

BILLERICAY OBSERVER.
EDITOR W. GRANT.
EDITION NO. 10.
Something of Interest for Everyone.
MONDAY JUNE 2nd.

COUNCILLOR TANSWELL NEW LOCAL
COUNCIL CHAIRMAN.

The Annual General meeting of Basildon U.D. Council was held at the Council Chambers, 94, High Street, Billericay on May 22nd (Thursday). Councillor Tanswell was elected as chairman of the council. Councillor Tanswell has been chairman twice before and was vice-chairman on the old council. Councillor P. S. Saunders with four years service on the council was elected to the post of vice-chairman. New members of the council signed the declaration of acceptance of office. One of the members was Councillor Curtis who was also successful in the County Council elections. Councillor Marchant invested Councillor Tanswell with his badge of office. Councillor Marchant then made a speech, including personal thanks to Mrs Marchant for bearing the strain of being the wife of a council chairman so well and helping him so much. He talked of restored friendly relations with the Basildon Development Corporation and of the delegate conference in Basildon, both of which he hoped would continue. He also mentioned a jinx connected with Basildon council chairmen. In 1955 Councillor Tanswell had lost his seat just after he was elected to the chairmanship. B. E. Edwards did not finish his term of office and Councillor Marchant was no longer. He hoped the jinx would end with Councillor Tanswell. A few minutes afterwards he left the chamber head bowed.

GREENSTEAD SCHOOL.

Mrs A. Pembroke was re-elected as the governor of Greenstead School, Basildon. The proposing councillor said he hoped members of the council would not bring party politics into the matter.

MEAT UNLOADED AT SHENFIELD
BECAUSE OF SMITHFIELD STRIKE.
Meat was unloaded at Shenfield because of the Smithfield strike. The meat which was in refrigerated vans was unloaded at the station from the train to butchers vans from as far away as Romford.

SCOUTS' HOLIDAY.

The 2nd Billericay boy scout group held a 'fayre' at the Billericay Secondary Modern School on Saturday May 31st, commencing at 2.30 p.m. The 'fayre' was widely publicised and Squires of High Street Billericay toured the district the day before and played music and arranged the announcement, etc at the 'fayre' free of charge. Over £100 was spent on prizes. David Nixon was to have opened the 'fayre' but could not attend. There was a visit of the headless scout and a baby show. Nielsons provided ice cream and there were also other refreshments for sale. There was also a fortune teller. There was a treasure hunt, food stall, coconut shies, bowling for the budget and many other amusements including some novel and original amusements. The 'fayre' was very well attended. There was a car park and a first-aid tent.

The baby show and also the headless scout were inside the school. The 'fayre' was a complete success.

Billericay Observer
reporter.

RESIGNATIONS OF MORE
SOCIALIST COUNCILLORS
REPORTED.

The resignation for "various reasons" of Counc Bardott and Christie was reported to the council. This lengthens the chain of Socialist resignations following the resignation of Counc Marchant. Conservatives are in such despair that in the former ward of Counc Bardott they have not put up a candidate. There will be a straight fight between a Labour and Independent candidate. The two by-elections will be held on June 7th.

REVIEW OF WARDS.

A review of wards will be held at the Archer Hall at 10.30a.m on June 5th.

NO RISE FOR COUNCIL
CHAIRMAN.

It was decided that there will be no rise in the allowance for the Council Chairman.

COLOURAMA

The agenda sheets were printed on various coloured paper. The Parks Committee reports, for example were printed on green paper.

WILL IT POLLUTE STOCK BROOK?

A question was raised as to if it was carried out, would the Buttsbury high level sewage scheme pollute Stock Brook.

PLAN TO RENT TEMPOARY

MUNICIPAL OFFICES IN BASILDON RAISES
UPROAR.

A Socialist plan to rent tempoary offices in a four-block building in Basildon until the planned Town Hall was commeted on unfavourably by the Conservative side of the council. The Conservatives said the cost would be too great.....£12,500 a year. The Labour councillors said that everybody present could see that the present accomadation was not sufficient.

SEWAGE LEVY.

A suggestion was made that a sewage levy be put on all new property in the Urban District that was constructed by private concerns.

EDITORIAL CORNER.

Editorial Offices,
143, Perry Street, Billericay.
Dear Readers,

Regular Readers will notice that there is a change-round in the position of some of the regular articles in this 'paper'. The regular readers will also notice that 'In the Garden' has disappeared but will be back within the next few editions. Also it is hoped that that very argued over article 'Political Landscape' will re-appear, with also a new series 'The World Around Us' during the next few editions.

