

# HENSON HERALD OCTOBER EDITION

*Edited by Gary Jenkins*

## A warm welcome to you all.

In the Autumn edition we have brought you a mixture of articles which will be of interest to many readers. Gary Jenkins has been promoted to an IT Support Engineer at Neath Port Talbot College, and in the Summer, produced a wonderful online Eisteddfod for the Zoom meetings. In this edition Ellie Broadhurst and Jennifer Amphlett are featured. Ellie is our new Apprentice Publishing Assistant, and Jenny is a highly successful Freelance Journalist having worked at the Sentinel Newspaper.

Ellie is also the reviewer of a new book, soon to be published, called *I Remember....A Memoir* by Shirley M. Quinn on page 10. In addition, we've included a teaching guide to economics in publishing, a chess article, various poems, and other interesting snippets we've collected together, as well as a new puzzle page for you to print out and enjoy.

Firstly, please click on a report published by Vasantha Kumaran Thangavelu on the Kenya Visit under the Theni, India Revisit Project in November 2017.

 [THE KENYA VISIT - A Report December 05, 2017.docx](#)

*"People don't realize that the Victorian age was simply an interruption in British History.... It's exciting living on the edge of bankruptcy. "*

*- Harold Macmillan 1894—1986 "*

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## Welcome New Members.



We welcome Ellie Broadhurst.

Ellie is a university graduate coming from Newport, Shropshire and is serving her apprenticeship as a Publishing Assistant and will add strength to the team. The training is a blend of online and face-to-face meetings at the Innovation Hub, at Keele University. We've been meeting during Lockdown through Zoom meetings and email. She has a love of horses and ponies.



We welcome Jenny Kate Amphlett, Freelancer.

Jenny is a journalist as well as a freelancer editor working on a book titled a Miscellany of Tales from Pakistan, by Bushra Naqi.

Jenny has marketed Ian Stockton's cathedral prayers and Lincoln Cathedral bookshop are stocking the publication.

Bushra Naqi's new title has been edited by Jenny and is being typeset.

## We Live in Strange Times

Two men sat under a banyan tree. Twilight was descending.  
Overhead, vultures hovered with intent, in huge clusters, darkening a pale sky.  
'We live in strange times.', said one man to the other.  
'The pestilence has sucked our bone marrow brought out a two-legged paradox in our lives'  
'What may that be?', the other man asked.  
'The plight of the opposites, the rich are more miserable, more fearful today, having acquired too much, whereas the poor are more carefree having little to lose or gain.'  
The man who spoke first, continued, 'He that is educated, polished, has as few defences as the illiterate man, if not less, against fear. The educated mind has capacity for more terror, fear, than the illiterate man, whose mind has too little imagination to soak in much suffering and fear.'  
The other man acquiesced, 'Yes, strange times call for strange revelations.'  
The first man spoke again, 'Fear is more powerful and lethal than death itself, for in my fragility, in my fear, there is more to be endured, more pain and grief than I can bear than in my death.'  
And then the man continued, 'Loneliness is fraught with fear, It piles up like sediment on the bedrock of a river and then starves the spirit.'  
The first man spoke again, 'Our worst enemy is ourselves, be on guard against Self, For our capacity to destroy ourselves be as compelling as our capacity to destroy others. That is why empires fall and crumble like a house of cards.'  
The other man acquiesced in silence.  
The first man spoke again.  
'We are intimidated, in awe of the big things, the larger picture, whereas it is the smaller things (like the virus) that has the power to destroy. Comrade, I forewarn you when I say, never underestimate the power of the underdog, or the man on the leash.'  
As the darkness around them deepened they knew it was time to leave.

- Bushra Naqi

## Chess In Great Britain 100 Years Ago

Chess, like many other activities, took time to get back on its feet after the ravages of the First World War. In 1919 the Hastings Club held a small tournament which was won by leading world title aspirant Capablanca (Cuba), but the other competitors were not of his standard. It was not until 1922 that the British Chess Federation was able to arrange an international tournament of 16 players as part of its annual congress.

The quality of the tourney is shown by the participation of not only Capablanca, who by this time had won the world championship by defeating the former champion, Lasker, but also Alekhine and Euwe (future world champions) and Bogolyubov, who played two matches for the title. First prize was 250 pounds and there were seven other prizes totaling over 400 pounds.

To no-one's surprise, Capablanca won the all-play-all tournament, scoring 13 points out of 15, 1.5 points ahead of Alekhine.

