be obtained. Customers can, of course, make their own choice, but these are some of the recommended ideas: tan and gold, gold and green, charcoal and silver grey, silver grey and red, and charcoal and red.

The suite is also available in expanded Vinyl, with moquette cushions. Easily cleaned with a quick wipe, this covering is ideal for the house with youngsters, and tiny finger marks can be wiped away in a flash.

Dining Suite

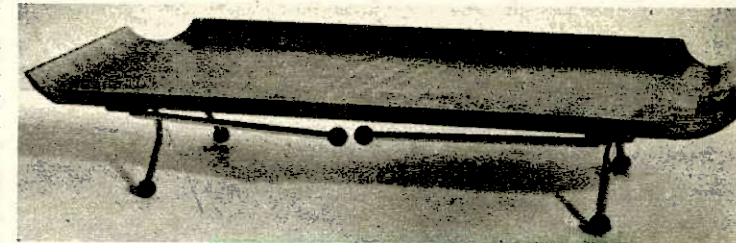
In the Mayfair suite the large expanding table will easily accommodate six people in comfort. There is a choice of two expanding tables and a drop-leaf table. The 6 ft. 6 in. long sideboard, has

ample storage space. Two commodious cupboards and three drawers are provided, and the drawers are graduated in size, the bottom drawer being much deeper than the top.

The interior of the cupboard is in attractive sapele veneers to give an impeccable finish.

The chairs are covered in expanded Vinyl, with thick polyether padding for seats and backs.

During Co-operative Furniture Fortnight all this furniture can be seen and bought.

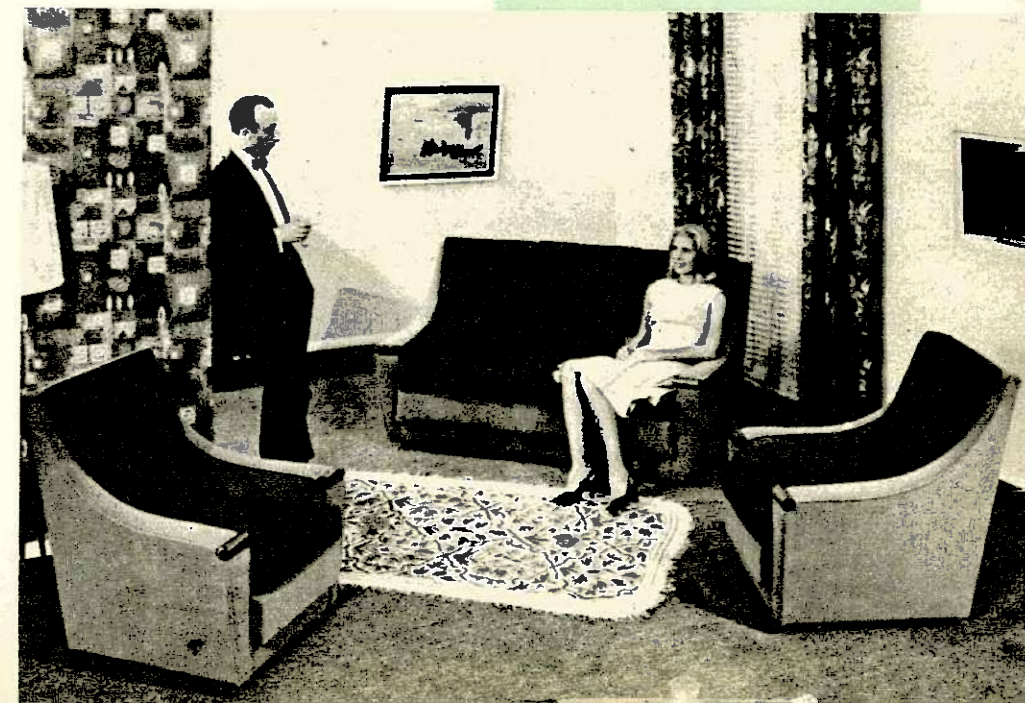


FREE GIFT OFFER

DURING Co-operative Furniture Fortnight—September 19 to October 3—buyers of the specially advertised furniture on show will receive a Teebed table which is a really useful gift.

The table has been specially designed for use as a bed tray or occasional table for TV breaks, snacks, etc.

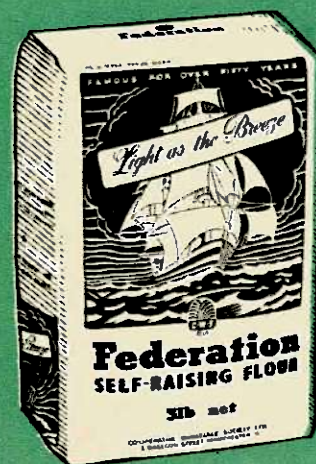
The table will be presented free of charge to the buyer of any of the three new suites.



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

6 ways with NUTS



DON'T leave those odd ounces of almonds, walnuts and coconut in the kitchen cupboard—here are half a dozen delicious ways in which you can put them to good use.

COCONUT PUDDING

4 oz. short crust pastry, 3 oz. CWS desiccated coconut, $\frac{1}{2}$ pint milk, 1 oz. CWS butter, 1 oz. sugar, 2 eggs (separated), 1 oz. cake crumbs, $\frac{1}{2}$ pint milk, CWS vanilla essence, 2 oz. castor sugar, 2 tablespoons CWS raspberry jam.

Line a pie tin with the short crust pastry. Simmer the coconut in $\frac{1}{2}$ pint of milk, about 10 minutes, until it is tender. Allow to cool.

Cream together the butter and sugar until light and fluffy, and gradually add the egg yolks. Add the cake crumbs, $\frac{1}{2}$ pint of milk, prepared milk and coconut and the vanilla essence.

Cover the base of the pastry with raspberry jam and then pour on the filling. Bake in a moderate oven Mark 5 (375°F.) for about 30 minutes.

Whisk the egg whites and carefully fold in the castor sugar and pile on to the pudding. Reduce the oven heat to Mark 1 (300°F.) and cook until the meringue is crisp and golden (about 30 minutes).

GINGERBREAD

8 oz. Federation or Excelda plain flour, salt, 2 level teaspoons CWS ground cinnamon, 2 level teaspoons CWS mixed spice, 2 level teaspoons CWS ground ginger, 2 oz. CWS sultanas, 1 level teaspoon CWS bicarbonate of soda, 2 oz. chopped almonds, 4 oz. Gold Seal margarine, 4 oz. castor sugar, 4 oz. treacle, 2 eggs.

Grease and line a 7 in. cake tin. Mix the dry ingredients together in a large bowl. Melt the Gold Seal, sugar and treacle, and add to the dry ingredients with the beaten eggs.

Add a little warm milk if the mixture is too stiff, but do not make it too soft. Pour into the tin and bake in a moderate oven, Mark 4 (350°F.) for 1 to 1½ hours. This cake will improve with keeping.