Yours Sincerely,
W. Grant.
Editor.

ROUND and ABOUT by
'Wanderer'.

My new position in this newspaper is only for this our first double-figured edition. After that I will return to my old full-column place. The bus strike has proved that traffic in Greater

London can move much more easily without those huge omnibuses. Public opinion in London is for the termination of 'buses on the fringe of Greater London. Transport inside the Greater London area would be by improved tube train services which could be provided by the construction of the proposed Victoria Line and possibly another line. Some small buses could be run in Greater London for the benefit of people "seeing London". However at least a reduction of the number of buses in Greater London should be enforced.

All for Now,
'Wanderer'.

THE 'WANDERER' WELCOMES
CORRESPONDENCE.

A BILLERICAY OBSERVER FEATURE.....

KELLOGS.

The Billericay Observer would like to deeply thank the advertising Dept of Kellogs (Gt Britain) Co Ltd for their co-operation, assistance and help in the production of this feature.

Introduction.

Authorities are now agreed that a good breakfast is essential to good health, for it has been established that people derive most benefit from food eaten in the early hours of the day, when the body needs it most and can convert it readily into energy. In fact, in order to be healthy, between one-fourth and one-third of the food we eat every day ought to be eaten at breakfast. Thus, it can be seen that what we eat at breakfast is of the utmost importance. One of the most well-known breakfast foods is cereals and the Billericay Observer are featuring the greatest makers of them.....KELLOG'S.

LETTER TO THE BILLERICAY OBSERVER FROM KELLOG'S

Dear Master Grant,

We thank you very much for your letter and have pleasure in sending you herewith a copy of our booklet "Cereal Story" which we think, will be of assistance to you.

We were very interested to learn that you run your own 'paper' and we congratulate you on your enterprise. May we wish you every success in the future, as we feel you will do extremely well as you so obviously show initiative and originality.

GRAINS HAVE A LONG HISTORY.

When man first planted grains he began the long process of civilization.

Hitherto he had been only a hunter and meat-eater, who moved to a new area when the supply of food ran out and who lived in caves or rough shelters.

Now he had to stay in one place in order to look after the crop and reap the harvest. He built a house, made farming tools and when he realized that grain could be stored banished much of the fear of winter famine.

Life in biblical times depended a lot upon a good harvest. We read in the Book of Genesis that "when all the land of Egypt was famished, the people cried unto Pharaoh for bread" and that Ruth ate parched corn and gleaned in the fields "unto the end of the barley harvest and of the wheat harvest".

Indeed as the growing of grain was the foundation of civilization has been closely linked with the supply of different grains which have become man's staple food. Likewise the world supply of the different grain has influenced the growth of different civilizations. Through her long history, for example China has sustained her millions largely on rice. Throughout the Americas, Indian corn was almost the only crop and corn meal was the main food for centuries. In Europe wheat has been the staple cereal. Over-population sent emigrants over to the Americas and the development of American corn lands helped to feed the increasing population of Europe.

TURN OVER TO PAGE 4

PLEASE

Part 2 - How Kellogg's Cereals are made.

The Kellogg's products you know best are-Corn Flakes, All - Bran, Rice Krispies, Bran Flakes, Sugar Frosted Flakes and Sugar Ricicles. There have been so many enquires about the method of manufacture of these popular products that we have decided to explain just what they are. Let us begin with Corn Flakes. Kellogg's CORN FLAKES are made from the best grade of corn. The corn is first cleaned and steamed and the husk removed. Next the germ of the corn, which if left would make the Corn Flakes rancid, is removed leaving the endosperm - clean, white grains. These grains are mixed with the famous KELLOGG flavouring of sugar, salt and malt and then cooked for a specified time under steam pressure. Next, the grains are dried by hot air to prepare them for the flaking machinery. Flaking is done between enormous rollers which flatten the grain into crisp, thin flakes, which then move on belts into the toasting ovens where, in one minute, they acquire a lovely golden-brown colour after which they are finally fed into the cartons.

KELLOGS ALL-BRAN is prepared from a specially refined bran, which is first put into rotary cookers with the special KELLOGG flavouring of sugar, salt and malt, and is cooked under steam pressure. Next, it goes to a drier, from which it is drawn by air into a grinder which prepares the bran for shredding. Next, the bran goes to the toasting ovens, and finally, after cooling, is fed by gravity into the cartons.

KELLOG'S BRAN FLAKES was our second bran product to be introduced. The whole wheat and added bran called for in the formula are cooked with flavouring syrup, dried, rolled into flakes and then toasted to a crisp golden brown. Bran Flakes combine the body building, energy giving values of whole wheat, with the gentle laxative of added bran.

