

Mrs. Constance May Ball, wife of Mr. Jacob Ball, of 9, Homer-place, Chell Heath, sails for Canada on Friday, to visit her daughter, Mrs. W. Dwyne, of 48, Baron's-avenue South, Ontario, who came home last June and returned to Canada in October. Mrs. Ball, who is 63 years of age, will also visit her brother, Mr. S. S. Berrisford, a farmer and butcher, of Brantford, Ontario, who has been in Canada since 1923. He has received from his sister the Weekly Sentinel and the Football Edition of the Sentinel throughout the 26 years he has spent in Canada. Mrs. Ball expects to return home next September.

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WEDNESDAY, MAY 25th, 1949

Fall of Shanghai

SHANGHAI, sixth largest city in the world, is a big prize for the Communists. A hub for commerce between China and the West, it is of great strategic and economic importance.

The city has absorbed into its teeming life a large foreign population, which helped to build up its prosperity through international trade. What will happen to the foreign settlements under the new regime is not yet clear, but some experienced observers in the East believe that it will be possible to come to terms with the Communists.

Meanwhile, the protection of Hong-Kong must be the major concern of Great Britain. Some anxiety has been expressed as to the adequacy of the measures taken for the reinforcement of the colony. It would be hard luck for our defence forces, and for British nationals in Hong-Kong, as well as a serious threat to our prestige, if the precautionary measures taken there were unequal to any situation that might arise.

Our Coal Resources

THE National Coal Board has just let it become generally known how actively it is investigating the untapped coal resources of the Midlands, and planning future developments in opening up new coalfields and extending existing ones on the evidence that is forthcoming. The operations are impressed all the more deeply upon the attention of the immediate North Staffordshire area by the report, released yesterday, of the results obtained to date by boring to prove the coal deposits in the Madeley area. These are so satisfactory that the next two years will see a great expansion of underground workings there.

It ought to be said, however, that recent official announcements have created, quite unwittingly, a great deal of misconception in the public mind—first about the deposits at Whittington Heath; then about another deep seam at Breton, eight miles away; and now about Madeley. These have been hailed as startlingly new discoveries of hitherto totally unsuspected mineral resources. In point of fact, that is not at all the position, for geologists and mining engineers have for long known of the existence of the coal in those areas. It is very good news that the exploratory boring is being characterised by such satisfactory results.

As we say, however, it does need to be generally understood that the Coal Board has not instituted and carried out its boring programmes—in North Staffordshire and elsewhere—on some sort of hit-or-miss basis in the hope of "striking coal" (a misapprehension under which we have found a surprisingly large number of people to be labouring). The borings are undertaken, as the result of geological and mining knowledge, to secure infallible information upon which to base future underground development.

What is being revealed is none the less important for all that it is not to be received as both sensational and unexpected. The location of extensive, rich, untapped seams in our Staffordshire area is a fine thing for our future industrial prosperity. Such proved deposits of high-ranking, workable coal is almost a guarantee in itself of a general industrial development.

DAY BY DAY Gas Board Appointments

MR. J. Pickerrill has been appointed Chief Commercial Assistant to the Stoke-on-Trent Gas Undertaking, and will take up his new duties on June 1st. He has been Accountant for the Gas and Electricity Department of Newcastle-under-Lyme Corporation for the past 13 years, prior to which he was Cashier and Chief Clerk at Chesterton Gasworks, under the old Wolstanton Urban District Council. Mr. W. E. Clarke has been appointed Administrative Assistant to the North Staffordshire Division of the West Midlands Gas Board. He has been in the employ of the City of Stoke-on-Trent Gas Department for the past 15 years, and was formerly Administrative Assistant.

Colonel G. A. Wade
Colonel G. A. Wade, M.C., having reached the age limit, is to retire from the Reserve of Officers as from June 30th.

Died in Australia
The death has occurred at his home, Idle Rocks, Campbell-avenue, Deewhy, Australia, of Mrs. Sarah Jane Cotton (formerly Greatbatch), who, prior to leaving England 30 years ago, resided at Wolstanton. She was a sister of Mrs. B. Miles, of 16, St. Edmunds-avenue, Porthill.

Council at Church
Mr. H. Rutherford, the new Chairman of Stone Urban District Council, will attend, with members of the Council and representatives of local organisations, the morning service at the Congregational Church, Stone, on Sunday-Cive Sunday. The procession will be formed at the Town Hall.