RAISIN AND WALNUT CAKE

8 oz. CWS butter, 8 oz. soft brown sugar, 6 oz. CWS raisins, 2 oz. chopped walnuts, 12 oz. Federation or Excelda plain flour, $\frac{1}{2}$ teaspoon CWS baking powder, grated rind of 1 lemon, 3 eggs, 3 tablespoons milk or water.

Cream the butter, sugar and lemon rind until light and fluffy. Gradually beat in the eggs. Sieve together the flour and baking powder and carefully fold into the creamed mixture. Add the raisins and chopped walnuts.

Put the mixture into a greased and lined 7 in. cake tin. Bake in a moderate oven, Mark 4 (350°F.) for 1½ to 1¾ hours.

ORANGE CUPS

2 large oranges, 1 egg white, 2 oz. castor sugar, 2 tablespoons Wholesome pineapple pieces, 1 oz. chopped nuts (any kind), 1 oz. CWS raisins.

Cut a slice off the top of the oranges and carefully scoop out the pulp. Mix with the chopped pineapple, nuts and raisins. Whisk the egg white, carefully fold in the sugar, and add to the orange mixture.

Refill the oranges and place in a deep tin. Pour in enough water to cover the base of the tin. Bake in a moderate oven, Mark 4 (350°F.) for approximately 45 minutes. Serve either hot or cold.

ALMOND BISCUITS

2½ oz. Gold Seal margarine, 2½ oz. castor sugar, 2½ oz. thinly sliced almonds, 1½ oz. Federation or Excelda plain flour.

Cream the margarine and sugar together until light and fluffy. Fold in the thinly sliced almonds and the flour. Place teaspoonfuls of the mixture on to a greased baking tray, leaving room for the biscuits to spread.

Bake for 7-10 minutes at Mark 5 (375°F.).

MEAT AND NUT LOAF

1½ lb. minced beef, 1 oz. CWS Cremo oats, 1 onion finely chopped, 1 egg, $\frac{1}{2}$ teaspoon paprika pepper, 1 tablespoon CWS Worcester sauce, 2 oz. chopped walnuts, seasoning, $\frac{1}{2}$ pint water, 1 teaspoon CWS ground mace.

Grease a 2 lb. loaf tin. Mix all the ingredients together in a large bowl and pack tightly into the loaf tin. Cover the top with greaseproof paper and bake for approximately 1 hour at Mark 5 (375°F.). Serve hot or cold with salad.

VARIETY FARE

Home-making Prize

As winner of the CWS Hoover Happy Homes Competition, which appeared in our April issue, Mrs Mary Hefford, of 52 Greenhill Way, Kettering, received a Keymatic washing machine, a shampoo polisher, a Hoover junior sweeper, a fan heater, and a steam iron. Also a cheque for £100.

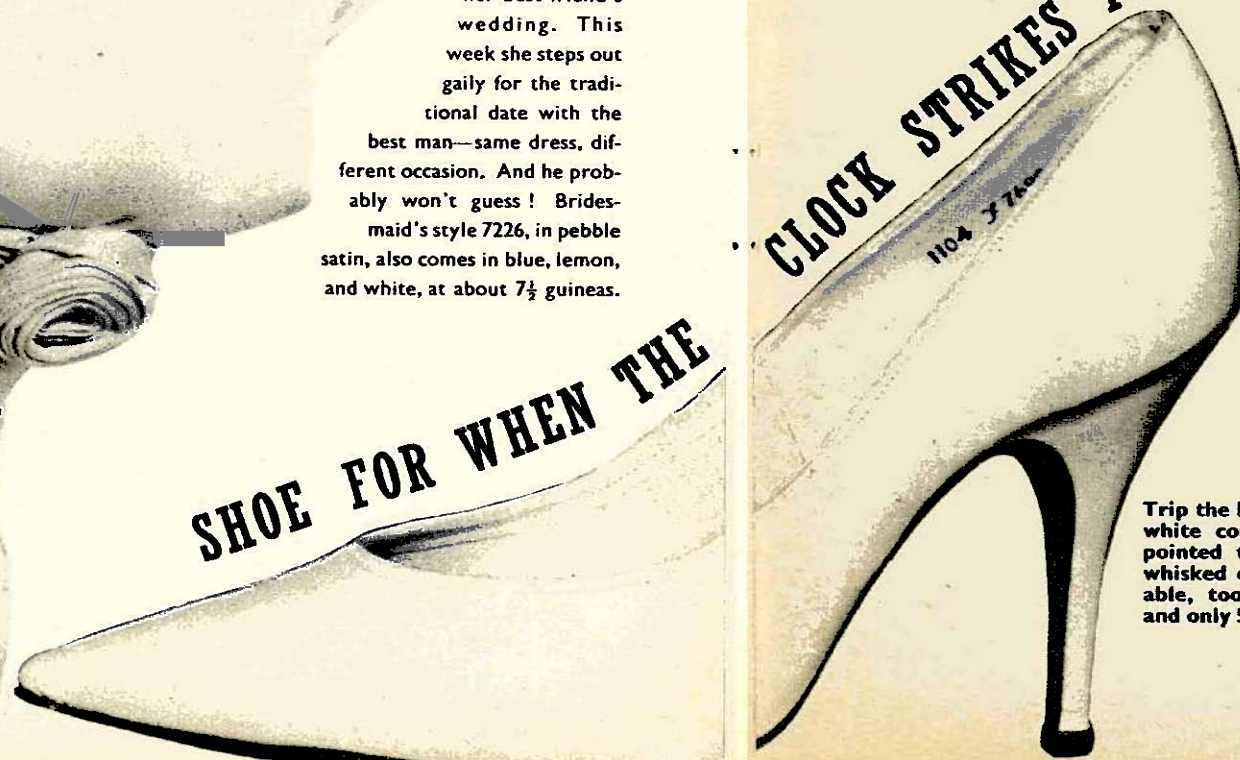
More than 17,000 entries were received.



Pink for a girl—and pretty as a picture she looks in her party dress.

Last week she wore it demurely, with bouquet and head-dress, a bridesmaid at her best friend's wedding. This week she steps out gaily for the traditional date with the best man—same dress, different occasion. And he probably won't guess! Bridesmaid's style 7226, in pebble satin, also comes in blue, lemon, and white, at about 7½ guineas.

SHOE FOR WHEN THE



Trip the light fantastic in plainest of plain white courts. Slimline heel and dainty pointed toe—a shoe just waiting to be whisked on to the dance floor. Comfortable, too. They're CWS Fashion style, and only 59s. 11d.

