



BUDGET OF GREAT SILENCES.

POINTS TO REMEMBER.

BY FRANCIS WILLIAMS.

The Budget Speech is remarkable less for what it contains than for what it omits. There is no reference to the depressed areas. The fact that there are over 2,100,000 registered unemployed is ignored. So is the continued existence of the Means Test.

The income-tax relief provided by Mr. Chamberlain is designed to prevent the alienation of the middle-income tax section of the community from the Conservatives at the next General Election.

The restoration of the remainder of the cuts on public servants—which should never have been imposed—is welcome, but why should they have to wait until July 1?

A regrettable feature of the Budget is the proposed swinging increase, from 1d. to 8d. on the tax on heavy oils. It will inevitably retard the use of the Diesel engine. Most ominous of all is the reference made by Mr. Chamberlain to the possibility of further increases in the nation's expenditure on armaments.

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MR. NEVILLE CHAMBERLAIN has produced a Budget of great silence. No one listening to him would have thought vast sections of our industry were still depressed and that the total of the registered unemployed was still over 2,133,000.

UNIMAGINATIVE.

He was silent about the Means Test; silent about the steady increase which has taken place in the burden of indirect taxation upon the poorer members of the community; silent about the depressed areas, whose burdens he continues to ask the local authorities to bear; silent about many things of which one would have expected even so unimaginative a Chancellor as he to take some note.

We have, he said, returned to 80 per cent. of prosperity. 'Eighty per cent. of prosperity with more than 2,133,000 of our workers still among the registered unemployed. One would like to know what then is Mr. Chamberlain's conception of full prosperity? What is the 100 per cent., the form of prosperity upon which his eyes are fixed?'

If a reduction in registered unemployment from nearly 3,000,000 in January to 2,133,000 is an 80 per cent. return to prosperity we must, it would appear, be prepared to accept an unemployment figure of 2,000,000 as a perfectly natural accompaniment of 100 per cent. prosperity.

It is an astounding outlook. What is Mr. Chamberlain thinking of when he talks of prosperity? Not of the great majority of people, that is certain.

And, indeed, that fact is written over all his Budget. It is the Budget of a Chancellor who has forgotten, if he ever gave heed to them, the needs of the great majority of the population.

FORGOTTEN 90 PER CENT. OF POPULATION.

Mr. Chamberlain, Chancellor of the Exchequer in a "National" Government, has forgotten 90 per cent. of the nation.

Let us consider in detail what his Budget offers.

It is primarily an 'declensioning' appeal to the middle section of the community—to that section of married couples with one child, whose earned incomes range from £275 a year to about £600.

This is the section which the "National" Government tried with some success to frighten into its support at the last election by the savings scare. Now, it is offered a sugar plum in

the hope that its allegiance will be gained at the next election.

The alteration in the income-tax charge from 2s. 3d. in the pound on the first £175 of taxable income to 2s. 6d. in the pound on the first £135 and 4s. 6d. in the pound thereafter, plus the increase in the personal allowance to a married man from £150 to £170 and in the allowance for each child after the first from £40 to £50, are designed evidently to appeal to families of the middle-income class.

Those with incomes from £300 to £350 upward, and particularly those with incomes between £350 and £500 or £600 will benefit most.

No one will grudge them the relief they receive. But they represent, after all, only a comparatively small section of the total population.

OVERDUE CUT RESTORATIONS.

The total number of income-tax payers with incomes of between £350 a year and £500 a year is only 1,450,000. The total with incomes between £350 and £5,000 even is less than 2,000,000.

And there are more than 17,000,000 working-class families with incomes of less than £350 a year.

These are the 90 per cent. whom Mr. Neville Chamberlain has forgotten. Except for those of them who, as Civil Servants or school teachers or policemen, receive an overdue restoration of the salaries cut during the economy campaign there is nothing— but cheaper cinema seats, if they pay under 6d. for their entertainment.

The Chancellor has remembered them to that extent.

BREAD AND CIRCUSES.

He has discovered a new variation of the old phrase about bread and circuses.

He gives the bread to those to whom he thinks an electrifying appeal can be made, and the circuses, or rather, the very cheapest seats at the circuses, to the rest.

This remarkable absence of consideration for those with low incomes becomes even clearer when we consider the whole trend of Budget policy during the last four years.

INDIRECT TAXATION.

The Chancellor passed over in complete silence the almost revolutionary change which has been made by this Government in budgeting methods during these four years.

Not even the most careful of his listeners would have guessed the smallest hint that the incidence of taxation is

now less defensible in equity than at any time since the war.

Since 1932-32 the burden of taxation has been steadily and progressively shifted from those of great means to those of small means.

In that year indirect taxes—Customs, Excise, and stamps—accounted for 38.7 per cent. of total tax revenue. This coming year Mr. Chamberlain proposes to raise about 46.5 per cent. of his taxes indirectly from consumers.

9s. 4d. IN THE POUND.

To put it another way, in every pound of tax revenue in 1934-34, 7s. 10d. came from indirect taxation, and 2s. 2d. from direct taxation, in which the main items, of course, are income-tax, super-tax, and death duties.

This year out of every pound 9s. 4d. will have to be found by the indirect taxpayers, against 10s. 8d. by direct taxpayers.

In aggregate figures indirect taxation will fall from £773,000,000 in 1933-34 to £322,000,000 this year, while direct will fall to £371,000,000, compared with £432,000,000 in 1933-32.

The setback in social welfare involved in this transference of tax burdens on to the backs of working people is a grave matter which seems to excite in the Chancellor not the smallest concern.

In fact, he congratulated himself in his speech on the prospect of raising even more from the average consumer this year than last.

When it is added that the development of monopolies and price-fixing associations as part of the Government's industrial policy is certain to hit the consumer even more heavily, it is even clearer that a Chancellor aiming at the greatest welfare of the greatest number ought not to be accelerating the growth of indirect taxation, but systematically reducing its scope.

PROSPERITY FOR THE FEW.

Nor would one imagine from Mr. Chamberlain's Budget speech that although the national income is now in the neighbourhood of £200,000,000 higher than it was in 1932, less than £30,000,000 of that increase is going to those with incomes below £250 a year.

Perhaps in his silence on such matters as these, one gets a clearer conception of what Mr. Chamberlain means by that prosperity of which he spoke so blithely. It is not a prosperity of full employment for the population as a whole of which Mr. Chamberlain is thinking, but of a prosperity of rising profits and of improved incomes for the comparative few.

WAR EXPENDITURE.