The Eight Cygnets
The note in this column on Monday regarding the swans and their seven cygnets in the pool in the Green Drive, Titensor, has brought two letters from Apedale, Chesterton, stating that two swans there have eight cygnets, now about ten days old. If the seven did not provide a record, perhaps the eight will!

The letters are from Mr. G. A. Cornhill, 17, Apedale-road, Chesterton, and Mr. S. Phillips, of Apedale.

Canadian Visit
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Youth Celebrations
Stafford Youth Leaders' Council are organising a programme of events this week-end, to coincide with the Empire Youth Sunday celebrations.

On Saturday, the annual sports for Youth Club members will be held on the English Electric Sports Ground, followed by a social evening.

On Sunday evening a

LETTERS TO THE EDITOR

(To the Editor of the "Sentinel")

SIR,—Your editorial of April 25th, in which you called attention to the small number of pottery firms exhibiting at the British Industries Fair this year, does not, in my opinion, do justice to the economic advantage to be gained from exhibiting at the Fair, to abstain from doing so for that reason, may prove a short-sighted policy. It was in that spirit that some at least of the pottery firms exhibited at the Fair this year, and they were amply justified by the results. The attendance for the 1949 Fair at the London section only was as follows:—Overseas buyers 14,764, home buyers 87,491, general public 59,327—a record attendance.

"All Satisfied"

A large proportion of these came to the Pottery section, and although those potters exhibiting had full order books they were all satisfied with results, and were able to make contacts for overseas that could be of immediate or delayed advantage. The opportunity of meeting old customers.

It would be very difficult to estimate the amount of time and expense entailed if one wished to call on those large numbers of buyers from overseas, and the home market, and the time and expense of the eleven days at the Fair. Even if it were not possible to accept orders one could at least show, by the display of new designs, that one was looking ahead and advancing. New designs were gained by the criticisms and suggestions as to their suitability for a particular market, and the opportunity of new business. The understanding shown by buyers, in spite of their inability to place orders, was a valuable asset. It is possible to explain present difficulties and the prospect of the future in that very important market.

Royal Visits

The Pottery section was again visited by Her Majesty the Queen, Queen Mary, Princess Elizabeth and the Duke of Edinburgh, and several of us were honoured by visits to our stands. Her Majesty the Queen and Queen Mary, by their questions and comments, showed their extreme interest in British pottery.

The Prime Minister and other members of the Government also visited the section, as well as Ambassadors, trade delegations from overseas, representatives of foreign trade fairs and exhibitions.

The Fair catalogue is an "up-to-date" reference book for trade buyers, inclusion in that classified index, free for all exhibitors, is a very valuable side of the Fair's advantages. 9,500 copies of the catalogue were sent overseas to trade buyers, to arrive before they set out for the Fair, and 21,000 final copies went overseas. All Trade Commissioners and Commercial Secretaries overseas have copies of the catalogue; the Board of Trade and exhibitors have ample evidence that these catalogues are constantly used for trade inquiries. The total printing of the catalogue was 60,000 copies, and none remain unused.

The Pottery section of the Fair has always been one of the most attractive and

The Restrictions on Motoring

(To the Editor of the "Sentinel")

SIR,—I should like to draw the attention of all road users to views expressed by Mr. P. McCubbin, of the Associated Engineers and Firemen at a meeting in Glasgow, as reported in to-night's (Tuesday) Sentinel.

While being quite sympathetic with the question he was discussing, namely, the provision of pensions for railwaymen, it is regrettable that he did not escape the notice of road users that he proposed this should be done not by increasing the duty on the railways or increasing fares, but by what amounted, broadly, to a further charge on the users of the highways.

The motorist is already the most highly-taxed and over-restricted member of the community, in spite of the fact that the motor-car has become one of the most necessary adjuncts of daily life and the so-called "pleasure motorist" long defunct.

It is the duty of every motorist, in my view, to resist, by every possible means, both further charges and restrictions. Indeed, consider the time is long past when this very considerable body of public opinion should be directed to the removal of the many features which are restricting its natural growth, and are preventing the use of the motor-car as a means of transport to everyone who wishes to use one.

L. J. ROY TAYLOR
Cherry Tree, Aston, Market Drayton, May 24th, 1949.

Ice-Cream Costs and Prices

SIR,—For the benefit of your correspondent, "Hoping," I have now put the selling price at 19s. per gallon, making roughly a profit of 7s. 9d. per gallon. Out of that the manufacturer has to pay for the upkeep of the vehicle, his rates and so on, which he finds amount to a considerable sum; and, if he employs someone to take his commodity on to the streets, he has to pay £6 per week in wages, plus stamps, owing to the long hours worked.