The three British players, two of whom were former British champions, could only manage 8, 6, and 5 points, which shows the strength of the opposition.

From a chess-player's point of view, it was fortunate that Bonar Law had succeeded Lloyd George as Prime Minister after the fall of the Coalition Government, because the former was by far the strongest chess player to have occupied 10 Downing Street. He opened the Congress on 31st July and watched part of the opening round (see game below). Also shown is Bonar Law's victory some years earlier against the leading Oxford University player of the day.

White :- Jose Capablanca. Black :- Max Euwe. London, 1922

1.e4 e5 2.Nf3 Nc6 3.Bb5 Nf6 4.O-O d6 5.d4 Bd7 6.Nc3 exd4  
7.Nxd4 Be7 8.Re1 O-O 9.Bf1 Re8 10.f3 Nxd4 11.Qxd4 Be6  
12.Qf2 c6 13.Bd2 Qb6 14.Na4 Qxf2+ 15.Kxf2 d5 16.e5 Nd7  
17.g3 Bf5 18.Rac1 b5 19.Nc3 Bc5+ 20.Kg2 Nxe5 21.g4 Bg6  
22.Kg3 h5 23.Bf4 f6 24.Bxe5 fxe5 25.Bd3 Bf7 26.g5 g6 27.Re2 Bd6 28.Kg2 Kg7 29.Rce1 Re7 30.Nd1  
Rf8 31.Nf2 Be8 32.b3 Ref7  
33.c4 Rxf3 34.cxd5 cxd5 35.Bb1 Bc6 36.Rd1 R3f4 37.Be4 Bc5  
38.Nd3 dxe4 0-1

White :- Bonar Law. Black :- Lob.

House of Commons vs Oxford and Cambridge Universities (1909)

1 e4 e5 2 Nf3 Nc6 3 Bb5 f5 4 d4 fxe4 5 Bxc6 dxc6 6 Nxe5 Nf6  
7 Bg5 Be6 8 O-O c5 9 c3 cxd4 10 cxd4 Be7 11 Nc3 Bf5 12 Qb3 Bg6  
13 Qxb7 O-O 14 Nxc6 hxc6 15 Nxe4 Nxe4 16 Bxe7 Qxe7  
17 Rae1 Nd6 18 Qxa8 Qf6 19 Qxa7 Nb5 20 Qc5 Nxd4 21 Qxc7 Kh7  
22 Re3 Nf5 23 Rh3+ Kg8 24 Qc4+ Rf7 25 Rc3 Kh7 26 Rf3 Re7  
27 g4 Qg5 28 Kh1 Nh4 29 Rf8 Qe5 30 Qg8+ Kh6 31. Qh8+ Kg5  
32 f4+ 1-0

- John Knee

## Basic Teaching Guide to The Economics of Publishing 1

The supply of books should equal the demand for the book. If supply meets demand, there will be no shortage and prices stay constant.

If supply is in excess of demand for the title the RRP will reduce.

If demand is high prices will increase and the RRP will increase hence the need to produce more so supply and demand are in equilibrium.

North Staffordshire Press has supplied over 150,000 books to market i.e. shops and individuals and demand is met by supplying 100-200 copies per title. The record for physical books is 800 sold, and this is held by several authors.

NB. A successful book will fly off the shelves and there may be a shortage. If too many are produced the shelves will be overstocked.

- M. Henson. NSP



### BASIC TEACHING GUIDELINES TO THE ECONOMICS OF PUBLISHING

North Staffordshire Press is a micro business or SME. There are thousands of SMEs in the UK and they are sometimes called the glue of the economy. In economic terms they are in Perfect Competition and help regulate the prices of goods.

The opposite is Amazon which is a Monopoly on a worldwide scale.

In a free market mixed economy private and independent companies plus Government backed organisations coexist.

- M. Henson.

### COMPARATIVE ADVANTAGE

The principle of comparative advantage.

Whether or not one of two regions is absolutely more efficient in the production of every good than is the other, if each specializes in the products in which it has a comparative advantage (greatest relative efficiency), trade will be mutually profitable to both regions.

Real wages of productive factors will rise in both places.

NB. In the production of physical books North Staffordshire Press had a comparative advantage over the South East of England due to cheaper labour and house prices. More recently digital publications have eroded this economic advantage.