Moreover, even within his own regretably narrow limitations, Mr. Chamberlain shows an outstanding lack of imagination.

His increase in the tax on heavy oils for Diesel engines is a blow at an industrial development which promises great things.

It is a tax on enterprise, the deliberate raising of a barrier to scientific advance in engineering.

Mr. Chamberlain, it would seem, is a man of one-track mind. He has set out to catch what he no doubt regards as the middle-class vote, and he has had little thought for anything else.

Over all his Budget there lies, too, not only the impress of a deplorably narrow view of the social responsibilities of government, but something perhaps even worse—the shadow of war expenditure.

Mr. Chamberlain has not only led to budget for an increase in Army and Navy expenditure, but it is clear that he anticipates supplementary estimates on this account.

On the Government's present policy they are, indeed, inevitable.

A year ago he told us that we were leaving "Bleak House" for "Great Expectations."

He erred in his literary allusions. There are no great expectations in this Budget, but if armament expenditure is to increase, as now seems certain, there is likely to be "Crime and Punishment."

The crime will be the Government's but the punishment will fall upon the nations of the world.

BALANCED!

Mr. Chamberlain, however, remains pleased with himself.

He has balanced his Budget. He had a small surplus last year. He looks for a small surplus this year. But how has his position been achieved?

Not, it is to be noted, by that steady rise in revenue which is at once an indication of a sound Budget position and an improving economic one. It has been accomplished in the main by a reduction in the National Debt charges by £100,000,000 since 1928-29.

He makes no specific allowance for sinking fund this year. Or that omission at least no one need complain.

But though it may pass for the time being it is clearly an omission which cannot be repeated indefinitely. So long as it remains the balance of the Budget must remain precarious.

But, unfortunately, sound finance

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BUDGET OF GREAT SILENCES.

(Continued from previous page.)

means more than the small balancing of figures, the giving of small concessions here, the imposition of additional small burdens there, which Mr. Chamberlain seems to regard as the whole of financial statesmanship.

It requires a broad planning of the whole economic life of the community. For it is clear that even from the narrow viewpoint of Budget finance alone, no permanent stability can be assured without a steady increase in revenue to the State.

And that expansion of revenue can only come not from Mr. Chamberlain's 80 per cent prosperity, nor even from his shallow conception of what full prosperity means, but from a fundamental economic reorganisation which will assure us against a repetition in the future of the industrial crisis of the past.

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JUBILEE SILVER.

CLEANER AND HEALTHIER CHILDREN.

SILVER Jubilees have a real use when they result—as on this occasion—in an additional allowance being made to those who are on out-door relief and the blind persons. The writer of these notes has no great enthusiasm for jubilees—even for so excellent a King as we have—and would much rather see a steady attempt to abolish pauperism. However, what the people want, in the way of show and jollifications they have a right to have! It is happy, if some part of the money spent goes to cheer up those who have been defeated by the general mismanagement of our responsible statesmen.

HELP BECAUSE IT IS NEEDED.

Meantime, the poor as a class, have got a long way beyond their silver jubilees—they are age-long, and it is time something effective were done. After all, an extra half-crown because they have a King who has been on the throne twenty-five years seems to have no particular point in it. They should have the half-crown (or whatever it is) at least once a week, and solely because they need it.

SUNDAY GOLF.

The Parks and Burial Grounds Committee had been considering once more the question of Sunday golf, on the request of the members of the Tinsley Park and Beauchief Golf Clubs. Three members had been in favour and eleven against, so that proposal was in favour of no Sunday golf. Councillor Skelton moved an amendment in the Council in favour of Sunday golf, but opened out in such a forthright and fighting fashion as to make victory impossible. If he had been a little more persuasive he might easily have scored the one or two extra votes necessary and brought Sunday golf into being.

EXPENSIVE MARBLES.

I have known a parson who objected to Sunday games play "Lexicon" as a recreation after his Sunday evening service. Nor can I see any evil in playing either "Lexicon" or golf on Sundays. It is true that golf is merely an expensive edition of marbles, played with a long stick to avoid the need for bending. Why in the world a full-grown man who really wants to knock a ball about with a stick on Sundays should be denied from doing so by the City Council is surprising. One can properly be astonished that a full-grown man should wish to spend his time like that on any day of the week, of course, but that is another story.

If a man has money enough to become a member of a golf club playing on one of the private courses he can play on Sundays without hindrance—but if he is poor he must keep that to himself. It is suggested, with high respect to those who voted against, that such action is narrow and liberal. They must remember that at one time those who thought as they did actually kept the parks closed on Sundays in the cause of "keeping the Sabbath." No man is helped by being forbidden to play a game on Sunday.

SCHOOL MEDICAL SERVICE.

Dr. Thomas Chetwood has just published his report on the School Medical Service for 1934, embodying also Mr. H. A. Cole's report on Physical Training in Schools.

Both sections are excellently done, and are records of very fine work. They refer to two sides of one function—remedial and preventive action in connection with ailments and errors in the physique amongst school children. The real report can never be written, since the child value of this work is merged in corporate well-being, and reaped over the whole life-time of those who have benefited.

CLEANLINESS.

Nevertheless, the immediate results are well worth while, as children in Sheffield are once again cleaner than

ever before since records have been kept. The difference between to-day and to-day's yep and to-day is amazing. That opinion is backed by the following fact, amongst others: in 1914 nearly 12 per cent of the children examined had dirty bodies; in 1914 just over 1 per cent of the boys and less than 1 per cent of the girls.

There is much patient and unselfish work here for doctors and school nurses, and it is being tackled in a whole-hearted fashion.

MINOR AILMENTS.

The co-operation of parents is needed to a still greater degree in connection with the defects and ailments of their children. Particulars in this so good report to dental defects. The total number of elementary school children inspected was 54,409. Letters were sent to the parents of 33,928 children pointing out the necessary treatment, while the number who accepted treatment was 18,975. . . 4,449 parents still are to be found who flatly refused the proffered treatment.

So far as readers of this column are able to co-operate in forming a public opinion which shall help in persuading parents like these to give the best possible attention to their children, they are requested to do so.

ALDERMAN BANCROFT AND SCHOOL-FEEDING.

The chairman of the responsible sub-committee is Alderman Bancroft, who is not much in the public eye, but to whom a considerable debt is due. He spends a great deal of his time and all his native capacity in this work of attending to the physical and mental well-being of school children. He masters a host of detail, pays endless visits here and there, handles awkward parents, and is a sort of extra grandfather in the feeding class. He brings a fine enthusiasm, much time, and good common-sense to the task.

