



Spotlight

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SPECIAL NOTE - CHRISTMAS '73

It looks as if Father Christmas, and his reindeer, will be the only traveller to cover a big mileage this year - what a pity that at 50 m.p.h. he will be on a tight schedule and unlikely to extend his Christmas spirit to deliveries of high octane.

But I must be grateful for small mercies. My youngest son has asked Old Snowboots for his breakfast in bed on Christmas Day. (He knows who's who, unfortunately.)

Still, it's not a bad idea, considering the extra effort that was required to circumvent the year of '73 when we began to realise that supplies of raw materials were very limited.

Space, too, has been made notable by its absence - space to live in, space to work in. Our two stores have suffered more than most for lack of it and with them, those sturdy people who hide all those brown boxes behind counters or hurry them in and out of stockrooms and vans.

Next year space will be less of a problem, but filling it up with stock could be, and if we do find the stock we could be short of customers to buy it. Perhaps we can be comforted by the knowledge that economists are more often wrong in their forecasts than meteorologists.

But back to the unlit, immobile present. Sales are good, partly from price increases, but very much better through the efforts of everyone in the Company. So we shall be able to put something extra in the pay packet at Christmas, probably on the same basis as last year.

Many thanks to all and I hope you will enjoy your Christmas holiday.

D.C.Suter,
Managing Director.