	Title	Author	Imprint	ISBN (+978)	Volume
1	<b>Blue Moon</b>	Lee Child	Bantam	1787632196	8,622
2	<b>The Night Fire</b>	Michael Connelly	Orion	1409186045	5,407
3	<b>The Long Call</b>	Ann Cleeves	Macmillan	1509889563	5,364
4	<b>The Testaments</b>	Margaret Atwood	Chatto & Windus	1784742324	5,042
5	<b>Many Rivers to Cross</b>	Peter Robinson	Hodder	1444787047	5,025
6	<b>Past Tense</b>	Lee Child	Bantam	0593078198	4,908
7	<b>The Guardians</b>	John Grisham	Hodder	1473684430	4,806
8	<b>Big Sky</b>	Kate Atkinson	Doubleday	0857526106	4,575
9	<b>The Giver of Stars</b>	Jojo Moyes	Michael Joseph	0718183202	4,556
10	<b>The Beast of Buckingham...</b>	D Walliams; T Ross	HarperCollins	0008262174	4,409
11	<b>Fing</b>	D Walliams; T Ross	HC Children's	0008342579	4,381
12	<b>Nothing Ventured</b>	Jeffrey Archer	Macmillan	1509851287	4,293
13	<b>The Second Sleep</b>	Robert Harris	Hutchinson	1786331373	4,257
14	<b>The World's Worst Teachers</b>	D Walliams; T Ross	HarperCollins	0008305789	4,197
15	<b>Becoming</b>	Michelle Obama	Viking	0241334140	4,041
16=	<b>How the Dead Speak</b>	Val McDermid	Little,Brown	1408712252	3,989
16=	<b>The Sun Sister</b>	Lucinda Riley	Macmillan	1509840137	3,989
18	<b>A Minute to Midnight</b>	David Baldacci	Macmillan	1509874453	3,965
19	<b>19<sup>th</sup> Christmas</b>	James Patterson	Century	1780899428	3,960
20	<b>Wrecking Ball</b>	Jeff Kinney	Puffin	0241396636	3,927

*“Success is not final, failure is not fatal: it is the courage to continue that counts.”*

*– Winston S. Churchill*

*“Expenditure rises to meet income.”*

*- C. Northcote Parkinson 1909*

*“Trickle-down theory-the less than elegant metaphor that if one feeds the horse enough oats, some will pass through to the road for the sparrows.”*

*- J.K. Galbraith 1908.*

# Puzzle page

Please print this page and enjoy. They shouldn't be too difficult.

# Halloween

C	H	I	L	D	R	E	N	M	E	C	E	C	S
G	F	A	L	L	Y	P	P	A	H	I	T	D	S
S	H	R	H	F	U	N	N	Y	M	O	O	R	B
L	O	O	C	O	N	S	M	N	P	H	I	B	S
L	S	S	S	O	S	I	S	H	B	S	C	A	N
A	N	I	P	T	S	R	K	D	E	M	B	T	R
B	I	H	H	I	E	T	S	P	B	O	O	S	O
E	L	O	I	T	D	L	U	K	M	N	P	G	C
Y	B	P	S	G	R	E	H	M	C	U	H	R	Y
E	B	N	D	L	H	A	R	A	E	I	P	I	D
I	O	O	B	C	I	V	E	S	F	S	R	N	N
M	G	U	T	R	B	E	U	I	U	P	S	T	A
W	I	T	C	H	E	S	S	O	E	S	I	B	C
T	H	G	I	N	D	I	M	E	E	R	O	I	A

BROOM  
COSTUMES  
EYEBALLS  
BATS  
MONSTERS  
FALL  
LEAVES  
GOBBLINS  
CHILDREN  
BOO  
MIDNIGHT  
CANDY CORN  
GHOST  
PUMPKIN  
SPIDERS  
HAPPY  
TRICKS  
FUNNY  
WITCHES

Play this puzzle online at : <http://thewordsearch.com/puzzle/830/>

Codeword:

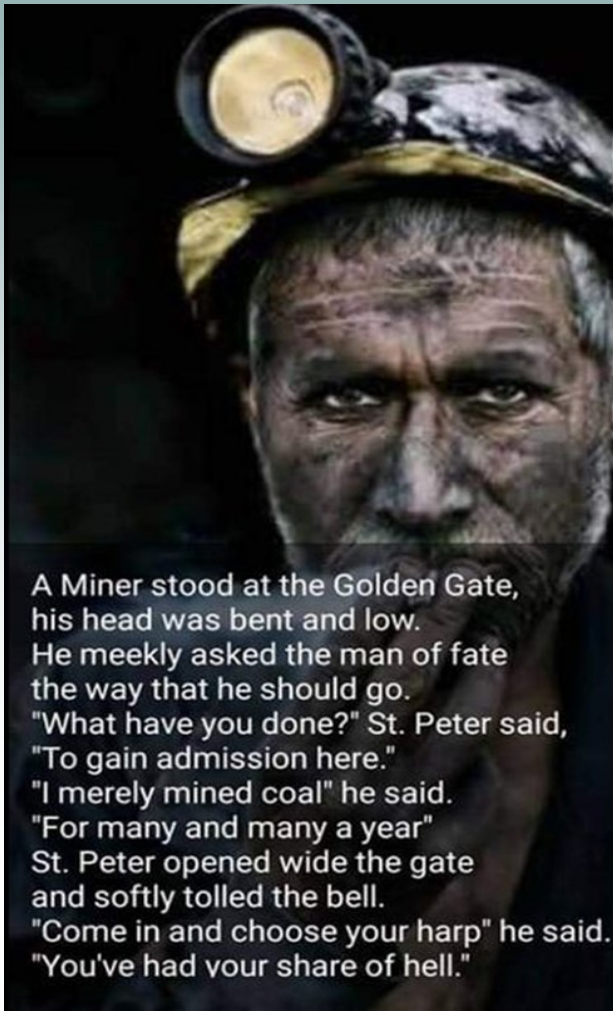
10	26	6	25	4		6	8	12	9	11	8	
26		25		25		8		20		9		17
21		8	16	9	21	22	25	15	20	14		2
6		19		14		8		10		15		20
10	26	9	23	18	8	6		9	17	26	8	6
1		15				8		20				10
	17	24	8	21	23		20	14	21	11	23	
25				23		17				6		5
14	8	8	15	26		3	6	8	15	8	18	8
21		23		8		21		7		2		3
22		13	9	6	21	18	21	15	20	14		26
8		25		21		8		8		21		1
	25	1	17	10	8	6		14	9	23	20	6

Sudoku:

	1	2						
		6	2			5		
3					4	7	2	
	8			6		2		9
2			8		9			4
6		1		4			8	
	4	8	1					6
		3			5	4		
						8	1	



## POETS AND POETRY



### IN AUTUMN

Moon rose, a clear crescent. At dawn  
a deer came down the slope  
in fugitive distinctness  
and the sun caught  
the glimmers of gossamers  
draping a wet bush. Where  
is the hare bound  
that parts the grasses. -  
he is caution's creature  
unlike the pheasant horde,  
birds to tame  
they must be kicked  
off the ground into the air  
to ignite the stone-  
cold heart of the hunter  
beside the artificial lake where  
the passing moon  
is pausing to inspect itself.

Charles Tomlinson Cracks in the Universe Oxford Poets.

Contrast the weariness  
Of schoolteachers  
After their work  
With the wildness of young workmen  
In the back of lorries  
Pinching a ride  
Leaping over the side  
Laughing and gambling  
In huts on building sites  
Opening racing papers  
Drinking from tin mugs  
Among the big breasted pin-ups  
Their white teeth filled with  
Laughing obscenities  
It makes you wish you were  
A builder's labourer  
But not in winter when  
There is ice on the bricks



- Arthur Berry  
Born in Smallhorne, North Staffordshire 1925

## Blackout

To see the garden at night  
I need to use the sigh within my memory  
Prompted by those senses brought by moonlight  
Making way for heightened sound  
There is wonder to be found  
In the air and on the ground  
Feel that magic all around!  
We never can be certain  
What lurks behind the curtain?  
While our world is sleeping  
And shadows begin creeping  
Statues formed by trees  
Nudged by some gentle breeze  
Whisper secrets, dance and sway  
To celebrate the stolen day  
Our resident owl issues his call,  
Clear as a bell  
Silhouetted sentinel proclaiming all is well.  
Except for mouse of vole  
Their best thing to do is run away from view  
Scrambling back beneath the house or down a hole.  
Swimming in ink wise eyes detect each chink  
Revealing every movement down below  
Reflected in the glass like grass  
Dying bonfire embers ensure everyone remembers  
Each crackling spark escaping in the dark  
Bees cease to roam nesting silently at home  
Respecting the flowers resting hours.  
Prowling, yowling cats  
Stalk sly, brash, scavenging rate  
Squeaking bats emerge from caves  
Foxes trample down dry leaves  
Now the humble choirs dawn chorus  
Powers and alarm call for us  
With the waking of the sun  
Another spectacle's begun  
Lighting up skies.  
I can now believe my eyes.

