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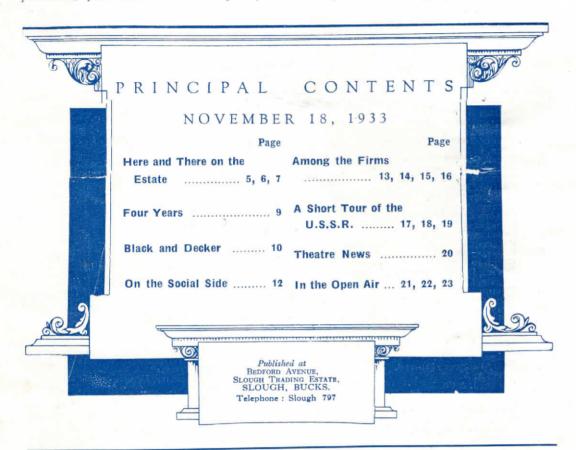
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Slough Estate Journal.

EDITED BY A. J. COLES

The "Slough Estate Journal"—published monthly—is on sale at most of the factories on the Estate; at the Peerless Restaurant; at local newsagents and railway bookstalls; or direct from the publishers, price 2d. The annual post free

subscription is 4/-. The Editor invites contributions—particularly articles and photographs relating to the Estate—which will be carefully considered. The contents of the "Slough Estate Journal" are copyright.





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THE GREAT SILENCE.

The "silence" at 11 o'clock on the anniversary of Armistice Day was observed by all firms on the Estate. In the factory of St. Helen's Cable and Rubber Co., a "Flanders Field" was made with turves cut from the sports ground, and this was surmounted by the firm's Roll of Honour. A few minutes before the siren sounded the whole staff congregated around the memorial to pay homage to their former colleagues, and afterwards planted Haig's Fund Poppies in their "Flanders Field of Remembrance."

A NEW GAME.

I have been asked several times to mention the daily inconvenience being caused to a few firms by the wrong delivery of letters, but it is difficult to work up that righteous indignation, suggested to me, on a matter in which we have no grounds for complaint. A hope was expressed however, that by making the complaint public, a little greater effort would be made to stop the morning game of "Happy Families" which has become too prolonged to maintain its interest.

FIRST THINGS LAST.

It appears to be quite impossible to find the necessary money for improvement of bridges round about and on the Estate, or for having the roads and pathways made up. Yet a new Labour Exchange is being built and money has been granted for the purchase of land on which to build new casual wards. Whether the latter are more important than public safety is left to local and county authorities to decide in their great wisdom.

ONE MISTAKE AND-

"I was a Spy" was being freely discussed on the Estate last week.

P.O. PUBLICITY BY FILMS.

Through the medium of films which are to be shown throughout the Country the public is to have an opportunity of seeing the working methods of the various Post Office departments. Six of these films are already in course of production, all of them dealing with Post Office activities, from the time of post-boys to the latest methods.

Those firms who, I am told, indulge in a game of "happy families" every morning, using other firms letters, will probably feel a little disappointed if their methods of delivery and collection are not included in the Post Office film publicity campaign. Miss Rusk, the baker's daughter calling on Mr. Chisel, the tool-maker's son might be funny, even if it is not good publicity.

STOP-GO.

Automatic traffic signals are to be erected at the Crown Hotel corner, the Council having decided to spend £667 for the purpose.

A LONG JOURNEY FOR 51d.

Last week we were offered a returned Postal Packet marked 4d. to pay and took it in because it was about the same size as some packets we had in the post at the time. On opening the outer envelope we found another, containing a copy of the "Slough Estate Journal," profusely marked with New York postal stamps, adhesive and rubber, indicating that someone was unwilling to pay five cents for a package inadequately stamped.

If we had to find the sender we should start our enquiries in the St. Helen's factory, or Farnham Road area, using a single red ink mark as a clue. Any budding philatelist can have the New York three and two cent

stamps on application.

SLOUGH—READING EXPRESS.

An express rail-car which will, it is claimed, offer a degree of smoothness and efficiency in rail travel never previously achieved is to be put into service by the Great Western Railway Co., and will operate between Slough and Reading.

The vehicle, which has been on show at Olympia, is oil-driven, stream-lined and designed for speeds up to 60 miles per hour with a full complement of 69 passengers and

The interior is designed and decorated in a luxurious style; clock, speedometer, microphone and hot water radiators are fitted; the controls are duplicated so that it can be driven from either end, and it is completely enclosed.

This new coach, more than 60 feet long and weighing more than twenty tons, revives memories of Four Wheel Drive, Ltd., and Hard Motors, Ltd., for it was designed by Mr. Cleaver, and the method of power transmission is closely allied to that in which those firms specialised. When they were working at Slough it was a very ordinary sight to see

them testing specially designed vehicles for work in sidings, shunting, etc., and they probably made a greater variety of special purpose vehicles than any other firm in the Motor Car or Lorry industry. It will be remembered that they were absorbed by A.E.C. Ltd., about two years ago.

DANGERS ON THE ROAD.

I am quite sure that if it were generally known that there are more killed and wounded annually on the roads of Great Britain than there were in the whole course of the South African War, everyone would be more careful and fewer accidents would result.

* * * EX-CORINTHIAN IN LOCAL FOOTBALL

Local junior football was the richer for one week by reason of the fact that R. W. V. Robbins, the well-known Corinthian footballer consented to help the Burnham Football Club on the field. His first game for the Club was against Woodlands Athletic in the Maidenhead Norfolkian Charity Cup competition.

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OCCUPATIONAL CENTRE.