PHYSICAL TRAINING.

Of Mr. Cole's work, the real advantage is in a higher measure of more vigorous life. Physically, he is the nucleus of the sound body in which the sound mind can alone function.

Here is but one aspect of that work, as told in figures, and relating in this instance to visits to baths and the teaching of swimming. The number of visits of school children to baths were:

In 1913, 700,319 in school hours,

and 87,013 out of school hours.

In 1924, 163,923 in school hours,

and 136,510 out of school hours.

In 1934, 297,022 in school hours,

and 159,412 out of school hours.

THE PASSING OF HERBERT WATKINS.

We regret to report the passing of Mr. P. H. Watkins (caretaker, Nether Edge Secondary School). Mr. Watkins was a quiet yet active worker in the democratic movements, particularly in the co-operative and adult school.

At the funeral service held on Easter Tuesday morning a number of friends paid their last respects to respect amongst them were: Councillor J. W. Holland, Mrs. E. Alder, Mr. H. R. Kitchings (headmaster, Nether Edge Secondary School), Mr. Reshah, and several others of the late Mr. Watkins' caretaker colleagues.

Councillor J. H. Bingham, who conducted the service, paid a tribute to the late Mr. Watkins as a lover of simple things, an active participant in all those organisations which were out to help humanity, a good citizen, an excellent companion, and one who gave believed. We bid him not good-bye, and his spirit are still with us, and our movement is better for having the service of so devoted a colleague.

MR. ARTHUR HENDERSON, A STATEMENT CORRECTED BY MR. BALDWIN.

In the House of Commons on April 16th, Mr. Baldwin made the following personal explanation in reference to a statement he had made regarding Mr. Arthur Henderson in reply to a question on April 10th—

"I wish to take this opportunity to correct a statement which I made on Wednesday last concerning Mr. Arthur Henderson, in which I fear that I unwittlingly misled the House. I then stated, in reply to a question asked by the Member for Leicester South (Captain Waterhouse), that besides the allowances which Mr. Henderson draws in respect of his visits to Geneva as a member of the Disarmament Conference, he also receives his salary as a Member of this House.

"That, of course, would be a perfectly proper thing for him to do. I have, however, received a letter from Mr. Henderson in which he says that, in order to maintain the strict impartiality of his position as President of the Disarmament Conference, he has deliberately refrained from taking an active part in national affairs in the House of Commons, and has not drawn any portion of the allowance payable to a Member of the House. I should like to correct facts, as stated by Mr. Henderson, to be known, and I am sorry if I have been caused any inconvenience by this mis-statement."

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CO-OPERATIVE PARTY CONFERENCE

VIGOROUS LEAD GIVEN. OVER FOUR MILLION MEMBERS.

There were no fireworks about this year's annual conference of the Co-operative Party, but plenty of evidence that within the ranks of the party is the fire that makes for political progress. It was a businesslike conference, with a solid business backing behind it. Of the original agenda of forty-one resolutions, twenty related directly to questions of co-operative trade. The others roamed the world of public affairs; but in every case where they were not concerned with purely organisational problems of the party itself, they were related to the needs of the consumer, the worker, or the democratic State framework that is vital to both.

TRADE AND ECONOMICS.

We welcome the tendency for the party annual conference to focus on questions of trade and economics. The party was created out of the economic needs of the movement. For a long time to come one of its primary tasks must be the service of those needs. The future will impose two main lines of action on the party in this respect— one the protection of the movement from sporadic political attacks, the other the maintenance of those clear channels for co-operative development which today are threatened from both the Right and the Left. Each successive annual conference shows that the party clearly perceives its functions, and has the knowledge and the determination to carry them out.

A PRACTICAL PROGRAMME.

Along with these tasks it has another. In a changing world it has to concentrate opinion behind the co-operative ideas of change. With new Utopias pouring from the presses almost weekly, the people may miss the practical beginnings of a new social and economic system that lie right under their eyes. The store counter and the co-operative shop-front have been overlooked as symbols of revolution, yet their implications are revolutionary, and it is largely the job of the Co-operative Party to make that fact the basis of a practical programme for the complete co-operation of all national economic services.

As co-operators know, it has begun the task with a "Britain Reborn" programme. Behind that programme we have to rally a mass of public opinion. To succeed, the Co-operative Party must become what the Communists term a mass party. It needs much more than impressive affiliations of societies, necessary as these are. It needs also impressive totals of individual membership, large masses of citizens who see in the co-operative store not only the symbol of their economic emancipation, but also the satisfaction of their political needs. The party is broad-based on universal consumer needs. It has a wonderful opportunity to bring those needs into direct connection with politics, and in the day-to-day battles of controversy co-operative politicians must never lose sight of this wider mission.

CO-OPERATION AND LABOUR.

A secret session at Southport was devoted to relations with the Labour Party. We cannot, of course, discuss the details of this session, but a point stressed at the conference, both by Co-operative Party representatives and by the vice-president of the Labour Party, was the emphasis need for the closest harmony in the ranks of democracy in the face of the resolute determination on the part of the forces of capitalism to bolster up the system that has proved useless in the national economy every time crisis has faced the nation.

The Co-operative Party is entirely responsible to the organised consumers in the co-operative movement, while the Labour Party is largely responsible to the organised producers of the trade

union movement. Each represents definite and interdependent functions in a political world so largely concerned with economic matters.

The conference, as a whole, had a kind welcome. There was a genuinely warm and fraternal greeting given by Mr. Robinson (manager of the Southport Society) and the representatives of the Labour Party and the Co-operative Union were not merely platitudinous speeches as fraternal speeches often are, but speeches that struck serious notes to which delegates gave due regard. In fact, the chairman of the conference threatened to leave Mr. Robinson transferred from the platform to the floor of the conference for the remaining sessions, so as to secure that the fighting spirit would be maintained.

CHAIRMAN'S CHALLENGING SPEECH.

The chairman's opening address was a complete exposure of the political influences that have joined together under the cloak of National Government to retard democratic progress in both the political and economic spheres. It was a veritable chain of indictments against the Government for its offence, as the ally of organized capitalism, against the interests of the consumers organised in the co-operative movement. Those indictments were presented in a home-vigorously during the National Campaign, which has already been started, so that every co-operator may be aroused to the danger to democratic freedom. The General Election will no doubt take place before another Easter comes. Fortunately, the Co-operative Party is manifesting a vigour which augurs well for its share in that conflict.