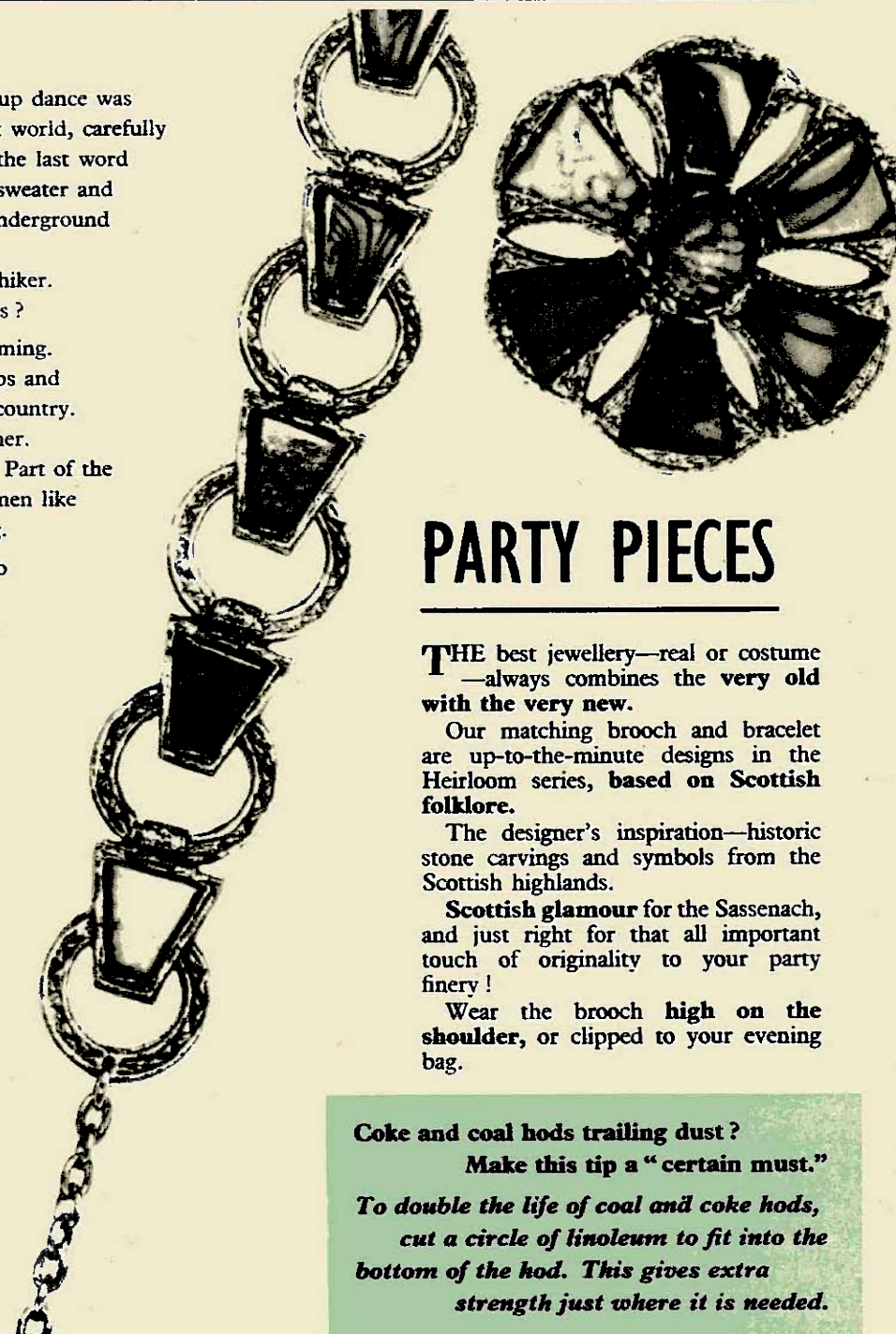
PINK FOR CINDERELLA

HOW times change. A girl's first grown-up dance was once a very sedate entry into the adult world, carefully scrutinised by mum. Mum even had the last word on the dress. Now our teenager jumps into sweater and jeans, and disappears into the night to some underground cellar.

Yesterday it was the Climb and the Hitch-hiker. Today, the blue beat. Tomorrow, who knows?

But oddly enough ballroom dancing is booming. Thousands of people are learning the old steps and dancing them every week, up and down the country. And they're not all middle-aged devotees either. Dancing schools, too, are as popular as ever. Part of the reason for all this activity, surely, is that women like dressing up when they go out for the evening.

What we want is some elegance in our drab lives. Ballroom dancing may hark back to a bygone age, but it has the grace and style we crave. In any case no one stays at "shaking age" for ever.



PARTY PIECES

THE best jewellery—real or costume—always combines the very old with the very new.

Our matching brooch and bracelet are up-to-the-minute designs in the Heirloom series, based on Scottish folklore.

The designer's inspiration—historic stone carvings and symbols from the Scottish highlands.

Scottish glamour for the Sassenach, and just right for that all important touch of originality to your party finery!

Wear the brooch high on the shoulder, or clipped to your evening bag.

Coke and coal hods trailing dust?

Make this tip a "certain must."

To double the life of coal and coke hods, cut a circle of linoleum to fit into the bottom of the hod. This gives extra strength just where it is needed.

In a hurry? Then try these short cuts, says

WHAT woman doesn't love to wear dainty lingerie with a faint suggestion of fragrance? You can assure yours of having a subtle scent by adding a cupful of Crysell eau-de-Cologne to the final rinse water after washing.

IF you are in a hurry for a fresh washed article to dry quickly for immediate wear, when taking the garment from the washer wrap it in a dry, heavy turkish towel, and wring it briskly. Then it should be just right for immediate ironing.

THE small refrigerator plastic containers make ideal storage places for that shoulder bouquet of artificial flowers you pin on your dress or suit. They make dust proof containers, keeping them from becoming soiled and damaged.

YOU can restore the original lustre to patent leather shoes or purse by giving them a coat of thick soap or detergent suds, applying with a sponge,

Instant repairs. White chalk will cover spots on white gloves.

and going over the leather with this. Rinse the surface by wiping with sponge squeezed nearly dry of clear water. Then polish briskly with a lintless cloth.

TO renew suede gloves, shoes, or purse, rub with a fine emery board, and it will restore their nap, making them look new again.

TO keep a lizard or alligator bag looking new and beautiful, rub with a soft cloth dipped in petroleum jelly to which a few drops of glycerine have been added. Rub this gently into

GOOD

the leather, then wipe off with a dry cloth. Alligator or lizard shoes may be taken care of in the same way.

TO clean imitation leather and to keep it looking its best, when soiled wash it with lukewarm water and mild soap. Dry with a clean, soft cloth, and when thoroughly dry, rub it with a light coating of petroleum jelly, or unsalted shortening, to prevent cracking.

CARRY a piece of plain white chalk in your handbag. It is just the thing to erase the smudge you occasionally get on white gloves. Use it also to cover soil you get on white shoes. It keeps you looking fresh and immaculate despite little accidents.

JUST because your rubbers and galoshes are always worn in bad weather, is no excuse or reason why you should allow them to remain soiled and muddy. If you wash them off after each wearing, they will always be neat and clean when you want them again.

TO clean rubber footwear that has been soiled on the inside, turn them inside out, and scrub the inside with suds and a stiff brush. A

Hand washing dainty lingerie is the ideal method, with eau-de-Cologne to give a subtle scent.

Blanche Campbell

vegetable brush does this job very well. Rinse, then scrub the outside and dry as thoroughly as you can with a cloth. Set away from any direct heat until dry.

STEAM from a kettle or bathtub filled with hot water will restore the depth of nap to velvet, suede, and felt fabrics. A few minutes' steaming will restore the pile giving them their new look once more.