I hope your correspondent has not forgotten that crocodiles are now 51d. against 2d. pre-war. To quote the pre-war prices for making a gallon of ice-cream they were:—Milk 11d., ice-cream powder 5d., 1c. 4d. sugar, 1d. margarine 1d., sugar 4d., fillers 3d., flavour 2d., biscuits 6d., electric 11d., making a total price of 72s. 10d. while the one of the most necessary adjuncts of daily life and the so-called "pleasure motorist" long defunct.

It is the duty of every motorist, in my view, to resist, by every possible means, both further charges and restrictions. Indeed, consider the time is long past when this very considerable body of public opinion should be directed to the removal of the many features which are restricting its natural growth, and are preventing the use of the motor-car as a means of transport to everyone who wishes to use one.

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CERAMIC TALK ON FAIR PAY IN INDUSTRY

THE importance of fair pay for work accomplished in industry, was stressed by Mr. S. A. Roberts, of London, when he addressed members of the Pottery Society at the North Staffordshire Technical College, Stoke, yesterday.

Mr. Roberts, who is supervising consultant of Associated Industrial Consultants Ltd., was giving a lecture on "Job Evaluation and Wage Incentives," the last of a series on "Increased Productivity with Present Equipment."

He described job evaluation as the process of determining in a logical and consistent manner, the value of one job in relation to another.

It was worth while, he said, to consider some of the reasons why it was necessary to go to this trouble when money rates were already fixed by trade union agreements and wage scales, &c. He continued:—

The majority of basic rates for industries of all kinds have been fixed by bargaining between employers and trade unions, it would not be surprising to find that anomalies exist, as in fact they do. These anomalies, in turn, create grievances and further possibilities, so that there is a never-ending request for raises, or that basic rate because it is out of step with some other. One of the most important factors affecting the smooth working of an industry is the balance of quality and adequacy of wage and salary levels as between all classes of workers.

In spite of this, however, we find that many workers have been advanced in their outlook on the value of their own work, and are now asking for more rational control.

Living Standard

Mr. Roberts said the importance of fair pay for work accomplished could not be over-stressed. This was because to most people the size of the pay packets governed their standard of living.

Some of the reasons why inequalities crept into wage and salary payments were:—

1. Favouritism or the reverse.
2. Promotion without corresponding increase in pay.
3. Varying estimates of the value of a job.
4. The intrusion of irrelevant and personal considerations.
5. Trade union procedure and agreements.

Mr. Roberts then went on to describe the actual process of assessment. In conclusion, he said it was possible to carry out a survey of an average sized pottery in about three days and determine the present level of wages. It is possible to assess the increase possible, and to estimate the annual net earnings after allowing for the cost of the application, and to be used all in a managerial position, if they felt there was scope for those methods within their organisation, to have such an assessment made without delay, whatever stages of reconstruction. His President was Mr. H. Guy Harris, President of the Pottery Section of the British Ceramic Society.

Lamp-time for vehicles to-day: 10.17 p.m. to 3.54 a.m.

BROADCASTING TO-DAY

MIDLAND HOME SERVICE
592.5 metres

3.10: B.B.C. Scottish Orchestra.	4.30: Northern Orchestra.
4.30: Stepping Stone Inn (play).	5.30: Children's Hour.
5.55: News: 6.25: Sport: 6.30: Albert Weir's Singing Orchestras.	7.0: Britain Now: 8.0: B.B.C. Symphony Orchestra with Gretchen Neveu (violin), Part 1.
9.0: News: 9.10: Talk: 10.0: Parliament: 11.0: News: 12.0: Close.	

North Regional (448.1 metres)
6.15: News from the North.
6.45: American Commentary.
7.0: Star: 7.30: Charles Amer's Orchestras.

LIGHT PROGRAMME
1.500 metres and 261.1 metres

3.0—Jack Selisbury's Salon Orchestra, with Diana Geering	3.30: R.A.F. College Band: Mrs. Day's Drury.
4.15: B.B.C. Northern Orchestra.	5.15: Primo Scala's Accordion Band: 5.30: Granada's Orchestra.
6.0: Charles Smart (organ), 6.30: Royal Corps of Signals Band: 7.0: News: 7.25: Sport: 7.30: Jugglers: 8.0: Great Day (play).	8.0: News: 8.15: George Mitchell and the Eddis Quartet: 8.30: News: 10.15: George Mitchell and the Eddis Quartet: 11.30: Charles Smart (organ): 11.30: News: 12.0: Close.

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