Mr. Barnes pointed out that since 1931 the affiliated membership of the Co-operative Party had increased from 3,522,966 to 4,410,368; forty-three additional co-operative societies had affiliated to the party, bringing an increased membership of 83,802; and "when the next General Election is held we shall be approximately 2,000,000 stronger in our affiliated membership than the National Government is elected."

He asked co-operators, trade unionists, and members of the Labour Party and Socialist organisations to inform their minds as to what all this meant.

"A war crisis within the capitalist system (1914-18) created the Co-operative Party. The prevailing economic and financial crisis within the capitalist system is giving power to the Co-operative Party."

Here, thought Mr. Barnes, were facts of the utmost significance to Socialist economics; symptoms of decay in the old economic system. When asked what the Government were doing in the war-time State Departments to control and ration supplies, the administrative and ration supplies, the administrative personnel was recruited from capitalist commercial houses. The capitalist bias against co-operation was such that it was by its own authority, commenced as it did in desperate opposition.

"Co-operative executives at once realised that private enterprise having failed to arrest our progress on the open markets, had discovered that it could invoke political power to our injury, and the co-operative movement in 1917 created the Co-operative Party to organise the co-operative vote in defence of co-operative trading."

Capitalism could not go back said Mr. Barnes, and he proceeded to list the various ways through trade facilities, export credits, financing of public works, export credits, subsidies to beet, import regulations; subsidies to beet, aviation, and agricultural products; marketing and transport, the Government had provided accumulative evidence that it was a general tendency that is willful to spread by tempo or accident.

"Capitalist apologists like Walter Elliot, Lloyd George, and Lord Melchett are, like slum landlords, at the bar of public opinion—pleading for the reconstruction of a ramshackle structure."

In an onslaught on the facilities of Mr. Baldwin, Mr. Lloyd George, and Mr. Ramsey MacDonald, he specially mentioned the last because "after six years as Premier he is surprised that no one produces a plan to enable him to do the job he was selected to do."

Concluding a stirring address with a plea for unity between the trade unions, the Co-operative Party, and the Labour Party, he emphasised the urgent need for a strong Labour and co-operative Government, and insisted that

"an overwhelming victory for British democracy would mean new hope and victory for the defeated, oppressed, and unemployed minority in every capitalist country in the world."

This note of challenge was retained throughout the whole of the conference, the co-operative indictment of the Government being built up in speech after speech. Parliamentary actions injurious to the consumer, the worker, and the co-operative movement were the subject of many of the resolutions on the lengthy agenda which faced the delegates when they assembled on Good Friday.

PACIFISM.

After dealing with the annual report the conference turned its attention to the hostility to war and war-like preparations, an attitude that was reaffirmed at an animated session on Saturday afternoon, when the party pledged itself to organise active resistance to the coming of war. The too per cent. pacifist attitude was convincingly voiced at this session.

REPRESENTATION—FOR LOCAL PARTIES.

Turning to domestic matters on Saturday, the conference met the long-expressed desire for representation on the National Committee of the local political parties and federations, when it voted in favour of four seats on the national body for representatives of these organisations.

MARKETING SCHEMES.

This resolution expressed concern in regard to the development in respect of marketing schemes and their effect on the food policy of the country and of the co-operative movement, and referred to the detrimental results upon the economic structure of the co-operative movement since the Restrictive Trade Practices (Enabling) Bill. Conference pledged itself to assist in every way the national campaign now being undertaken by the co-operative movement.

MONOPOLY RAILWAY CHARGES.

A resolution was adopted from Birmingham condemning the arrangement between the Pig Marketing Board and the railway companies whereby societies engaged in bacon curing have to pay monopoly charges to the railway companies for the carriage of pigs irrespective of whether or not they used railway transport services for pigs. The Right Hon. A. V. Alexander, in closing the case on this matter, stated that the movement would have to take the matter to the High Court and there endeavour to secure justice.

CONSUMER REPRESENTATION.

A further resolution asked for adequate consumer representation on the various marketing boards, and for any scheme that controlled marketing in a statutory way.

MUNICIPAL INCOME TAX.

A report of a sub-committee which had been set up to examine the possibilities of a municipal income tax was withdrawn for further consideration. A resolution from Enfield Highway asked that the local government franchise should be extended to include all Parliamentary electors.

TRUSTIFICATION OF INDUSTRY.

A further resolution stating that the definite rôle of the co-operative movement as the consumers' distributive agency should be incorporated in the party programme was also carried. The National Committee was instructed to prepare special literature dealing with the trustification of industry and its effects upon the co-operative movement.

The resolution pressing for the immediate establishment of trade boards, especially in the distributive trades, was also carried unanimously.

UNEMPLOYMENT ALLOWANCES.

A composite resolution on unemployment allowances and pressing for the withdrawal of Part 2 of the Unemployment Act, 1934, was carried with acclamation after an interesting discussion. Proposal to compel all local authorities to exercise their full powers with regard to maternity and child welfare with adequate Government assistance, was also carried. A further resolution for the control of all working-class dwellings on similar lines to those still controlled under the Rent and Mortgage Interest Restrictions Act, 1933, and to prevent the decontrol of houses under any circumstances, was carried unanimously.

"B. & C." SOCIETY CHANGES.

RETIREMENT OF MR. J. HALL.

NEW MANAGER APPOINTED.



Mr. J. Hall.

This retirement took place on Saturday, April 27th, of Mr. J. Hall (manager and buyer of the Brightside and Carbrook Society).

Mr. Hall commenced with the Rotherham Society at the age of thirteen, in 1877, and was the first check boy to be appointed by the society.

Six years later he was invited to the Brightside and Carbrook Society as a branch manager. At that time sales of the society were only £250 a week, to-day they stand at about £3,000 a week.

He was in charge of various branches until the retirement of the late Mr. H. Senior ten years ago, when he was appointed manager.

Mr. Hall will be one of the first to retire under the society's superannuation scheme, which begins to operate at the end of the month.

The new manager is Mr. E. Roddis, who since 1925 has been the grocery



Mr. E. Roddis.

warehouse manager of the Brightside and Carbrook Society. Mr. Roddis commenced to work for the society at the age of thirteen as a dray boy, and became a branch manager in 1912.

MODERN AUSTRIA AS SEEN BY AN ENGLISHWOMAN

["Modern Austria." By Cicely Hamilton. Published by Dent; 7s. 6d. net.]

AUSTRIA figured largely in the news some time ago; on the occasion of the murder of Dollfus, and again when the Social Democrats of Vienna were attacked. Despite newspapers and wireless, it has not been easy to get a clear notion of the present position of affairs, but Cicely Hamilton has provided us with information.