MAKE a handy pocket for accessories such as gloves, scarf, and purse. Cover a coat hanger with

GROOMING

cotton print or denim, making a deep pocket to accommodate these accessories. By keeping accessories together with your coat you can be ready in a moment's notice.

SLIP a sparkling rhinestone button on each of several bobby pins. Clip these in your hair. They make pretty decoration for evening wear or parties.

WHEN deodorant cream has hardened in the jar, soften it by covering with warm water and allowing it to stand overnight. In the morning you will have soft, usable cream, saving the expense of a new jar.

DON'T be caught with unsightly calluses on your hands. Remove by rubbing them with pumice powder mixed with cream or oil. Then wash the hands carefully to wash away the hardened skin. Finish by applying a soothing hand lotion or cream to the treated areas.

CUT the bottoms from two large paper cups and use them to slide over wrists and cuffs, while cooking or washing dishes, when you have on a good blouse or dress. This keeps good clothes from becoming soiled at the cuffs.

This Invincible electric kettle is ideal for supplying the steam to restore nap to suede bootees.

Slip on protectors for cuffs—these are made from plastic cups—before washing up.



IT'S SO COSY

MATERIALS.—18 [19, 20] oz. WAVE-CREST 4-ply. Two No. 13 and two No. 11 needles. Six buttons.

MEASUREMENTS.—To fit 34 [36, 38] in. bust. Length, 22½ [22½, 23] in. Sleeve seam, 18 in. (adjustable).

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

ABBREVIATIONS.—k., knit; p., purl; k.b., knit into back of stitch; p.b., purl into back of stitch; st., stitch; inc., increase by working into front and back of stitch; dec., decrease by working 2 sts. together; beg., beginning; alt., alternate; rep., repeat; patt., pattern; in., inches.

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

BACK

Using No. 13 needles, cast on 140 [150, 160] sts. Work in k.1, p.1 rib for 2 in., inc. 1 st. at end of last row [141 [151, 161] sts.]. **Change to No. 11 needles** and proceed in patt. as follows:

1st row: p.2, ** k.b.2, p.3, rep. from ** to last 4 sts., k.b.2, p.2. **2nd row:** k.2, ** p.b.2, k.3, rep. from ** to last

4 sts., p.b.2, k.2. **3rd row:** k.2, ** k.b.2, k.3, rep. from ** to last 4 sts., k.b.2, k.2. **4th row:** p.2, ** p.b.2, p.3, rep. from ** to last 4 sts., p.b.2, p.2. These 4 rows form the patt.

Continue in patt. until work measures 14½ in. from beg. Keeping patt. correct throughout, **shape armholes** by casting off 10 [12, 14] sts. at beg. of next 2 rows, then dec. 1 st. at both ends of next and every alt. row until 10½ [10½, 10½] sts. remain. Continue on these sts. until work measures 7½ [7½, 8] in. from beg. of armhole shaping.

Shape shoulders by casting off 11 sts. at beg. of next 4 rows, 10 [11, 12] sts. at beg. of next 2 rows. Cast off.

RIGHT FRONT

Using No. 13 needles, cast on 70 [76, 80] sts. Work in k.1, p.1 rib for 2 in., inc. 1 st. at beg. of last row on 34 and 38 in. sizes only (71 [76, 81] sts.).

Change to No. 11 needles and proceed in patt. as on Back until work measures 13½ in. from beg., finishing with right side facing for next row.

Keeping patt. correct throughout, **shape front slope** by dec. 1 st. at front edge on next and every following 5th row from previous dec. until work measures same as Back to armhole shaping, finishing at armhole edge.

Still dec. at front edge on every following 5th row as before, **shape armhole** by casting off 10 [12, 14] sts. at beg. of next row, then dec. 1 st. at armhole edge on next and every alt. row until 10 [11, 12] dec. have been worked at armhole edge.

Continue dec. at front edge only on every following 5th row from previous dec. until 32 [33, 34] sts. remain. Continue on these sts. until work measures same as Back to shoulder shaping, finishing at armhole edge.

Shape shoulder by casting off 11 sts. at beg. of next and following alt. row. Work 1 row. Cast off.

LEFT FRONT

Work to match Right Front, reversing all shapings.

SLEEVES

Using No. 13 needles, cast on 60 [64, 68] sts. Work in k.1, p.1 rib for 3 in. **Next row:** rib 4 [4, 3], (inc. in next st., rib 4) 10 [11, 12] times, inc. in next st., rib to end (71 [76, 81] sts.).

Change to No. 11 needles and proceed in patt. as on Back, inc. 1 st. at both ends of 13th [13th, 15th] and every following 7th [7th, 8th] row until there

are 115 [120, 123] sts. working extra sts. into patt. Continue on these sts. until work measures 18 in. from beg. (adjust length here).

Shape top by casting off 10 [12, 14] sts. at beg. of next 2 rows, then dec. 1 st. at both ends of next and every alt. row until 75 [74, 71] sts. remain. Cast off 4 sts. at beg. of next 12 rows. Cast off.

COLLAR

Using No. 13 needles, cast on 181 [189, 197] 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. Rep. these 2 rows until work measures 5½ in. from beg. Cast off in rib.

FRONT BAND

Using No. 13 needles, cast on 13 sts. **1st row:** k.2, (p.1, k.1) 5 times, k.1. **2nd row:** (k.1, p.1) 6 times, k.1. Rep. these 2 rows twice more.

Next row: Rib 5, cast off 3, rib to end. **Next row:** Rib 5, cast on 3, rib to end. Continue in rib working a buttonhole as on last 2 rows on every following 27th and 28th rows from previous buttonhole until 6 buttonholes in all have been worked.

Continue in rib without further buttonholes until work measures 49½ [50½, 51] in. from beg. Cast off in rib.

TO MAKE UP

Omitting k.1, p.1 rib, block and press on wrong side using a warm iron and damp cloth. Using a flat seam for k.1, p.1 rib and a fine back-stitch seam for remainder, join shoulder, side and sleeve seams and stitch Sleeves into position. Stitch Front Band into position. Stitch collar into position to inside edge of Front Bands. Attach buttons. Press seams.



HOME
MAGAZINE
KNITTING
PATTERN
No. 103



JAMES OLSEN RECAPTURES THE BACKGROUND TO Hitler's fatal mistake

STILL like a riddle to many of the generation who fought in Hitler's war is why the Fuhrer turned east when, after Dunkirk, he seemingly had Britain almost at his mercy.

Between May 27 and June 4, 1940, a total of 338,000 British and French troops were evacuated by sea from the beaches of Dunkirk. Yet that possibility might have been denied to the British if German tanks had not been ordered to halt a few miles south of Dunkirk on May 24, at a time when the British had not yet fought their way back to the coast and the tanks could still have cut off their escape route.

It was Hitler himself who insisted on holding back the German tanks. Alan Bullock tells us, in his fascinating work, *Hitler, a Study in Tyranny* (Odhams, 42s.).