The Slough Social Service Council have taken over the building placed at their disposal by Slough Estates, Ltd., for use as an occupational centre, and training in several trades is being given there under the instruction of a qualified superintendent. The building is No. 2a Dover Road, and adjoins the factory of Messrs. Shuck McLean, Ltd., printing ink manufacturers. Work started on October 30 and 18 men are receiving instruction from 9 a.m. to 5 p.m., but shifts are to be arranged so that the Centre can be kept open as long as possible. It has been decided that not more than 3/6 worth of soft wood can be provided each week, but that the men would be allowed to purchase more if they wanted it, and they would be allowed 25% of the cost of hard wood up to 2/6. Mr. Birley presided at the last meeting held at the Y.M.C.A.

MORE WORK.

Slough's unemployment figures are declining, and we are told that more than 500 more men are at work than at the same time last year. But there are still more than 1,000 on the register. Since this time last year many new firms have established themselves on the Trading Estate, others in the vicinity, and we saw it reported that Mac-Michael's Ltd., are now employing 200 more employees than at any other time in their history. Because of declining unemployment figures the staff at the Labour Exchange has been reduced.

NEW SOCIETY FOR SCOTSMEN.

The formation of a Slough Scots Society is now an accomplished fact, but it is a long time since the idea was first mooted. In the first list of members we were surprised to notice the absence of the name of a well-known Scotsman in business on the Estate, for he was one of the first to talk of the project with enthusiasm, but the same list shows a surprisingly large number of Scotsmen in Slough. Incidentally, these are the only people who would have the courage to form a new society on an annual subscription of 7/6.

DISAPPOINTING CARNIVAL PROCESSION.

According to the amount of voluntary work by the committee the procession on the Saturday of Slough Shopping Week was distinctly disappointing. When the arrangements were being made I learned with considerable surprise of the amount of work and time given by the various committees, and if they were entirely satisfied at the response I am even more surprised. Even after it has been admitted that the weather was too poor to promote a real carnival spirit the enthusiasm displayed was confined to the few.

TRAVELLING ABROAD.

During the past two months there has been great activity among responsible members of various firms in visiting customers overseas. America, South Africa, Italy, France, Spain and Sweden are among the countries visited, and Mr. W. C. Devereux has just returned from an extensive tour of Germany, Poland and Czecho-Slovakia. Goods manufactured at Slough have enjoyed a high reputation in those countries for many years.

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WEDDINGS.

Although weddings have been rather less frequent of late there is usually at least one each month and congratulations have recently been extended to Miss Kathleen Clark and Miss Elsie Morgan.

Miss Clark was married to Mr. C. Ryan and the firm marked the occasion by presenting her with a gift of silver spoons and

forks, and a pair of carvers.

Miss Elsie Morgan was married to Mr. William, Slough, at Horton Church, on October 14th, the wedding being attended by a number of the bride's Berlei friends, all of whom defied the rain and made the journey in order to witness the ceremony. Happily the sun shone at the right moment and a very pretty wedding picture was seen. Charmingly attired in unrelieved white the bride was attended by her three sisters, the Misses May, Kathleen and Joan Morgan, as bridesmaids, who wore dresses of blue, trimmed with white, and white hats. Bride and bridesmaids were all employees of the firm whose present was in the form of a handsome clock.

A FATAL ACCIDENT.

We greatly regret the death of another Estate employee who lost his life through an accidental collision with a motor when returning home from work last week. The deceased, Mr. McMurray, of Castle-view Terrace, Eton Wick, was an employee of Citroen Cars Ltd., in the Maintenance department and had been employed there over a period of 7 years. The accident happened near the West Gate, and the injuries he received were so serious that he was immediately taken to Windsor Hospital, where he died two days later.

EXHIBITIONS.

Among the Estate firms who have had Stands at recent exhibitions were Citroen Cars, Black & Decker, Light Production Co., High Duty Alloys, Protectoglass and Pytch-ley Autocar Ltd. We hear that some good contracts were signed and that considerably more business was done than for many years past. One firm in particular took so many orders that the factory is now being worked to full capacity.

NOTICES SHOULD BE READ.

To race a train with a motor car may be a great form of sport in America, but it loses much of its interest on the Trading Estate, as a young and enthusiastic driver found out the other day. Driving along Buckingham Avenue at speed he suddenly realised that the train was crossing the road and he wanted all the thirty yards he had left in which to pull up. His face was a little sallow when he reversed from the opposite pavement and continued his journey in a more leisurely manner.

STILL RISING.

The shares of Slough Estates, Ltd., continue to rise, and at 43/9 recently reached their highest value since the company was formed.

Exports of British produce for October, 1933, showed an increase of £3,690,837 com-

pared with October 1932.

In a total of £61,771,053 of imports only £14,187,112 was represented by goods "wholly or partically" manufactured.

FACTORY ALTERATIONS

H. D. BOWYER

EST- 1866

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FOUR YEARS

Here is the first issue—but as you have read that sentence before there is no necessity to

go on with it.

This, however, happens to be an anniversary issue of the Journal, and the occasion ought not to be allowed to pass without mentioning the fact. The first number was published in November 1929, therefore this issue represents the fourth anniversary of its Birthday, and we take the opportunity to acknowledge with gratefulness the help which has been given us during the past four years. We particularly wish to say a "Thank You" to our Advertisers, and to those of our readers who have written, or spoken, their appreciation or criticism.

ABSENT FRIENDS.

The Journal is often mentioned in many of our readers' letters from old friends who are in different parts of the Country, or in other parts of the world, and from these we are almost amazed to learn how former colleagues and friends can become so scattered about the earth in a few months. It is easier to put distance between friends than to break the bonds of friendship, and when we hear of former Estatites finding the Journal a happy connecting link between former associations and their new interests we have much to be thankful for.

CO-OPERATION.

In starting the fifth year we express our appreciation of the hospitable opportunities afforded us by Estate firms in the past, in order that we might study the methods of manufacture of a great variety of goods, and the conditions under which those goods are manufactured, and ask them to continue to send us notice of any new activity of their's that may be of interest to others. We acknowledge too, the help of those secretaries of Sports and Social Clubs who have kept us informed of their varied activities and reiterate our offer to publish for them advance information of functions they may be arranging.