This is pre-eminently the busy man's book; there are no difficult passages; and its information is sprinkled in a travel-narrative. It is a personal story, without bias, and is excellently illustrated.

WAR EFFECTS.

The war began the troubles of Austria, and the misery immediately following it is beyond anything in our experience in this country. Thus in "Eggenberg" where there was a welfare centre—the doctor testified that "95 per cent. of the children have rickets." In the hospitals they had to use inferior fats for ointments, with frequent eczema cases as a result. In some towns, there was no gas in winter for a couple of months together. Undernourishment normally kept children some three years behind their proper development of body.

EDUCATION.

Post-war years were marked by a zeal for education, "in spite of the bankrupt condition of the country." In the year preceding the war, the average number of scholars in a class was forty-seven, in 1930 that had been reduced to thirty-one! "A new and original development of the Socialist regime was a Parents' Association in connection with every school in the city" (Vienna). Three-thousand-four-hundred-odd meetings were held by these bodies in one year. There was a "damn-the-expense" spirit about the Republican Government of Austria, but more particularly about the Socialist Council of Vienna, which has never been matched by this country except for war purposes.

But, although "never before has so much been done . . . for the bodily and mental welfare of the younger generation, never before has so large a proportion of young people, leaving school, been unable to turn their education to account." That is to say, to make profitable use of the care and the thought and the teaching expended on their youth.

HOUSING.

Some day the Socialist Council of Vienna will come into its own; it will be hailed as the forerunner of success in realising the good idea. Its magnificent flats, huge edifices suitable for the layout of a great city with courtyards and conveniences, came into being and were tenanted. The rent charged was "one-eighth of what they would have had to pay in pre-war years for accommodation far inferior"; it was "about one-twelfth of an economic rent." These flats have made history; they will shape history beyond the limits of Austria yet.

POLITICAL.

The Heimwehr is a sort of private army, the striking-point of the Austrian Nazis, who stand for Austrian independence along Nazi lines. The Nazis pure and simple, all out for union with Germany, are perhaps equally powerful. The Schutzbund was the Socialist private army—suppressed along with these private forces. Meantime, Germany looks on and schemes for union with Austria; Italy has taken part of the Old Austria, and does not wish Germany to get the remainder. The fire is kind, and a stray spark, or a deliberate man with a match, may set it alight—and the conflagration may leave all Europe in ashes! Time may soften the ardour of fierce partisans, but the carelessness of "statesmen" has been responsible for the injustices and antagonisms which will need so much patience and work if they are to be rendered harmless. And the further work of blending opposing factions into anything approaching a worthy co-

[Continued in next column.]

CO-OPERATION AND LABOUR UNITED WE MARCH!

The Co-operative Party, political voice of the co-operative movement, has, in eighteen short years, emerged as a vital factor in the national life of Great Britain.

That is the lesson of the Southampton Conference, where delegates of 4,400,000 consumers, who comprise the largest political Party in the State, discussed the problems of the State with a knowledge and realism born of the day-to-day experience of democracy in business. It is a lesson which, among the more responsible organs of opinion, "The Times," the "Manchester Guardian," and the "News-Chronicle" have been quick to appreciate and to comment upon.

The co-operators have a great deal to defend and realise that the defence must be political.

Thus "The Times," stating, with admirable frankness, part of the case for co-operative political action; and "The Times" observes:

"The Co-operative Party is growing rapidly, and is destined to be an increasing force in national and local affairs. . . . Its organisation is becoming more elaborate and, at the same time, more cohesive, and its policy more firm. "The Times" and its contemporaries do not over-estimate the power and potentialities of consumers in politics. But when they assume, as they do, that co-operators are "engaged in a struggle with the Labour Party for the life and soul of their movement," they miss the "raison d'être" of the Co-operative Party's existence.

CONSUMERS' CHALLENGE.

Co-operators did not enter politics in fear of the effects of the policies of other kindred and democratic move-

[Continued from previous column.]

ment. They entered politics to challenge the discrimination exercised against them and in favour of private enterprise during the war. They have continued in politics—and continued to grow in politics—and continued to challenge to the post-war policies of capitalist governments, which have sought to restrict co-operative expansion, to impose heavy taxation upon mutual trade, and to undermine the great social ideals which co-operators cherish.

Tariff legislation and the imposition of quotas upon essential foodstuffs have damaged consumer interests. Thousands of millions of pounds of public money have been devoted to fostering degrading, anti-co-operative—and, as it added, anti-social—private monopolies. Under Conservative direction, marketing schemes have sacrificed the consumer to producers' trusts, rings, and cartels, and obstructed the extension of co-operative principles to industries where their application is at once an urgent consumers' and a clean national need. In the result there has been an aggravation of that grave poverty evil which the co-operative movement seeks to eliminate.

In their joint effort to end capitalist exploitation, whether of the wage-earner or the wage-sender, differences of opinion and approach may arise between the co-operative movement and the Labour Party. The very fact of free, democratic discussion must give publicity to such differences. That, however, is a condition both of liberty and of progress. The essential unity of these great movements will remain unimpaired.

Labour and Co-operation are agreed on principle. They are in close and friendly alliance in political action. Their unity promises immediate electoral success. More, it promises that early economic change which will mark the beginning of the end of poverty in Britain.



THINGS THAT CONCERN US ALL



SAVE AS YOU SPEND

Yes, spending is also saving when you are a Co-operative Member.

In a short time you can point with a feeling of satisfaction to the next-egg that grows out of dividend each week.

Savings that are the result of wise spending—spending on C.W.S. Goods.

Whether it is C.W.S. Foodstuffs, Clothing, Footwear, Furniture—you are always sure of excellent quality and the best return for your money.

BUY C.W.S.

Goods from your local Co-operative Society, and save as you spend.



The C.W.S. supplies the needs of life to Co-operative Societies for their members

SHEFFIELD CO-OPERATIVE PARTY

17, Bank Street. Phone: 2382

Secretary: Mr. A. BALLAD

SIXTH ANNUAL TRIP

BOURNEMOUTH AND THE NEW FOREST

Saturday, June 29th, 1935

PROGRAMME.

Leave Sheffield Midland Station, 12-15 Friday midnight. Breakfast on Train. Arrive Bournemouth 7-40 am. Four Hours Morning Drive by Motor Coach through the charming and historic New Forest, including visits to Gosport, Priory, Beaulieu Abbey, Lyndhurst, Boldrewood, and Ringwood. Luncheon in the Houseman's Pavilion Ballroom. Afternoon free in this fine old Garden City. Tea in the Bournemouth. Evening Steamer Cruise to Durleston Head, via Swanage Bay, Brownsea Island, and Poole Harbour to Beale. Train leaving Bournemouth 10-30 p.m. and Poole 11-5 p.m. Sapper on Train. Arrive Sheffield 6-40 a.m. Sunday.