KELLOG'S RICE KRISPIES are made of rice that is cooked under pressure in rotary cookers for several hours. Then the surface moisture is removed and the rice is further processed before it enters rotating ovens heated to extremely high temperatures. This is the oven popping process that expands the rice grains and gives them their attractive golden colour. When you pour milk or cream on Rice Krispies you release air in each oven-popped grain. This is the cause of the attractive snap! crackle! pop!

SUGAR RICICLES and SUGAR FROSTED FLAKES are pre-sweetened editions of KELLOG'S CORN FLAKES AND RICE KRISPIES.

How Kellogg's Corn Flakes are packed.



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LETTERS.

Here as usual is our letter page. Letters are always welcome. We hope that 'Longsight' will be back with us from the Midlands in time to write his letters and riddles again. The riddles that have appeared have been sent by post. 'Longsight' left for his vacation just before Easter.

POLITICS.

To the Editor,
The Billericay Observer.
Dear Sir,

Three cheers for the British tourists in France. Despite doleful warnings about the 'French crisis' they were determined not to let a crisis spoil their holiday. People in Britain are getting fed up with the incessant crises.

'Fed Up'

The Editor regrets that he is not for this edition making any comments on readers letters. Comments will resume in the next edition.

Dear Sir,

I do not agree with 'Annoyeds' letter stating (Edition no. 9) that the Speaker of the House of Commons should not become a political seat. It is just another of a great number of rotten traditions upheld by a rotting party the Conservatives. I think your political policy is most unfair in upholding the Conservatives and the useless administration. A word in the right direction might help a Socialist government to take power and then get rid of these rotting traditions and nationalise industry for the nation's benefit. I am horrified that Ex-Coun Marchant does not like the election to the council of Ex-members of a good party. Also I hold that the St Pancras riots were caused by Anti-Socialists feelings.

Ardent Member,

Billericay-Brentwood Labour and Co-op Party.

Dear Sir,

I think that 'Magazine Lovers' letter published in last week's Observer favours journals which are lowering the standards of Britain and the standards of journalism. Your comment was completely fair and it shows that at least one 'paper has some sanity

E.J. Morris.

LOCAL AFFAIRS.

The Editor reminds readers that they may sign their letters either by their real name or a suitable, indicative nom-de-plume

Dear Sir,

I pleased to see that at last someone is taking some action against the awful litter in Lake Meadows. The Observer certainly is an action newspaper.

'Keep Britain Tidy'.

Dear Sir,

I say that it is disgusting that the swans in Lake Meadows should be driven from the Lake into a small pool by gaping, unconsiderate visitors. Lake Meadows is getting more and more crowded. Gradually the wild life will be driven away. Somebody ought to do something about this very disgusting affair.

Dear Sir,

What a very good thing that Perry Street will not have a Public House after all. Thank you Observer for your excellent reporting on the subject and also your Anti-Public House campaign.

'White Ribboner'.

Dear Sir,

Now the working man is refused a needed Public House. What next? All Public Houses to close down. What a council with no respect for the wishes of the working man.

'Fed Up'

Dear Sir,

I say private firms should be allowed to run 'bus excursions in the London Transport area and routes during 'bus strikes. Too much red tape. And what about the boy in London who helped a milkman without earning anything. Red tape again.

'Freedom'

ASPECTS OF THE B. OBSERVER.

Dear Sir,

I must praise the forecasting ability of your ex-article, Political Landscape. You forecasted the French crisis. Also other articles in your newspaper have made warnings which have come true.

'Satisfied'.

Dear Sir,

Congratulations on good reporting on Secondary School Sports.

'Sporting Reader'.

Dear Sir,

Your article (edition 9) on cycling on Perry Street to station footpath was very fair and unbiased.

'Fair Play'.

Dear Sir,

One of your readers win all the competition prizes. I say ban him from the next competition and give other readers a chance to win prizes.

'A.A. Smith.

Dear Sir,

I notice how few readers make use of any of your free services. It is a month (and more) since an advertisement was published. The Garden Advice Service I note is rarely used. These services are free; why don't people use them.

'Wondering'.

Dear Sir,

I always enjoy 'Longsights' riddles and letters.
'Thank You'.

Dear Sir,

A very interesting article on the naming of Perry Street. Congratulations!

'Interested'.

Dear Sir,

What has happened to your feature 'Do You Know'?
'Fact Wanters'.

Dear Sir,

How does your newspaper manage without a financial subscription.