The Journal has played a definite part in the activities of the Estate, industrial and otherwise; it can do more, but only with your co-operation.

MODERATION.

Truth in publicity is as necessary as Truth in Advertising, and if we have disappointed some of our staunchest supporters by the moderation of our writing, we can only repeat that it has never been a part of our policy to suggest by a compilation of words, or striking head-lines, that which does not exist, or that anything is different to what we know it to be.

Everyone knows that trade has improved, is still improving, and is likely to continue to improve, but there is still a long and difficult path to be trodden before those halcyon days, now almost forgotten, return for everybody. But of one thing we may be certain. The effect of trade revival will be felt at Slough as soon as it is anywhere.

DEVELOPMENT.

The Trading Estate has developed considerably and affords employment for a great number of workers. There are more firms established here than at any other time and during the past year we have witnessed the arrival of at least one new firm each month. That is a striking tribute to the facilities offered by Slough Estates, Ltd., to manufacturers who have no desire to sink Capital in non-productive bricks and mortar, to the facilities available for rail and road transport, and that the Estate is built up in such a manner that workers are afforded an opportunity of breathing good fresh air.

RUMOURS DO NOT COUNT.

For the first time this year we have no new firms to announce, at least there is no confirmation of any at the time of writing, but there have been rumours that a factory in Dorset Avenue had been "let," and that the old Four Wheel Drive factory was to be reopened. Truly it is said that rumour is a lying jade.

BLACK & DECKER LTD.

A New Portable Electric Tool.

Not only is Black & Decker Ltd. a firm well-known to everyone on the Estate, but its productions enjoy a reputation second to none which has placed them right in the forefront where Portable Electric Tools are concerned.

At the recent Motor car exhibition the firm showed its ability, not only to keep pace with,

but to anticipate developments in car and engine design, for it was there they had decided to make the first announcement of their new machine, the "Vibro-Centric" Valve Seat Grinder, which is the development of a simple and efficient method for doing a difficult job.

The "Vibro-Centric" Valve Seat Grinding Method provides the garage, repair shop and service station with the necessary tools to recondition stellite, alloy steel and cast-iron valve seats quickly, efficiently, accurately

and profitably.

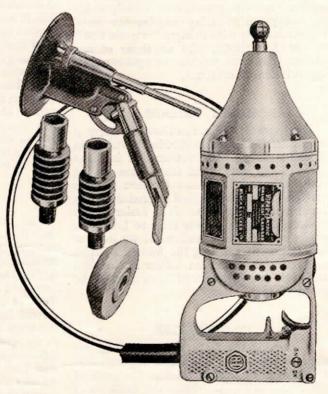
In the power unit a new principle is employed that greatly speeds up valve seat reconditioning. The spindle, which drives the stone, is directly connected through a sliding joint to the ball-bearing mounted armature shaft and rotates at a no-load speed of 12,000 R.P.M. A simple, mechanical device automatically vibrates the spindle and actually lifts the stone from the valve seat once each revolution. This action

retards the stone from loading, due to the centrifugal force which throws off particles of metal anddust while stone is lifted from the seat; the result is a clean, sharp stone for faster, smoother and more accurate grinding. It is the vibrating action that makes it possible to recondition stellite, alloy steel or cast-iron seats more accurately and many times faster than by any other method.

The method offers simplicity and convenience. Seats are ground dry—no oil or

other grinding compound is necessary, stones are easily and quickly dressed on the special Dressing Stand—an important part of the method.

The method of using the Valve Seat Grinder is simplicity itself. A standard Black & Decker Self-Centering Pilot is placed in the valve guide and tightened, and the



sleeve with stone in place, after being dressed, is then dropped over the Self-Centering Pilot. The hexagon shape ball on the shaft of the driving unit is inserted in the socket in the top of the sleeve, and the current turned on by simply pressing the trigger. For fast cutting and best results in grinding, the weight of the power unit must be partially supported by the operator. This permits unrestricted vibrating action, which is essential for the success of this method.

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HIGH DUTY ALLOYS LTD.

Dinner at New Peerless Restaurant.

Establishing themselves on the Slough Trading Estate in 1928 in a single standard factory bay, High Duty Alloys, Ltd., have progressed steadily and consistently, and year by year have increased their factory space until they now occupy rather more than six times their original floor area. Additions and alterations are still being made and the factory is being generally re-organised since the two new buildings became available for occupation.



Mr. W. C. Devereux, Managing Director, High Duty Alloys, Ltd.,

The progress of the Company was the subject of the Managing Director's speech, at a dinner given recently at the New Peerless Restaurant by the Directors, to the male staff and friends of the firm. About 200 attended the dinner, and among the guests were Messrs. S. Harper-Bill, chief engineer to the Slough Estates, Ltd., H. Dobbs, Managing Director, Johnson & Johnson, Ltd., and G. H. George, Light Production Co. Ltd.

After dinner there was an unusual entertainment in the showing of a film depicting the evolution of an aeroplane from the manufacture of material to the complete assembly: the restaurant dining room being turned into a temporary theatre for the purpose. Some of the scenes were photographed in the Slough factory of High Duty Alloys, Ltd., whose material is used extensively in aeroplane parts, and many of the men were interested in watching themselves at work. The film was made by the Empire Marketing Board and shown under the direction of Messrs. Elton and Davidson.

In his speech the Managing Director, Mr. W. C. Devereux, said that the company had progressed despite a good deal of foreign competition, but their product was in advance of anything of its kind and could be sold throughout the world. High prices had to be paid for raw materials, but it had never been a part of their policy to reduce the price of their material by reducing wages. Progress could only be made through the cooperation of every member of the staff; the Company appreciated the work of their employees and he looked forward to a continuance of the keenness they had shown in the past.