Cost for the whole Excursion (including four meals as above) 32/6

Intending visitors should forward deposit of 7s. 6d. as once; final payment to be made not later than Saturday, June 8th. Bookings are limited to those subscribing to the Co-operative Party under the Voluntary Membership Scheme. Non-members forwarding deposit should include 6d. for membership of the local Co-operative Party, which Membership Cards will be forwarded in return.

APPLICATION FORM.

EXCURSION TO BOURNEMOUTH AND THE NEW FOREST, JUNE 29th, 1935.

To: Mr. A. Ballard (Secretary, Sheffield Co-operative Party), 17, Bank Street, Sheffield 1.

Kindly send (1) for which I enclose booking fee (2)

of * and membership fee (3) of

Name Address

*For non-members.

EMPLOYEES' SUPERANNUATION.

Sheffield and Ecclesall Society's "Young and Healthy" Fund.

A WELL-ATTENDED meeting of the Co-operative Society Limited, held on April 10th, heard with interest the report of the superannuation committee, which revealed the very sound state of their fund.

The statement of accounts for the year ended January 24th, 1935, showed a balance to the credit of the fund of £44,980. There were 862 members, of which 569 were males and 196 females, and this represented an increase of 133 since the scheme was commenced five years ago. Twenty employees had been superannuated during that time, of which number four had subsequently died, leaving sixteen in receipt of allowances ranging from 15s. to 41s. 8d. per week.

Mr. E. D. James (secretary) stated that in accordance with rule an actuarial valuation for the first five years had been prepared, and the actuary of the Co-operative Insurance Society Limited had reported that the fund was "in a very satisfactory financial position, which is a matter for congratulation to all concerned." The fact that the great majority of the new members were young people had had a very beneficial effect on the fund inasmuch as they will have contributed sufficient to discharge their liability for their

portion. "When I tell you," concluded Mr. James, "that eight years ago 25 per cent. of the scheme covering co-operative employees were not financially sound, you will agree that it is all the more gratifying to know that our fund started on right lines, has continued on right lines, and, under the highest direction, will continue to maintain future."

Mr. W. Buckley (president) received a unanimous response when calling for the adoption of the accounts, and went on to appeal for more intensive trading support from the employees.

A special general meeting, held at the close of the annual meeting sought to alter a rule which at present operates somewhat severely against employees who, not liable to income-tax on their earnings, yet on leaving the society are compelled to have deducted from their repaid contributions tax at one-fourth of the standard rate. The meeting unanimously agreed to the alteration which, if duly confirmed at a further meeting, will give discretionary authority to repay the full amount without any deduction for tax, and thus adjust the matter by removing the discrimination between tax-paying and non-tax-paying employees.

The evening concluded with a concert by artists from various departments of the society.

THE PRICE OF PEACE.

"The price of peace is written down in the Covenant of the League of Nations. We undertook to pay that price at the Peace Conference. Four years of war taught the Statesmen of the nations in 1918 that the price must be paid."

Thus, Mr. Arthur Henderson, M.P., in his address to a League of Nations' Union meeting at Scarborough on April 22nd, put the issue plainly before the peoples of the world. War is neither imminent nor inevitable. But the mere reiteration of the desire for peace, and protest against war will not bring the world back to the path of security and disarmament. Nobody can deny that some of the present tendencies in international policy are highly dangerous to world peace. There is a grave danger of alliances supplanting the League, with the inevitable result that nations will continue to pile up armaments in a vain attempt to achieve security.

But the League of Nations was organised to prevent such a return to the conditions which led to the disaster of 1914-18. The Covenant of the League, the Locarno Treaty, and other agreements were founded on the principle of collective security. The Disarmament Conference was initiated for the purpose of achieving an all-round reduction of armaments in return for the guarantee of security which collective peace system will give. No disarmament convention is possible unless it is founded on this vital principle.

Unfortunately, the prestige of the league has been lowered by the failure of its members to act upon the principles embodied in the Covenant of the League. But this is not the time to dwell upon past failures. The urgent need of the moment is for the Statesmen in every country to realise that peace is indivisible, and that to seek to divide the responsibility for preserving peace is to throw over the covenant and embark on the road that leads to another European war in which every country would be involved.

The people of Great Britain are equally concerned with the people of other countries in the vital question of collective security. They cannot stand aloof from the situation in Europe and trust in national armaments to keep them out of war. Britain has undertaken certain obligations with the other signatories to the Locarno Treaty, and at Stresa these obligations were solemnly reaffirmed. What remains to be done is to go on with the building-up of a system of collective security which all nations will be free to enter on equal terms. Britain must declare without ambiguity that she is prepared to accept all that is implied in such a system, and that she will co-operate loyally and effectively in support of the covenant and in resistance to any acts of aggression.

Mr. Baldwin has recently expressed the view that we are moving towards the ideal of collective security. That ideal is no Utopian dream; it is the only practical method of ensuring that there shall be no more war. That is why it is a fundamental part of Labour's and Co-Operator's peace policy.

DURING THE REIGN.

CO-OPERATIVE PROGRESS

ON May 6th the British peoples are celebrating the Jubilee of the accession of King George V. to the throne. During that reign the co-operative movement has progressed with amazing rapidity. Here is a brief statistical report of the growth of the movement—

	1910.	Latest Figure.
Membership	2,661,799	6,017,118
Retail Sales	£11,281,979	£15,713,719
Share Capital	£35,972,075	£44,196,317
Workers	1,210,000	1,810,000
Wages	£7,533,740	£14,871,985

Here, indeed, is glorious achievement. To-day, the co-operative movement is the largest working-class organisation in the country. It is a serious challenge to those who doubt the soundness of democratic principles.

During the past twenty-five years one has seen the assembly of two International Co-operative Congresses on these shores. There has been the inception of the co-operative political party. Machinery for conciliating co-operative labour disputes has been inaugurated. No less than six co-operative leaders during this period have been knighted by the King; their names are, the late Sir William Maxwell (president, the late Sir Thomas B. Thomas Broderick (secretary, C.W.S.), Sir Thomas Allen (C.W.S. director), Sir Henry William Dudley (president, C.W.S.), Sir Robert Stewart (ex-president, Scottish C.W.S.), and Sir Fred Hayward (chairman, Co-operative Union). Various other Orders have been bestowed upon co-operators. In addition, a co-operator (Mr. V. Alexander) has served as a Cabinet Minister, whilst others have served as Members of the Government.