Forty-eight hours later, he reversed his decision, and on May 27 the panzer troops were allowed to continue. But by then it was too late. The saga of the Dunkirk beaches was already passing into history, with the evacuation almost complete, and the first of Hitler's military mistakes was to have momentous consequences for the future of the war.

Yet he had led the German army to a series of military triumphs that challenged comparison with the victories of Frederick the Great and even Napoleon.

Mental Picture

Shortly after Dunkirk, he was paying his first visit to Paris—as a conqueror. He came at the end of the month, made a tour of the sights, went up the Eiffel Tower, and stood before Napoleon's tomb.

He said afterwards: "The first newspaper seller who recognised me stood there and gaped. I still have before me the mental picture of that woman in Lille who saw me from her window and exclaimed: 'The Devil'."

At that time, he was perfectly ready to conclude an alliance with Great Britain and to recognise the continued existence of the British Empire. England would have to return the German colonies and recognise Germany's dominant position in Europe. But that was all.

However, if Britain would not come to terms, she must be forced to submit.

Britain did not submit, and all the world waited for the news that Hitler had launched his invasion armada across the Channel.

But Hitler signed the order for the invasion, not of Britain, but of the Soviet Union.

Perhaps the real answer is given in what he had written at the end of *Mein Kampf*: "We stop the endless German movement towards the south and west of Europe, and turn our gaze towards the lands of the east . . . we must think principally of Russia and her border vassal states. Destiny itself seems to wish to point out the way to us here . . ."

At dawn on June 22, 1941, he believed he was about to fulfil his own prophecy. By January, 1943, however, his troops were surrendering to the Russians at Stalingrad.

How lucky for us that Hitler's dreams of *lebensraum* in the East had made him take that irrevocable decision.

Johnnie Rainbow

Where is Johnnie Rainbow? Nobody knows. But there are people who believe that Johnnie Rainbow was the code-

name of the man who conceived, planned and directed the daring raid on the night-mail from Glasgow to London last August—the biggest theft in history.

Since then, £280,000, representing about one-tenth of the haul, has been recovered, say John Gosling and Dennis Craig, co-authors of *The Great Train Robbery* (W. H. Allen, 16s.). £2,300,000 is still missing.

Ex-Superintendent Gosling claims that Johnnie Rainbow is an ex-Army officer, a wartime hero, who was never referred to by the train robbers by any other name, and who, for legal reasons, can only be referred to by his code name in the book. His story is perhaps the most interesting in this highly-interesting, and often critical book.

But, as the authors state, it can—and undoubtedly will—be challenged by many of those who have worked on the case as investigators, lawyers or reporters.

Both beginners and advanced workers in the photographic field will welcome *Photography and Film-Making*, Jean Roubier (Odhams, 42s.). For here is a book that condenses an enormous mass of know-how into a single, comprehensive volume.

There is also a reference section, which describes common photographic chemicals and includes many useful tables.

MANY-SPLENDoured SINATRA

ELEVEN tracks, many going far down memory lane, in Sinatra's more relaxed style, make a "fab" album for Frank's fans. The numbers are arranged and conducted discreetly by Nelson Riddle, and the record is titled *Frank Sinatra Sings Days of Wine and Roses, Moon River and other Academy Award Winners*.

On this Pye record (R1011) one of three bumper albums under the Reprise banner, Frank's oscar winners, besides the title numbers, skip from Astaire-Rogers to Crosby songs, and include "The Way You Look Tonight," "Three Coins in a Fountain," "It Might as Well be Spring," "Love is a Many-Splendoured Thing," and "The Continental." A record to attract mums and dads as well as teenagers.

You'll certainly tap to Dallas-born Trini Lopez in *On the Move* (R6112). His simple, direct singing has rapidly caught the ear of the world. Trini's happy baritone and contagious charm can be heard in numbers like "Jailer Bring Me Water," "Bye Bye Love," "Irresistible Love," and a fascinating medley of Mexican songs. The album is as well balanced as his first two LPs.

And you'll swing to Sammy Davis Jr., who, in his inimitable style, gives you a dozen romantic songs on *The Shelter of Your Arms* (R6114). This most versatile performer is heard at his best on these tracks.

Among the numbers he sings are "If I Loved You," from "Carousel," "Make Someone Happy," "The Party's Over," "I Married an Angel," and, of course, "In the Shelter of Your Arms."

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FROM CO-OPERATIVE STORES

'Helicop ers' hat flew 200 million years ago

DRAGONFLIES are a group of beautiful insects. About 2,700 different species have been identified, 40 of them in the British Isles. They are ancient insects—fossils over 200 million years old have been found, with wing spans of two feet.

British dragonflies are most common near ponds and streams. They hover over the water like small helicopters chasing their main food, gnats. The insects have antennae like butterflies, but only very small ones, and two pairs of jaws, with crushing and needle teeth. They have six legs, placed well forward, and big eyes, which occupy half the head area, and give all-round vision.

The dragonflies of the tropics are often very big, with a body 3 in. to 8 in. long, and wings 4 in. to 7 in. from tip to tip. Some can fly at speeds of 20 to 60 m.p.h. In comparison the British dragonflies are only midgets.

The adult European dragonflies spend a lot of time in the air, but they go to water to breed. Eggs are laid in the water, usually on some water plants.

The eggs hatch in the water into the nymph stage. The nymph spends all its life submerged, but it can walk and swim, which it does by a sort of jet propulsion. Nymphs have special jaws to catch food. They feed on tiny worms, tadpoles, and even small fish. They attack and eat only living prey. During their underwater life, they moult many times. Then after the final change of skin, the internal organs change into the adult form.

Now, the nymph crawls up a plant stem into the air. The skin dries, splits down the back, and out crawls a bed-raggle dragonfly. Sunshine dries the

JUNE PRIZEWINNERS

Peter Greenall, Brocklehurst Avenue, Macclesfield, Cheshire; Barbara Evans, Albert Grove, Ruabon, Wrexham.
Gillian Hammond, Gloucester Avenue, Chelmsford, Essex; Jill Harris, Brambletree Crescent, Borstal, Rochester, Kent.

JULY PRIZEWINNERS

Janet Ann Valentine, Rawsthorpe Avenue, Edenfield, Ramsbottom, Lancs.; Christine Dawkins, Orton-on-the-Hill, Atherstone, Warwickshire. Hazel Brown, Malting Lane, Geddingdon, Nr. Kettering, Northants; Christopher Charles Brown, Caverstede Road, Paston Peterborough, Northants.

wings, which expand quickly, and in an hour, the dragonfly is in flight, looking for food.

MOST of the 20,000 kinds of bees in the world nest alone, but a few, such as the honeybee, live in colonies. Beekeepers keep them in hives.

The centre of a honeybee colony is the queen, whose one job is to lay eggs, and for three to five years she does nothing else.

The queen's nest is a special chamber. She is surrounded by thousands of six-sided wax cells, made by the worker bees. The queen lays one egg into each cell, about 1,500 eggs daily at the height of



Worker honeybee

the season. Each egg is attached by adhesive, and stands upright in the cell.

Three or four days after laying, the egg hatches into a grub, which is fed on royal jelly, made by the worker bees.