An enjoyable evening was brought to a close after an excellent entertainment had been given by Mr. Crook, Pianoforte Solo; Mr. Brunt, song, "The Floral Dance"; Messrs. Edwards, Warrington, Thurston, Pike and Richards, a sketch, "The Inquest"; Mr. Keble, song; Mr. Long, song; Messrs. Brunt & Long, duet, "The Battle Eve"; Mr. Griffiths, monologue. The capable arrangements made by Mr. C. W. Adams, proprietor of the Restaurant, were much appreciated.

J. GAULD & CO.

General Engineers and Contractors.

Farnham Rd., Trading Estate, Slough, Bucks.

Tel. Slough 1025

On the Social Side

BERLEI SOCIAL CLUB.

During the summer months the club's committee were active in arranging for its members trips to the seaside or notable events, and the several Outings are being remembered with real pleasure.

The trip to Southsea during Navy Week was particularly enjoyable, and every member of the party who visited the docks found the activities of the Navy of more than usual interest

An equally pleasurable Outing was the annual visit to Aldershot Tattoo by a large party who, although most of them had seen previous displays, were able to spend a thoroughly enjoyable evening.

These Outings were so outstandingly successful that they were arranged at regular intervals until September 23rd, when a visit to Littlehampton brought to a close an active summer season. This was the only occasion when indifferent weather was met with, but the spirits of the party remained at set fair. An equally successful winter social season is confidently anticipated.

DANCES.

The winter social season started on October 27th with a dance at the Thames Hotel, Windsor, when a particularly good evening was enjoyed by a company numbering more than 150, all of whom appreciated a good programme of music rendered by Tom Redex and his Boys, who came down from London. Spot prizes were won by Miss Clark and Mr.

Hayden, and Mr. G. Childs ably carried out the duties of M.C. Anxious enquiries were made about the date for the next dance so a good crowd is expected on Friday, Nov. 17th, when a Foxtrot Competition is to be included in the programme. Miss Phoebe Chaplin has consented to be the judge, and a London dance band has been engaged.

WINTER DANCES.

We hear that arrangements are well ahead in many social clubs for several dances to be held during the season, so those people who find their greatest recreation on the ball-room floor can look forward to some enjoyable evenings and—we are told—look out for some novelty dances.

CHESS AND THE TRADING ESTATE.

To the Editor.

Sir

Throughout all recorded time the game of Chess has been associated with the greatest mental effort and the highest intellectual attainment.

It is therefore, gratifying to be able to claim a great distinction in this direction for The Trading Estate.

There are four Chess Players of County Standard at present employed upon the Estate.

This is a counterblast to the charge frequently levelled against the Estate; that its sporting intellectual horizon is bounded by those twin inanities, Golf and Darts.

by those twin inanities, Golf and Darts.
Verily the soft answer turneth away wrath.
Yours truly,

BISHOP.

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AMONG THE FIRMS

GREAT WESTERN RAILWAY COMPANY. The Complete Transport Agency.

In reviewing the series of articles which have appeared in our columns from time to time, describing some of the more important industries located on or associated with the Slough Trading Estate, it would seem that at an earlier date and with advantage to our readers, attention might well have been directed to a branch of commerce which can justly claim to be at the same time the oldest established and amongst the most modern in its outlook and services.

Is there any industry on the Estate or in the wider industrial area of Slough which has worked day and night consistently in times of trade prosperity and despite depressions during the past 90 years? There is. That industry is the Great Western Railway Com-

pany.

The G.W.R. needs no introduction to our readers and prima facie, it may be thought that there is little if anything can be added to the common store of knowledge of their activities. Yet one cannot over-emphasise the value and importance to every trader on the Estate of efficient transport which is a vital and integral factor in all production.

It is possible that not many have troubled to interest themselves in the ways and means of transport provided by the Great Western Company at Slough, more fully or more deeply than in relation to the immediate requirements of the day's traffic. And yet the topic is one which amply repays attention and study.

ON THE SHED.

Come with me on a tour of the G.W.R. Goods Slough "Works." An early start is indicated; so at 6 o'clock in the morning we cross the Stoke Bridge and descend the G.W.R. Goods Depot approach road. Early, one may say, yet not early enough, since the busy shunting engines have long since positioned in the Transit Shed the first line of

wagons; and the handling staff are already busily engaged in dealing with a heterogenous assortment of goods, ranging in their variety through most of the daily requirements of every industry and individual consumer in Slough. Rather less than 12 hours previously many of these commodities were being loaded into these self-same wagons at stations situate in distant parts of the Country.



Berthed in readiness against the Shed the previous night, a fleet of road motor lorries of varying capacities are rapidly being loaded for delivery broadcast. When the eye has become accustomed to mass and to movement, it becomes apparent that there is order in everything. Every lorry has its berth and each lorry its itinerary in geographical importance.

Stepping into the Office for a moment, one finds a staff busily engaged in the preparation of Delivery Sheets from invoices which have in the main accompanied the goods on their journey through the night.

Nor are our four-footed friends forgotten, since in the more congested shopping areas of

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the town, the horse continues to present the more economical unit of transport. Hence a small stud is being groomed in readiness for the day's labours.

It is not long before a cranking of engines announces the attention which the motor drivers are giving to their charges, and at a time so calculated as to provide a first delivery coincidental with the arrival of Warehouse and Shop staffs, the lorries move off in ordered sequence on their pre-arranged schedules to complete the final stage in the Company's work of "delivering the goods."

JUNCTION WITH THE ESTATE LINES.

Let us proceed half a mile or so down the line, where other trucks are being marshalled in readiness for connection with the private engine of the Slough Trading Estate Lines, for piloting direct to the premises of those firms who are in a position to and do avail themselves of these facilities. Here again the traffic is of a widely varied character, whose significance is obscured, however, by continued retention in the sealed wagons, though here and there a tank car or other special vehicle tells its own story.