SUGAR SUBSIDIES CONDEMNED.

THE co-operative movement has taken a leading part in protesting against the sugar scandal of endless and superabundant subsidies. The Government inquiry into these subsidies has now been completed. The committee which was set up under the chairmanship of Mr. Wilfrid Greene, K.C., has now issued its long-awaited report.

The report of the Greene committee condemns the sugar subsidy which has already cost the country some £40,000,000. The unemployed, the workers with reduced wages and the general working classes have needlessly paid toll to the sugar beet growers and refiners.

"After careful examination of all the facts and evidence presented to us," states the report, "the view of the majority, consisting of the chairman and Sir Kenneth Lee, is that these facts are not sufficient to support a recommendation in favour of continued assistance to the industry."

The Co-operative Union and co-operative newspapers have exposed the false economy of such subsidies repeatedly. The report states that as a relief measure the assistance appears to be "both extravagant and inequitable."

"WHEN THERE IS Spring in Your Step THERE IS YOUTH IN YOUR FACE!"

Says DR. SCHOLL

INSTANT RELIEF for all FOOT TROUBLES

If your feet hurt, resolve now to end this needless suffering. All you need to do to ensure foot happiness is to go to the address below and consult our Dr. Scholl-trained Foot Experts, who will show you the cause of your aches and pains and advise you how they can be remedied. Dr. Scholl—the world famous foot specialist—has perfected a Remedy or Appliance to give relief from every form of Foot trouble—Weak or Fallen Arches, Flat Feet, Turned-over Ankles, Corns, Callouses, Bunions, Crooked Toes, Varicose Veins and forty other painful foot or leg conditions. Now is the time to get foot comfort—prepare to enjoy a pain-free summer.

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SHEFFIELD'S SCHOOL MEDICAL SERVICE

BY ALDERMAN W. BANCROFT.

That editor asks me to write a few lines re the school medical service and its effect on the school child of to-day. I make bold to say that it is one of the most important links in our educational system. By its medical and dental inspection it prevents in many cases the development of certain diseases so often to be found among young children, and the service in the school clinics saves much suffering, and in

that way not only saves a great deal of parental anxiety but enables the child to keep up a better percentage of attendance at school, thus ensuring his or her opportunity of a higher education, whilst the value of school feeding cannot be over-estimated during the hard times of the past few years.

INSPECTIONS.

In the past year over 51,000 medical inspections have taken place among our Sheffield school-children; over 54,000 dental inspections; 25,000 children received treatment. The attendance at the school clinic was 346,119; there were 7,900 visits paid by the school nurses to the homes of the children. The examinations at schools totalled 168,000, and this with the co-operation of the parent has a wonderful effect in the cleanliness of our school children; in 1934 the inspection revealed over 22 per cent. of children with dirty heads and bodies, to-day it is only 1 per cent. The ophthalmic clinic shows over 1,000 new cases of visual defects; the value of the examination and the assistance given to parents to enable them to obtain spectacles at reduced prices (and in a number of cases free), with a supervision over the child from the school, life, means much to the child in after life.

LARGE EXPERT STAFF.

A staff of seventy-seven persons full-time, and five part-time specialists, are employed in the attempt to prevent as far as possible the school child of this city contracting many of the diseases from which its parents suffered; and where that is not possible to render such service as may bring about a speedy recovery. I regret that the past year has been one of the worst years for infectious diseases in the city, but I am satisfied that the school medical service, in co-operation with the Medical Officer of Health and his staff, has checked these diseases—scarlet fever and diphtheria—by their prompt action.

SCHOOL MEALS.

The number of children in attendance at our school-feeding centres has decreased during the past few months, which I trust indicates a better income in the home, but we still are feeding 3,000 children. During the past twelve years 25,000,000 free meals have been served in our elementary schools; 9,000,000 of them in the last five years, and Sheffield is proud of the fact that the nutrition of her school children was never better. In addition to the above 107,242 dinners were served in our special schools, 48,958 of them free.

Forty-five thousand children in our elementary schools are provided with receive their morning bottle of milk, 38,000 paying one-halfpenny for same, whilst about 7,000 receive it free.

SPECIAL SCHOOLS.

Some alteration in our special schools has been made during the past year with a view to improving the system. It is the committee's desire to proceed further with the work of providing for the abnormal child. There is a pressing need for a school to deal with deafening and heart disease, the results of our open-air schools justify a further extension. Apart from their value as a convalescent agency they have a definite place on the preventive side. The whole of our work on behalf of the defective child shows marked improvement in the results; over 1,000 children are under direct supervision in our special schools, but we are satisfied that more can be done in this direction. The child is the nation's greatest asset; it should do all that can be done to preserve that asset. Nationally there are over 100,000 school children with known defects; through lack of interest in many of our counties and boroughs it is estimated over 100,000 are without suitable special school accommodation. I trust that the Sheffield Education Committee will keep to the front in this service.

ATTERCLIFFE

Our Attercliffe divisional secretary special appeal to all members in an endeavour to build up a large and viable party in this particular division. A meeting is to be called in the near future, where it is hoped the various ward organisations will be revived.

Of particular interest to co-operators is the fact that both Darnall and Tinsley candidates for next November are tentative nominees of the Councilors J. Dimberline, J.P., and S. H. Marshall, J.P., are due to retire, but it is expected that they will again contest the seats; ward organisations will be invited in accordance with the party's constitution, in the very near future. Meantime, we are asked to appeal to all co-operators resident in the Attercliffe Division to line up under the voluntary membership scheme. Mr. Shimmell (secretary), of 222, Attercliffe Common, is prepared to supply the fullest possible information in this connection.

BRIGHTSIDE.

The Brightside Divisional Party held a short but well-attended meeting on April 15th, when Councillor J. A. Longden, the Sheffield chairman, and Mr. A. Ballard (Party Secretary) attended for the purpose of selecting a candidate for nomination to the co-operative and Labour panel in respect of one of the Brightside Wards. This is the first selection conference that has been held under the Party's new constitution. The chairman explained the new regulations, and on a ballot vote, Mr. Harold Wilkinson, a member of the Brightside and Carbrook board of management, was selected by an overwhelming majority. The final selection and ward allocation will take place later, but Mr. Wilkinson is an admirable choice from a co-operative point of view, and we wish him success in the final election.