Fertile grubs become females, and eventually the worker bees. They take up to three weeks to develop. The worker bees have a very active life.

They have to feed, clean and guard the hive, make new combs, and collect nectar and pollen. In summer the work is so exhausting they may live only six weeks. In winter they may survive six months.

Unfertilised eggs take up to 24 days to develop, and they hatch into the drones, the male members of the hive. They are tolerated in a hive only as long as food is plentiful. When it is scarce, as in winter, the honey-eating drones are driven out to starve.

GARDENING NOTES

By
W. E. Shewell-Cooper

THERE is plenty to do in the flower garden this month. It is the best time to move alpine, evergreens usually do better when planted now, and bulbs prefer September planting.

Take cuttings of privet and cherry laurels. Start with the golden privets. Put out the Brompton stocks this month. Pyrethrums which have been propagated in the summer can now go into their new positions. Plants such as delphiniums, kniphofias (red-hot poker), gailardias and nepeta, can be transplanted either into herbaceous borders or with the cut flowers.

Violas and pansies are easy to propagate now from basal cuttings. About the third week of the month sow sweet pea seeds. Where there have been heavy crops of plums there have also been, unfortunately, some broken branches; even when these have not actually snapped, cracking and splitting has been evident.

Even some varieties of pears have shown cracked branches, and some readers have had trouble with apples, particularly Laxton's Superb. Do not

wait until the winter before treating wounds or an entry for disease will be left. By treating the branches now there is a chance that they will heal quickly.

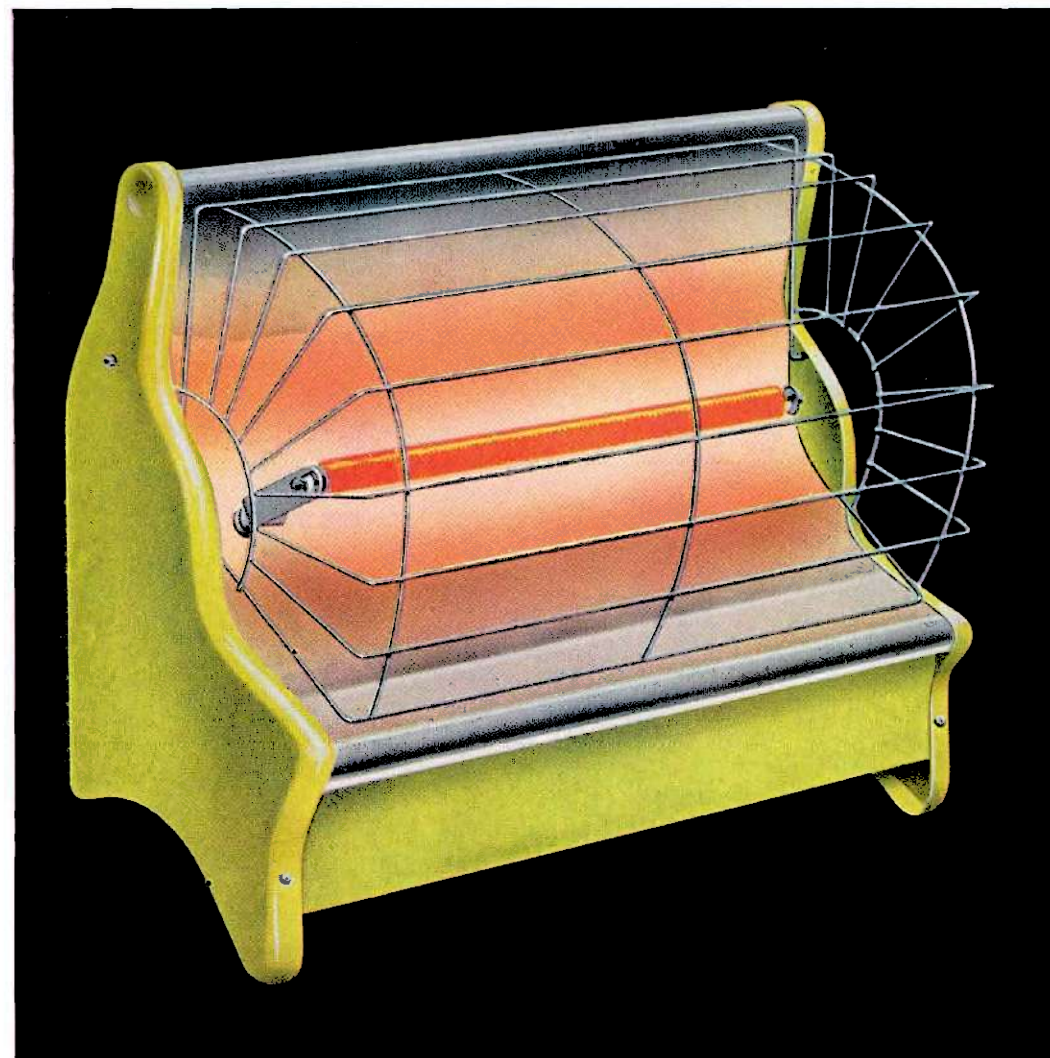
First saw back the branches that have been badly damaged to just above a point from which some other growth emanates. Make the saw cut at an angle of about 45 degrees so that the rain does not rest on it. Immediately after the saw cut, use the sharp blade of a knife to make the wound absolutely smooth, as this encourages the callus to grow quickly.

Paint the wound with a thick white lead paint. This protective layer is far better than Stockholm tar. Never leave any odd "snags," which will die back and so be an open wound for the rest of the life of the tree.

American Blight, or Woolly Aphis, can live on the roots of trees 12 inches below soil surface, where galls may be produced up to one inch in diameter. Normally however, they attack the branches of trees and all the infected parts should now be painted with neat liquid Derris. This is far better than using methylated spirit.

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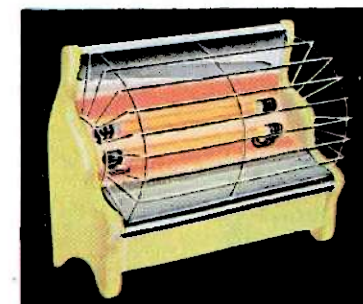
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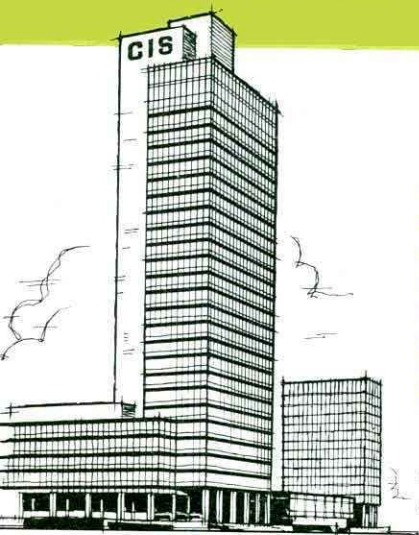
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Capital and Dividend

WHEN a new member is enrolled with this society, an application is made for a £1 share. This is the minimum prescribed by rule and has not changed for 70 years.