IN THE YARD.

Walking back along the line through nests of sidings into the Goods "Yard," here are wagons laden with coal whose owners are already engaged in off-loading, bagging and weighing the "black diamonds" from dis-tant coalfields, already leaving their impress on the men engaged in handling. Trucks of timber, bricks and stonework, and other articles of a heavy nature are being off-loaded by the Railway staff on to G.W.R. road lorries, in some cases for direct deliveries to works or sites, and in others for deliveries along a line of route. At the crane, steel girders are being hoisted from yet other trucks, again for delivery by G.W R. road services. Pause for a moment and notice the industry with which a railway wagon of 20 ton capacity is being off-loaded onto a G.W.R. lorry fitted with patent rolling floor for rapid discharge of the load at destination. Wending our way past coal wharves we return to the Transit Shed, which has now, in technical terms, been re-dressed with yet another line of wagons arriving off Northern trains and where the lorries, returning from their first delivery rounds are again in the process of being loaded on their continuous services.

REGISTERED TRANSITS.

Having assimilated the broad outline, one begins to focuss attention on detail. The eye is caught by a significant green arrow appearing on some of the truck or wagon labels. This, our guide explains, denotes that the wagon contains a consignment for-"Registered warded under the G.W.R. Transits" Scheme; by which, on payment of a small fee, the transit is watched throughout to destination to ensure delivery by the time appointed. Not only does the wagon label bear the green arrow but it appears on every relevant document: and the wagon movement is telegraphed forward through every junction and to destination station. The G.W.R. were the pioneers of this increasingly popular scheme under which traffic can now be despatched on all railways.

CONTAINER SERVICES.

A lorry passes out of the depot, drawing a trailer bearing what appears to be the superstructure of a railway wagon. This is the railway Container service; the basis of which is a demountable body craned to and from rail and road vehicle. An empty Container is brought to your door on request. Your goods can be loaded in it with a minimum of packing, secure in the knowledge that contents will remain undisturbed until delivery is finally effected by road at your customer's premises.

The Container is hauled to the Goods station, craned bodily off the road vehicle onto railway truck to which it is securely fastened; processes which, in the reverse order are repeated at destination station. The advantages of the use of Containers are manifold; but principal among them are, savings in packing costs, savings in transport charges on packing weights since nett weight of contents only is charged, and goods undisturbed, as originally packed, until finally unloaded at the customer's warehouse. It was explained that the G.W.R. own and operate over 1,400 Containers of various designs and sizes; the smallest type, for example, being specially adaptable for bricks and building materials requiring to be craned onto site at destination, earning the pseudonym of "the travelling hod." In contrast one might refer to the insulated containers, specially built for the conveyance of Meat. Some 250 new Containers are under construction.

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FURNITURE REMOVALS.

Now our guide deals with an enquiry as to the hour at which a Furniture Removal shall be completed; a reference leading to the explanation that by means of their Container services the G.W.R. cater increasingly for Household Removals. Inclusive prices are quoted and the whole job undertaken, including dismantling and packing by expert members of the Trade; all transport services; with unpacking and assembly of the furniture in the new home. Features of this service are its remarkable cheapness, the security of the Container system, with cheap fares for the family.

COUNTRY LORRY SERVICE.

Another car attracting attention by reason of the miscellaneous character of its load elicits the information that apart from the industrial areas served by the G.W.R., residents in outlying villages and farmers in the more remote country districts are not forgotten, but are served daily by a Country Lorry, carrying out provisions and bringing in produce for rail transit to the distant market. Such services operate not only from Slough but from over 150 other centres radiating throughout the entire area served by the G.W.R.

THROUGHOUT ROAD TRANSPORT.

A Scammel lorry rumbles into the Yard, pausing at the weighbridge, laden with some 10 tons of Contractors' plant. Our guide explains that the G.W.R. undertake any throughout road transport work, their fleet of over 1,600 lorries including such variety of equipment as enables them to provide precisely the type of vehicle required for the particular job, a factor which reflects itself not only in efficiency but in economy.

TOWN CARTAGE.

In the sum total of the G.W.R. Slough cartage itineraries, the whole of the Slough industrial area is covered, and it follows that the G.W.R. is readily equipped to deal with town cartage work involving the delivery of consignments from one firm to another on the Estate or in the town.

ON THE ESTATE.

Leaving the Goods Depot for a while, let us come over to the Trading Estate and notice the effect and range of the Great Western activities there. Apart from the direct rail

connections (one of the advantages enjoyed by firms on the Slough Trading Estate) and the activities of the G.W.R. lorries engaged in deliveries and collections in connection with rail transport, one notices a powerful and roomy car amongst others, bearing boards "G.W.R. Road Services, Slough-London twice daily."

SLOUGH-LONDON TWICE DAILY LORRY.

This, our guide explains, is the response of the G.W. Company to the needs of those traders who require a same day delivery and collection service to and from London. As its name implies, this is a throughout road service and the morning collections are in fact delivered the same afternoon to any address within a radius of five miles from Charing The scale of charges is extremely Cross. reasonable, as the service is designed not only to be a profitable undertaking in itself by reason of the accumulated volume of traffic dealt with, but as an indication to the Company's customers that there is nothing which could be demanded of the most modern transport undertaking, which the Great Western Company are not in a position to and do supply.

PASSENGER PARCELS TRAFFIC.

Are these services competitive with the Passenger Train facilities, one asks the guide? No, they are complementary with the Passenger Train services, since the frequency of passenger trains throughout the day provide for a distinctive and refined type of service such as many desire to enjoy; and the popularity and value of Passenger Parcels services is evidenced by the increasing use made of them.

AT NIGHT.