- Anita May

### DISCOVERING STAFFORDSHIRE II by GUY MADELEY.

I was born in the year 1960 into a humble family in Bloxwich, Walsall, which was part of Staffordshire back then. Having some natural artistic skills and an inquisitive mind I started drawing from an early age, then gained an A level in Art at grammar school. My writing exploits began with school projects of civilisation histories and human geography. Being a keen cross-country runner at school kept me fairly fit, but now as I get older, I keep fit with sometimes testing, walks around the Staffordshire countryside.

I get some inspiration from our local landscapes and buildings whilst out walking, which leads to pencil sketches and oil/water colour paintings when I get home, in Stoke-on-Trent, Staffordshire. In the last five years my writing has turned to re-searching the historical past of the county, which combined with my walks has given me a better understanding of 'Discovering Staffordshire'.

*"Sir, there is no settling the point of precedence  
between a louse and a flea."*

*- Samuel Johnson 1709-84*

*"All bad poetry springs from genuine feeling."*

*- Oscar Wilde 1854-1900. 'The Critic as  
Artist' (1891)*

*"My favourite poem is the one that starts 'Thirty days  
has September' because it actually tells you some-  
thing."*



## The Discovery of America

500 years before the birth of Christopher Columbus, it is claimed that the Viking Leif Eriksson was the first to discover America but did not look to colonise, it is believed due to a change in climate, forcing a return to base in Iceland. There are also carvings found in Rosslyn Chapel, Edinburgh, once thought to have links to the Templars, which depict plant life and fauna found only in the new world and date around the 1100s.

According to legend, Madog Prince of Gwynedd, discovered America over three hundred years before Christopher Columbus's arrival in the Americas on October 12th, 1492.

In the story, Madog, who in 1170, sailed westward across the Atlantic and landed on the American shore. He returned to Gwynedd to recruit settlers and left, never to be seen again. The settlers supposedly travelled up the great rivers before settling down in the Midwest and intermarrying with a Native American tribe.



References to Madog discovery of America;

*\* A site on Rose Island, Kentucky, is claimed as once being home to a colony of Welsh-speaking Indians.*

*\* The references to a seafaring Madog were used during the Elizabethan era to bolster British claims in America. The earliest surviving account to make the claim that Madog had come to America appears in Humphrey Llwyd's unpublished 1559 Cronica Walliae. John Dee then used this manuscript when he submitted a treatise the "Title Royal" to Queen Elizabeth in 1580*

*\* During the first English navigation of the James River in 1607, Welshman Peter Wynne, wrote that some of the pronunciation of the Monacan language resembled "Welch".*

*\* Another encounter with a Welsh-speaking Indian was claimed by the Reverend Morgan Jones, who said that he had been captured in 1669 by a tribe of Tuscarora called the Deog, whose chief spared his life when he heard Jones speak Welsh, a language he understood.*

*\* Francis Lewis, a signer of the American Declaration of Independence is said to have had a conversation with an Indian chief who spoke Welsh.*

*\* Thomas Jefferson, the third President of the United States believed the "Madog story" to be true.*