The next divisional meeting will be held in the Stirling House Co-operative Institute on Saturday, May 24th, when Councillor S. H. Marshall, J.P., will speak on "Rating and Valuation." The meeting will be followed by a social. We are pleased to report an increased membership in this area. The secretary (Mrs. F. Ward, 58, Sney-avenue) is out to create a record in 1935, and we are sure that she will be successful.

BURNGREAVE.

The Burngreave Woman's Section meetings, which are held in the Burngrave Vestry Hall, Wednesdays, at 7.30 p.m., continue to attract a good attendance. On April 3rd, Mr. A. Beech (member, Brightside and Carbrook Educational Committee) gave an address on "The Twin Pillars of Democracy"; 10th, Councillor Mrs. Cumming gave the monthly City Council report; 17th, a social programme for May; 21st, Mrs. Smith's report from the India Conference; 28th, Councillor Mrs. Cumming's report; 15th, a social; 22nd, Mrs. L. Vickers' report, Sheffield and Ecclesall Sections will be the speaker; and on the 29th, Alderman W. Bancroft will speak on "The Child."

HILLSBOROUGH.

The Hillsborough Party are continuing their weekly meetings until May 16th, April 4th, Councillor Slack was the speaker; 11th, Councillor J. Gill gave the monthly City Council report; 18th, Mr. W. H. Robinson spoke on "Humidity and Industry"; 25th, a social. May 20th, the Hillsborough Party will report on the Party Conference at Southport; 6th, a "Mock" 12th, a business meeting, particulars of which will be circulated to all subscribing members.

The women's section meetings were continued during April; 1st, a concert party, Mrs. Alexander was present and paid a tribute to the work both containing, afterwards receiving a new women's section of the Orthopedic Hospital. It will be remembered

CO-OPERATIVE PARTY NOTES.

that the Right Hon. A. V. Alexander, the president of the Board of the Orthopedic Hospital, and Mrs. Alexander had launched a scheme of collecting books for the purpose of raising £1,000, already £650 has been received, and contributions are still coming in.

On the 8th, in the absence of Councillor Asbury, Councillor W. Thorne gave an interesting report on Poor Law work; 15th, Mr. J. M. Stiles (Secretary, Brightside and Carbrook Divisional Committee) was the speaker on the 20th, the Councillor H. Stiles spoke on "Sheffield's Cottage Homes." There will be no meeting on May 6th (Jubilee Day), but on the 13th, Mr. Wood (Secretary) will give a résumé of the Party Conference at Southport.

NEEPSEND.

Ward meetings are to be held monthly during the summer of April, 20th, in the absence of the council representatives, a business meeting took place. At the next meeting, on Wednesday, May 6th, the City Council report will be given by Councillor W. D. Stirling.

The women's section meeting, held in the Institute, Manners-street, on Monday afternoons, will be continued during May 6th. Jubilee Day will be celebrated by a social and a supper after the afternoon meeting being held in favour of the evening event, "Ticket, 6d. each"; 13th, Alderman W. Bancroft will speak on "Sheffield's School Medical Service"; 20th, Mr. J. M. Stiles will address a meeting on "Stirling Erwin in Sheffield's History"; 27th, Mr. Sands will give a talk on "Natal History."

SOUTHY AND NORWOOD.

The Southy and Norwood secretary reports that the attendance at the weekly meetings has been well maintained. April 3rd, Councillor H. Mori gave a highly-interesting lecture on "Landscape Architecture." The members greatly appreciated the mass of information Councillor Morris gave, and the excellent replies to questions and discussion. The Gardeners' Jubilee Show, on the 29th, proved a very satisfactory event as a first venture, and the secretary wishes to thank all those who contributed to its success. April 24th, Councillor Stokes, deputising for Councillor J. A. Longden, gave the City Council report, which provoked a lengthy discussion on Sunday evenings; 17th, Mr. R. Fisher gave an address which revealed a marvellous historic knowledge of the growth of the city and its industries. The social and dance on the 24th, held at the Southy Social Club, was another success. Tribute was paid to the social club committee for the splendid arrangements they made for the enjoyment of our members, and it is hoped that this is but the first of many enjoyable functions that will be held there. The weekly meetings will be discontinued on May 8th. Suggestions for the summer programme will be welcomed by the secretary, Mr. G. A. Holder, 84, Southy Hall-road. Women's section meetings held in the Co-operative Guildroom, Southy-avenue, Wednesday afternoons.

SHEFFIELD AND ECCLESALL.

The Sheffield and Ecclesall Party had a successful meeting on April 24th, when Mr. Basil Rawson was the speaker. Evolution and its Social Implications. The next meeting, on Monday, May 11th, will be held at the same time and place. In addition to other business, a report by the secretary, Mr. G. A. Holder, 84, Southy Hall-road, will be given. The Sheffield Co-operative Party, Southport conference, Co-operative Institute, 10, St. George's-street, Co-operative Institute, Mondays (fortnightly), at 7.30 p.m. Secretary: Mr. A. Wainwright, 10, Leung-road.

The women's section meets on Thursdays, 7.30 p.m., in Rooms 2, 3, 4, 5, street, Secretary, Mrs. J. Billist, 4, Blair Athol-road.

SHEFFIELD CO-OPERATIVE RAMBLERS

The 1936 By-laws—containing proposals of ramblers for every week, from the 1st to the 31st of each month, are now on sale. Price 1s. which includes a copy of the club.

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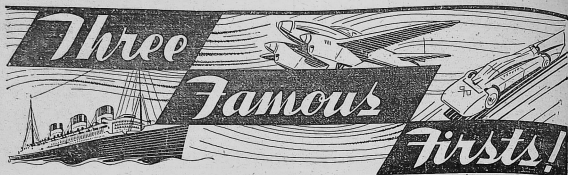
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Dairy-fed Pork, call at your own Butchery Section and they will serve you well—and because it is good, it's economical.

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Eaten and enjoyed with every meal—that is the test of good bread. "B & C" Bread never varies—it is made in our own modernly-equipped Bakery entirely by machinery. Mixed from the finest flour—baked in controlled ovens, and finally wrapped in SPECIALITIES: hygienic wax paper ready for delivery—UNTOUCHED BY HAND.

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Sheffield's safest milk is from your own Society. Supplies are drawn from Derbyshire's rich pasturelands—cleansed of all impurities by the finest pasteurisation plant in the district at our own

Broughton Lane Dairy—and delivered in capped bottles—on your doorstep each morning.

● IT IS FULL CREAM MILK—SWEET, RICH, AND
● CLEAN—IN SEALED BOTTLES

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