The day wears on, and a return to the Slough Goods Depot brings to the eye a picture not unlike that seen during the early morning hours, yet reversed in its order of operations. On the brightly lighted Transit Shed, there is great but orderly activity in the process of loading the day's collections into the trucks already swept and garnished for their nightly journeys to distant parts of the line. One notices direct loadings to Bristol, Birmingham, Liverpool, Manchester, Glasgow and other far distant points. Night descends, engines pass busily about, the wagons move out into the darkness; shortly to be marshalled at selected points into the fast freight

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trains which, travelling at speeds of upwards of 45 miles per hour, literally thunder through the night.

The day has been a full one: full in terms of hours and interest. Yet the description, by reasons of space, must necessarily be sketchy. If you could have accompanied me, I am sure you would agree with the conclusion that the Slough Trading Estate is fortunate in being served by the G.W.R., who claim to be the finest railway company in the world, and who certainly, by reason of their ramifications in every branch of transport can truly be described as the Complete Transport Agency.

PARTING MESSAGE.

In saying farewell to my guide I asked him whether he had a brief message which I could convey to my readers. "Say," he said, "that the continued prosperity of every firm on the Slough Trading Estate is the first wish." "Give them an assurance that it is the aim of the Great Western Company not only to continue to maintain the services now afforded, but by constant study to improve and extend them: and will you please conclude your remarks by reminding them of the personal service always at their disposal on application to any of the Company's officials at Slough.



A Short Tour of the U.S.S.R.—continued.

MOSCOW.

One evening I saw a comic opera. Although one could not understand the language, it was possible to follow the theme of the play, which dealt with the intrigue of an old aristocratic family, between the various sons and daughters of the household, and the play ended at the outbreak of the revolution with the waiters and servants being the masters. Naturally, there was plenty of propaganda throughout the play, but it was very entertaining and I have never seen finer acting or heard better singing than that of the leading man as the drunken nobleman who was the father of the household.

Another evening I went to a film called "Golden Mountains," which showed the events leading up to a revolt in some iron works and eventually to the confiscation and the running of the factory by the workers themselves. There was Communistic propaganda throughout, but the crowd loved it. They seem to wallow in such entertainment.

The photography, especially the close-ups, was excellent; but to a foreigner the theme of the story was spoiled by far too much propaganda.

The prices of seats in this cinema were two roubles fifty kopeks, one rouble fifty kopeks, and one rouble. Although one of the best cinemas in Moscow, it was very stuffy, with hardly any ventilation. The whole show, which lasted an hour and a half, was entirely taken up by this one picture.

The Peasants' Communal House and Institute, was well worth a visit. This is the place where peasants have cheap board and accommodation while they are in Moscow. There are different rates of pay according to the class to which the peasant belongs. One rouble is the cheapest price that one can obtain a bed for the night. There were about eighty beds in one large room, and also a dining room and kitchen where substantial meals could be obtained.

Organised tours are made by the peasants in different country districts, and it is at this place they stay while in Moscow. There are rooms entirely devoted to the methods of planting and cultivation of various crops, others describing the various diseases amongst animals, and also a health room where the diseases amongst human beings are shown and the methods of guarding against them. Farm products, cattle breeding, in fact, everything relative to farming, is described in this building. It is certainly very instructive and a great convenience for the country people.

Communistic and anti-religious propaganda is everywhere. There are ironical placards of priests and capitalists and also a room where descriptive pictures and posters depict that Russia is now adopting Darwinism. There is a large lecture room, which would hold three to four hundred people and I believe that every evening, either a lecture or some form of amusement is held. A large room was entirely devoted to the description of various armaments. There were models of Japanese, American, and English battle ships, descriptions of all the capitalistic countries flags both naval and military, also models of various guns and there were three rifles in glass cases being those actually used by each of the above mentioned capitalistic countries There were dozens of photographs depicting the English army manoeuvres on Salisbury Plain, and also the French, Japanese and American army manoeuvres, and above these photographs, in large print, was the following-"The capitalistic countries preparing war against the Soviet."

We were told that every Russian must serve two years in the army, but for the navy there are special recruits who serve four years. About one in ten serve in the permanent army, navy and air forces. I was told that there is always a standing army of 600,000 trained men, but cannot say whether this statement is correct. I afterwards asked a number of Intourist officials if they would substantiate this statement, but they were very reticent to

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discuss anything relevant to military

A red army officer is in attendance in this room to describe to the peasants anything that they want to know. Models and flags of foreign aeroplanes are also there, and in the centre of the room there is a model of one of the latest Russian fighting machines.

Everywhere one goes in Russia one hears the people talking about the coming war. The people are definitely being led to believe that all the capitalistic countries will attack them in the near future. They would talk quite openly to us about it, and tell us how their newspapers were continually publishing articles about the coming war, informing them what to do when the attack does come. They proudly claim that their country was the only one that advocated total disarmament at the last Disarmament Conference, and state that if other countries were sincere, they would fall into line with Russia.

The Russians claim that they have no prisons in their country, and that all people who are sentenced by the Courts go to places called Houses of Correction. visited one of these houses, which was formerly a prison in the Czarist regime in Moscow. In it there were six hundred men. Every inmate is encouraged either to study and learn a trade, or, if he is a skilled worker, he is given work in the particular trade to which he is familiar. Ninety-five per cent. of the prisoners, however, are illiterate, and they are first taught to read and write. Here there are special classes to educate young people and they work seven hours a day, have one hour for dinner, and three for study. They get two large plain meals a day, and every sixth day is a day of rest, on which they are given cultural amusements.

We were told that the teachers in this place are taken from the inmates themselves, and only on very rare occasions is it necessary to get a teacher from outside.