Unfortunately, a great many members believe this is also the maximum, and apart from compulsory deductions from dividend to make up this £1 minimum, they do not add another penny, either from dividend or by contributory savings for the rest of their lives. In fact, some members are perhaps under the impression that the withdrawal of dividend is obligatory. Imagine the position of the society if everyone of the 21,388 members held only one share of £1 each. The society would just not exist. We need over £150,000 for stock of goods alone, apart from many hundreds of thousands of pounds for land, buildings, fixtures, vehicles, and the financing of hire purchase, 20-weeks club, &c.

OUT-OF-DATE

Fortunately, the average shareholding is £45 5s. 2d.; some members have more, some less, but examination reveals that 7,030 of them have less than £2. This is a staggeringly high proportion, and yet some of these are exceptionally good trading members who are very Co-operatively minded but perhaps fail to appreciate the financial structure of the society.

Obviously, the minimum of £1 share capital is out of date, and even £5 would not be unreasonable except for people in really poor circumstances. Having pointed out these facts by emphasising the society's need for capital, it would not be unwarranted to stress the advantages of leaving dividend to accumulate and thus providing a valuable nest egg of savings.

A family spending £5 per week (and this is quite a realistic figure covering all departments) can, in 10 years, save nearly £150 in dividend and interest. Many of our members have done exactly that, and can now boast hundreds of pounds to their credit without actually having saved a penny. Compare this to trading

stamps and other gimmicks. We maintain it still pays to "Come Co-operative Shopping" and save the dividend. Your money will be absolutely safe and can be drawn on demand any day of the week from the general office.

Dividend is better Than Gimmicks

AMERICA is renowned for its creation of the "gimmick," which is used to great effect to attract customers into supermarkets, stores, and shops.

Betty Jane Minsky, an American trade journalist, has published a book giving many types of, and advocating her own, gimmicks to attract customers.

To boost Christmas sales, she suggests that Santa Claus should arrive on a plastic sleigh drawn by plastic reindeer, escorted by the U.S. Army, or descend by parachute. For outdoor selling, the mayor riding down the street in a wagon drawn by a mule is advocated.

Another Minsky "bright idea" is a beatnik day, when all advertisements and store literature be written in beatnik jargon and store assistants be dressed as beatniks.

To attract children and teenagers she suggests a local equestrian group stage a pony or horse-jumping show on the parking lot; or turtle races, frog jumping contests, or My Pet is Best contest!

Minsky's most amusing idea is to have a swimsuit-clad model sat on top of a large cake of ice and customers to guess to the minute the time the ice will take to melt!

Co-operative societies do not go to these lengths to attract customers, but why should they?

They have the **DIVIDEND**.

Come Co-operative Shopping.



Our last photograph of two very much respected employees, Mrs F. E. Keleher and Mr G. H. Lane of our dairy and bread delivery staffs, publishes our congratulations to them on their appointment as chairman and vice-chairman respectively of the Birmingham Area Federation of USDAW, our employees' trade union. The Birmingham Area Federation takes in a large part of the Midland area, and it is the first time in its history that the chairman and vice-chairman have come from the same union branch.

The Years of Progress

IN 1946 the Wheatsheaf was replaced by Home Magazine. This, too, is now being superseded by Good Shopping, with a bright, modern format specially designed for the present-day Co-operator. We therefore feel it fitting to recall our first article of 11 years ago.

We talked of our first beginnings in 1886, with the tiny little shop in Church Street, and paid tribute to the founders and early pioneers who had such great courage and forethought. That quick look at our past showed tremendous progress, but these last 11 years reveal even greater changes and at a much faster pace.

At that time quite a fair proportion of our delivery work was being done by horse-drawn vehicles. These have all gone, the stables turned into garages and extensions of the butchery department, and the horses replaced by petrol and electric vans. Seven grocery branches have been added, others modernised, the super-market created, and a fine new three floor departmental store built in Church Street.

Marmion Street dairy has been closed and replaced by a new depot in Victoria Road, together with a modern grocery warehouse, which is the finest of its type in the area. The pharmacy now occupies the whole of the block opposite the central premises, and is equipped with a modern dispensary and a new sight-testing room for optical consultations. Membership has increased by over a third and the trade nearly doubled.

Obviously, it is not possible to tell of all the improvements and changes made during the past 11 years in these few paragraphs, but even the foregoing is sufficient indication of progress, and with your help we trust it will continue.

IDEALS

Tamworth is a good prosperous town. It has had its hard times, but today looks forward to a bright future in which this Co-operative society will play a big part. Co-operative ideals have played a great part in this town's affairs in the past, and Co-operators have given a great deal of time and effort not only to the society but to the general well-being of the town and its citizens.

Unfortunately, it will not be possible to have the same kind of local news in the new magazine, and you will want to know how best to keep in touch with the society's affairs. There is one very simple way, and that is to make a regular attendance at the half-yearly meeting of members held on the second Wednesday of March and September at 7-15 p.m. in the Assembly Hall, Colehill. Please remember that you will need your pass cards to be admitted.

Another way to obtain closer association with the society for the women members or wives of members is to join the women's guild, which meets in the Baths and Institute premises, Church Street, Tamworth, every Thursday afternoon.

We look forward to the introduction of Good Shopping, the first issue of which will be available in December from the grocery shops and branches. Make sure that you get your copy, for we are sure it will be an interesting

modern publication and a worthy successor to this magazine.

GOLDEN WEDDINGS

Mr and Mrs C. Robinson, 477, Watling Street, Mile Oak, Tamworth, August 9.

Mr and Mrs F. J. Steward, 30, Coleshill Road, Fazeley, September 1.

SPECTACULAR RISE

IN 1953 the number of television sets in Japanese homes was 866. The number in 1964 had risen to 15,354,000, and now more than 74 per cent of Japanese families enjoy the benefits of television.

BIG MONEY

TODAY, banknotes or a cheque are all that are needed to make an important purchase. In the 17th Century, however, things were somewhat different. The largest and certainly most inconvenient coin to be minted was the Swedish 10-dalar copper piece, which measured 1 x 2 feet and weighed more than 40 lb. The whole issue at the time was 26,553 coins, but only three are left today. One is on exhibit at the New York World Fair.

OBITUARY

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

Jordan Tricklebank	Tamworth	June 8.
Sarah Ellen Ingley	Tamworth	June 19.
Mary Hollis	Wigginton	June 29.
George Williams	Kingsbury	June 30.
Gladys Freestone	Tamworth	July 5.
Ernest Leslie Jennings	Tamworth	July 7.
Emily Wake	Amington	July 11.
Beatrice Ellen Hare	Tamworth	July 12.
William Henry Grice	Polesworth	July 13.
Louisa Hames	Mile Oak	July 14.
Ernest John Wakelin	Wilnecote	July 16.
Annie Elizabeth Marson	Tamworth	July 17.
Thomas Robinson	Tamworth	July 18.
Ada Harris	Polesworth	July 27.
Edith Atkins	Bolehall	August 1.