The majority of the inmates had sentences from one to three years. After serving a third of the time, the prisoner has seven days vacation and it is possible for him to go anywhere he wishes. After serving two-thirds of the sentence, he has fourteen days leave, and if a person has been of very good

behaviour, it is quite probable that he would have a third of his sentence remitted. A special committee looks after the prisoners on vacation, should they have no homes. This committee consists of (1) a judge, (2) the prosecutor, and (3) a worker representing the district in which the House of Correction is situated. Naturally, the person who is either on seven or fourteen days leave is on parole, and if he breaks his word and is not back at the House of Correction at the appointed time, he is dealt with very severely by the authorities when found. They state that they have no difficulty in finding a man if he escapes, because every person in Russia has an identification and employment card, without which he is unable to obtain employment and cannot get food from one of the co-operatives, and if anyone gives him work and lodging without first registering him, they would be under severe penalty themselves.

After the sentence is completed, the person is assured of work in a factory, also accommodation.

This place has its own dramatic society, which travels to other Houses of Correction, and also to factories to give performances. They are able to go to these places without being under any guard. There are also literary, artistic and anti-God circles in the House, and when at class they always wear the young Communists uniform, but at other times they are free to wear any other clothing they desire.

Work is carried on here just the same as in factories, and they had two workshops, one for spinning woollen garments and the other for engineering. Their salaries vary from twelve roubles to fifty roubles per month and they get their food and clothing free. Each person has a cell to himself in which there is a loud-speaker, and they are never locked in, unless they are of particularly bad behaviour. In their leisure time they are allowed to walk about as they please. In the centre of the building there is a large quadrangle, in which there are small lawns and gardens, and during the dinner hour they are allowed to walk about here.

Prisoners who were of good behaviour could leave the prison each evening at 6.0 p.m. for one hour, and roam about as

they pleased without any special guard. A small canteen was in the building, where they are allowed to buy cigarettes and other small luxuries, and there is an internal court which is run by the prisoners themselves who are able to impose small sentences on anyone who disobeys the rules of the House.

There is either a concert, lecture or moving picture each evening. There is also a library and a newspaper, which is edited and printed on the premises by the inmates, to which any of them can contribute articles.

In the lecture room, above the platform, is a banner on which is printed a declaration by Stalin "Not a single inch of another land do we want, and not a single inch of our own land will we give," and on a big hoarding above the doorway is printed "Forward the Victory of the Communist Party."

Apart from the actual workshops, rest rooms, cells, etc., which I saw, I cannot vouch for the authenticity of the above statements, which were told to a party of us by a special guide-interpreter. If, however, they are true, the prisoner in Russia is infinitely better off than thousands of honest people who are in the streets. This place, by the way, was a house for people who had only committed minor offences against the law.

The maximum penalty for a murderer in Russia is ten years and the death sentence is only pronounced on those prisoners who are guilty of political offences. Only quite recently, eight persons who were in charge of various store and factories, and who were found by the Ogpu (Secret Service), to be guilty of interchanging goods between each other, were committed to death, and I believe that in Russia the form of death is by being shot in the back.

Persons under eighteen years of age are not sent to a House of Correction, but to special children's homes.

Unfortunately, I was not able to visit the law courts as they were closed, but went to a divorce and marriage.

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STOKE POGES DISTRICT

Stoke Poges Lane, 8 mins. from Slough Station. 5 mins. from Main Bath Road.

In delightful and healthy surroundings and yet within half an hour of London.

GARAGE SPACE. LARGE GAR-DEN. GRAVEL SUBSOIL. MAIN DRAINAGE.

RATES 2/3 per week.

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Manager - E. BOULTBEE.

CAR PARK FREE TO PATRONS.

ENTRANCE CHANDOS STREET.

Popular Prices: 1/6, 1/-, and 7d.

MONDAY, NOVEMBER 20th:

I LOVE THAT MAN

featuring NANCY CARROLL

Heading the supporting cast are Robert Armstrong, Lew Cody, Warren Hymer and Dorothy Burgess. Harry Joe Brown directed this Charles R. Rogers production for Paramount.

The story centres around Lowe and Miss Carroll—a strange pair, bound together by a curious emotional tie. Lowe is a confidence man—a shrewd crook who finds no greater pleasure in life than separating a simpleton from his money. Miss Carroll is a girl of good background, who knows, the moment she meets Lowe, that he is the one man in the world she can love.

Suddenly, without quite understanding how, Lowe finds himself in a legitimate business venture, earning more money by legal methods than he has ever done by illegal ones.

Unexpectedly a pair of crooks with whom he was formerly associated drift into the scene, demand money out of which Lowe had once swindled them, and, at the point of guns, force both of them to participate in a sensationally daring bank robbery.

The picture reaches a breathless climax in the events that follow.

Also THE CRIME AT BLOSSOMS.

THURSDAY, NOVEMBER 23rd:

WHEN LADIES MEET

featuring ROBERT MONTGOMERY
Also DOUBLE BLUFF.

MONDAY, NOVEMBER 27th:

THREE DAYS only

GRACIE FIELDS in

THIS WEEK OF GRACE

The Duchess of Swinford, a kind-hearted but eccentric old lady, has entrusted the management of her estate, Swinford Castle, to her step-sister, Lady Warmington, and the latter's son Clive, Lord Swinford.

In the north country town where the Duchess has a house there also resides the Milroy family, consisting of Mr. and Mrs. Milroy, their daughter Gracie and their son Joe. Mr. Milroy and Joe run, somewhat unsuccessfully, a small garage, and Gracie works in a local factory. One Sunday when the Milroy family are taking it easy, Mrs. Milroy reads from a local paper that a city typist has been left a large fortune by an old gentleman who was wont to travel to work in the same bus with her, and for whom she had occasionally done small services such as helping him across the road and carrying his bag.

Gracie thinks that this is a very easy way of acquiring a fortune, and the following morning she endeavours to do the same service to an old gentleman getting off a bus

MONDAY, DECEMBER 4th:

FOR ONE WEEK

BEDTIME STORY

Featuring MAURICE CHEVALIER.