Fish To Suit Every Taste

CWS Depot sees it reaches you
Fresh, Appetising, Succulent

SOMEWHERE near Greenland, the Faroes, or off Iceland, British trawlers are dragging their nets for the catch which will end up on thousands of tables. Day and night the unending search for fish goes on until the holds are full and the trawler turns her stubby bow towards England.

She may come nosing into Grimsby in the middle of the night, past the silent wharves, slowly edging her way to one of the vast fish docks which line the murky waters. Then her holds will be uncovered and, as dawn breaks, an army of men will descend on her. Men wearing steel-rimmed clogs and yellow oilskin leggings, men who will balance precariously on a slippery plank bridge between the quay and the vessel, and who are ready to unload perhaps as much as 30,000 stone of fish in a few hours.

Wide variety

The catch is unloaded in baskets, the fish covered with ice in which it has rested since the trawl was brought up on deck and the fish quickly gutted.

The baskets are slid on to the quay, where more men are ready to empty the contents and grade the fish according to quality and species. And what a variety there is. Apart from the familiar fish such as cod, plaice, hake, halibut, and turbot, there are dozens of others which are scooped up from the sea to find their final destiny on a plate with peas and chips or more subtle refinements of the palate.

How many people have heard, for instance, of the monk fish with its grotesquely huge and monkish head, all of which is cut off to leave the tail as the edible part?

Then there is the lumpsucker, the John Dory, the horse mackerel, sun-fish, tusk fish, brill, ling, cat and dog fish, as well as numerous others.

Knowledgeable

When all the fish is unloaded and graded the buyers come along to make their purchases. These are knowledgeable men with a lifetime of experience, and they can tell to a fraction of a penny just what is the right price for a particular quality of fish.

All this activity, unloading, grading, and buying, is conducted at break-neck speed so that the fish is well on its way to the fishmonger within a few hours of unloading.

One of the most respected buyers at Grimsby is Mr R. Abrams, a sturdy Yorkshireman, and he selects the pick of the catch to be sent to the CWS depot at Grimsby, from where it is dispatched to Co-operative societies all over the country.

And it is service on the top line. Fish bought in the morning is on its way by the afternoon, so that it arrives in the Co-op fish department fresh, appetising, and succulent.

This on-the-spot service is the result of hard and exacting work by the CWS depot staff, who fillet the fish much more quickly than it takes to write about it.



A PRIZE CATCH

These skilled workers wield their razor-sharp knives with amazing dexterity. In the twinkling of an eye the fish is on the slab, filleted, and the skeleton thrown into a tub.

The selected cuts are then packed into hygienic, non-returnable containers and shipped by rail to their destination. And every order is on its way by mid-afternoon. Bearing in mind this may involve the handling of up to 500 stone of fish, the technique represents no mean achievement.

Differences

The public taste has made differences to the fish trade. There is not now the same demand for whole fish to be cut into steaks or cutlets, and most housewives seem to prefer boneless fillets.

One CWS innovation is the supply to societies of Polythene laminated film wraps into which the society packs and seals the fish so that it can be sold in any food outlet without fear of contamination.

And there is also a gradual but perceptible swing from quick-frozen fish to the fresh article. The public attitude is primarily on quality.

Given the right product, Mrs Housewife is prepared to pay.

SAY 'WHEATSHEAF'
AND GET - 'THE BEST OF BREAD'

EVERYTHING FOR THE HANDYMAN !



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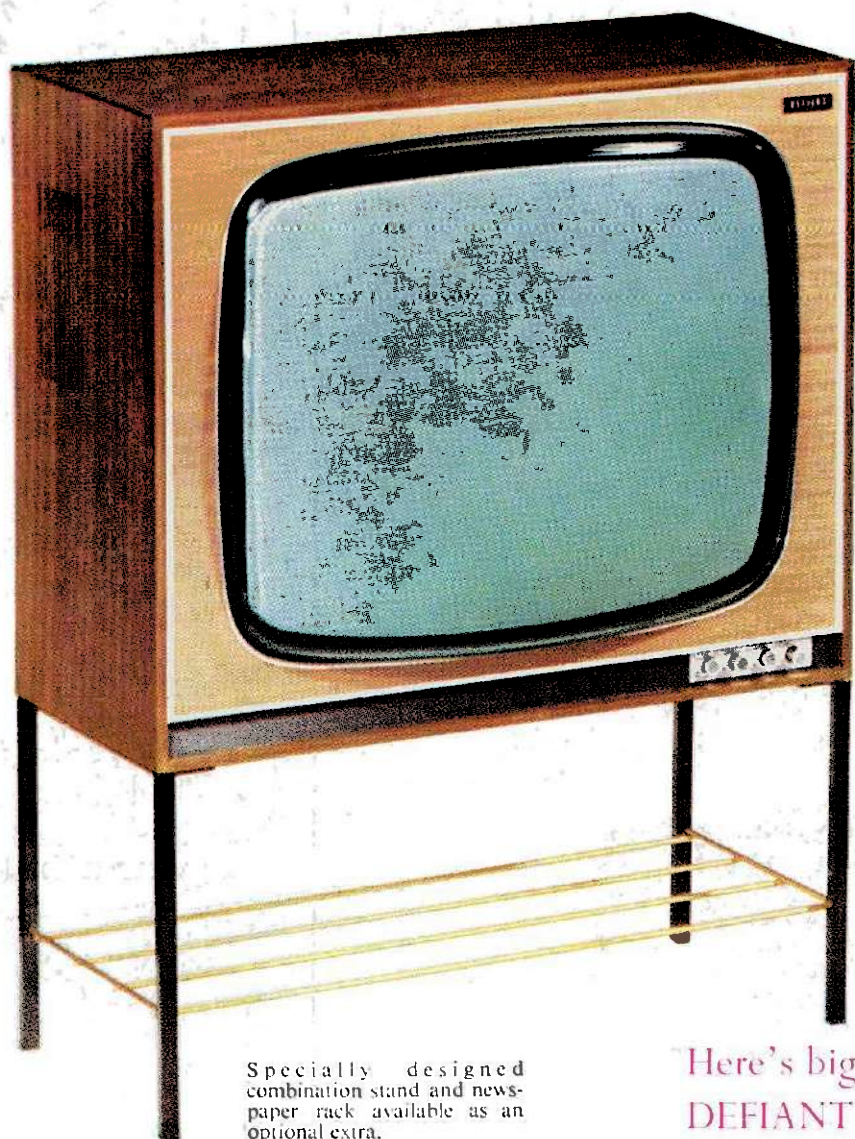
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of every description

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If you prefer the professional touch, we shall be happy to quote you

LUXURY VIEWING!



Specially designed combination stand and newspaper rack available as an optional extra.

FROM CO-OPERATIVE STORES

Here's big screen television—the new **DEFIANT** 23 inch Model 3A60U that brings you a new experience in viewing. This dual standard receiver is ready for both 405 and 625 line reception, and incorporates the latest circuit refinements to ensure perfect viewing. Ask for a demonstration at your Co-operative store today! 83 gns. tax paid. Also available without UHF tuner 76 gns. tax paid.

DECIDE ON DEFIANT



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