In the Open Cir,

GOLF.

Slough Trading Estate Golfing Society.

Two knock-out competitions, designed to occupy the earlier winter months, are now in progress and both bid fair to provide an exciting final. The competitions are the Stoke Poges Challenge Cup and the Captain's

HOCKEY.

Not to be outdone by their footballing brothers, the Hockey 1st XI continue in their winning ways, and have so far avoided defeat. Last week they visited Cygnets and after a close game throughout got in the last quack and emerged victorious by 6 goals to 5. The second XI registered their first win last week and now that they have tasted victory may soon be challenging their seniors.

J. & J. Hockey Club Dance.

Determined to be self-supporting the Hockey Section arranged its first dance last Friday at the Adelphi Ballroom and received the support of more than 200 admirers. Among those present were Messrs. H. J. Dobbs, Managing Director, and J. F. Brook Secretary-Director. The former presented the Spot prizes and congratulated the committee on the success of the evening.

Darts and Table Tennis.

In their well-equipped Canteen the J. & J. sports and social committee have had various games installed and inter-departmental competitions are being arranged for Darts and Table Tennis, or is it Ping-Pong?

HIGH DUTY ALLOYS.

After playing five games without the loss of a single point, and having in their favour the threatening goal average of 20 for, to 1 against, the Alloys visited Stoke Res. but had to admit defeat for the first time this season. From the outset the homesters refused to be intimidated by their visitor's impressive record, and by adapting themselves better to the heavy ground, and by playing a long passing game, they were able to register four goals for themselves while two were being notched against them. In the second half the Alloys had most of the game but failed to take advantage of their

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opportunities, chiefly, it is whispered, because of the long grass. The game last Saturday against Windsor Imp Res, was fast and exciting, and the team came right back to favour with a win of three goals to nothing. Centre forward Kirkland found the ball running nicely for him and took the opportunity to register a hat-trick.



Mr. S. Bell. Light Production Co. Ltd., Ex Breast Stroke Champion of Gt. Britain, as seen by Leslie Charles.

ST. HELENS.

It is seldom that the Cablers get what may be called a "hiding," but they certainly received more than they are usually accustomed to at the hands of Burnham, when they were beaten by 7 goals to 2. Losing by four goals to one at half time, they had two more against them early in the second half but fought back willingly and managed to make their total two through the medium of a penalty kick, but Burnham got another. The Reserves appear to be the Cabler's bright spot so far this season, and we may yet find the committee imitating the management of a famous first division English league club by dropping the whole of the first team and promoting the second.

MACDONALDS SPORTS.

In their first season of competitive football the team from the Biscuit factory find the road to success a little hard, but they recently gained a notable victory over Chalvey Res. by 9 goals to 1, thus gaining their first points in the league and bringing their goal average to a respectable figure. It can be said in their favour, however, that they have so far only met the best teams in the division, with one possible exception, and that the team has to be chosen from a limited number of men. Mr. J. P. MacDonald, the Managing Director, is not only a supporter of the club but plays in the centre forward position. Last Saturday's defeat at the hands of Barkers actually looked worse than it really was, for only defensive slips allowed them to get six goals to the three scored by the Mac's, who have had to make several team changes in an effort to find the best combination.

G.W.Z.

Starting the season with a loss of three goals to two, and an injury to a full back who has since spent six weeks in hospital, the men from the Battery firm then had a sequence of six consecutive wins, but lost their match against Central Hall, last Saturday, by the only goal scored. Last season there was a great struggle between Barkers and G.W.Z. for top place in their division, and it appears to have been renewed. Barkers have a slight advantage at the moment, but this may be

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reversed after Saturday's games have been played. When the two teams met earlier in the season G.WZ. were victorious by 4 goals to 2, despite being 2 goals down at half time. The second half of the game was a rare dual but a superior half back line enabled the G.W.Z. forwards to work the ball to such advantage that four goals, and a Certificate of Merit for the best performance of the day, resulted.

JOHNSON AND JOHNSON.

Twelve points from six league games and a goal average of 26 for, 6 against, is a very fair start in any football season, and justifies the optimism that was felt throughout the Club. If there is a drawback in holding an unbeaten record for any length of time it is that every team met is keen to be the one to spoil it. Consequently there is a tendency for every game to be played at cup-tie pace, with

aching muscles as a reward.

The progress in the Berks and Bucks Junior and Slough Town Cup competitions so far is as impressive as that in the league, for in the former three strong sides in Slough Territorials, Horton & Chalvey have been beaten, whilst Slough Laurencians also succumbed to the charms of the Bandage men and went empty away. The victories over Laurencians and Chalvey were meritorious in-as-much as both compete in a higher division of the league than their conquerors. The game against Chalvey last week was fast and thrilling and J. & J. were 2 goals down at half time. After the interval there was a complete change in tactics and six goals resulted. The referee's whistle was seldom heard, and both teams had plenty of vocal support. The home on Saturday against Leigh Park should be well worth watching, and it is hoped a good crowd will be present. The team has been much encouraged by the extra support this year, and whenever possible most of the Directorate and Executive staff attend.

HOME AGAIN.

Mr. V. Ostroumoff, who was seriously injured through the explosion of a petrol tank he was repairing, has now been allowed to leave hospital. He was detained there for three weeks, to receive treatment for severe facial injuries, and for the removal of pieces of steel that had become lodged in the eye.

IMPORTANT NOTICE TO SPORTS SECRETARIES

We are anxious to give the fullest publicity to the doings of your Club. We will allocate a space regularly to your Club if you will send in your notes to us by not later than Monday morning of each week. We also want photographs of your players—snapshots or studio portraits—it doesn't matter which. Will you co-operate with us in making our sports pages thoroughly complete? Communications should be addressed to the Editor, "Slough Estate Journal," Central Office Chambers, Trading Estate, Slough. Phone: Slough 797.

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