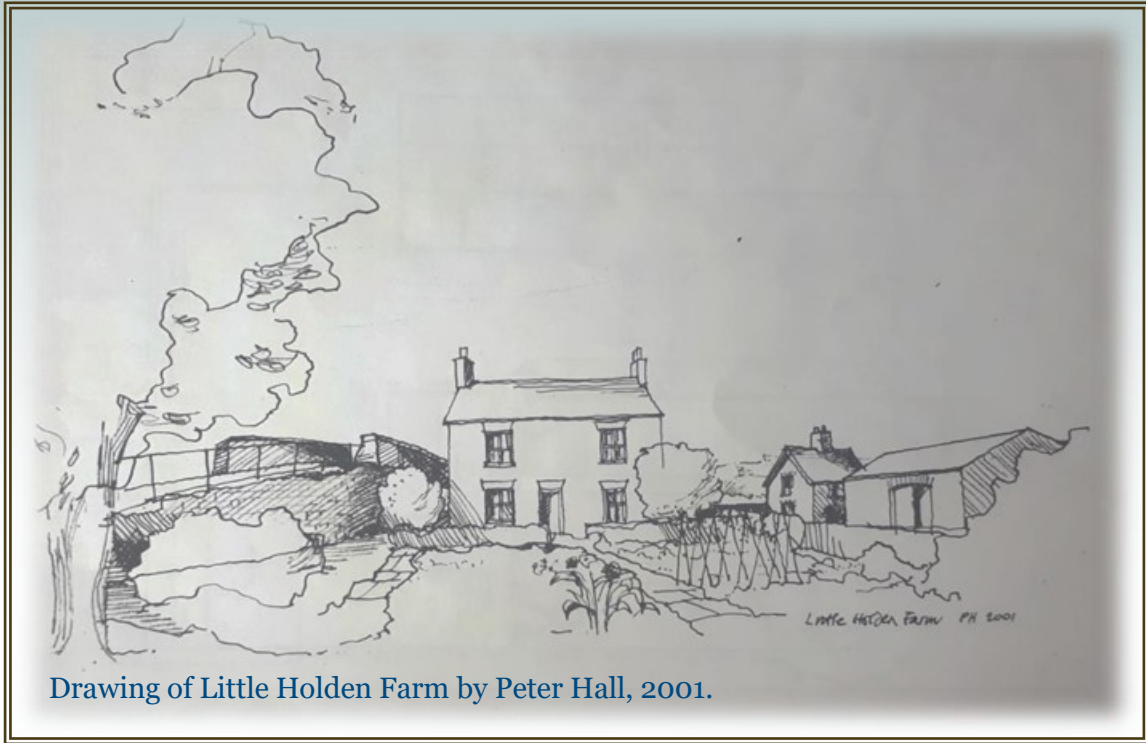
*\* Llewellyn Harris, the missionary who visited the Zuni tribe in 1878, noted that they had many Welsh words in their language.*



I Remember is a title we hope to publish and put into print soon. It is a biographical piece of the author's life and experiences living in the country. Ellie, our new apprentice, reviews the book for us.

## **I REMEMBER...**

### **A Memoir by Shirley M. Quinn**



Drawing of Little Holden Farm by Peter Hall, 2001.

Quinn's memoir first and foremost highlights the importance of family and relationships, given that in almost every memory she recounts, relationships are central, even with the family dog. Throughout, she highlights that in growing up, she was surrounded by a sense of community that many readers will resonate with, especially if having grown up in rural areas. She transitions easily through describing time periods, resulting in no sense of confusion for the reader. The vivid descriptions of childhood locations, feelings, people, and even food reads eloquently, almost like a work of fiction, yet not forced. Her vivid descriptions allow for the reader to be able to imagine her life, and almost results in a sense of familiarity. Overall, this memoir is nostalgic, evocative and a thoroughly light-hearted, enjoyable read.

*- Ellie Broadhurst.*

## Why English is so hard to learn

YOU think English is easy? Check out the following:

1. The Bandage was wound around the wound.
2. The Farm was cultivated to produce produce.
3. The dump was so full that the workers had to refuse more refuse.
4. We must polish the Polish furniture shown at the store.
5. He could lead if he would get the lead out.
6. The soldier decided to desert his tasty dessert in the desert.
7. Since there is no time like the present, he thought it was time to present he present to his girlfriend.
8. A bass was painted on the head of the bass drum.
9. When shot at, the dove dove into the bushes.
10. I did not object to the object which he showed me.
11. The insurance was invalid for the invalid in his hospital bed.
12. There was a row among the oarsmen about who would row.
13. They were too close to the door to close it.
14. The buck does funny things the does (females) are present, yes he does.
15. A seamstress and sewer fell into a sewer line.
16. To help with planting, the farmer taught his sow to sow.
17. The wind was too strong to wind the sail around the mast.
18. Upon seeing the tear in her painting, she shed a tear.
19. I had to subject the subject to a series of tests.
20. How can I intimate this to my most intimate friend?

### Heteronyms

These are brilliant. Homonyms or homographs are words of like spelling, but with more than one meaning and sound.

When pronounced differently, they are known as heteronyms.

- Marlene Davis.

Christmas.

BEGINNING – It is to no surprise that the usual Christmas festivities we would be able to enjoy have been suspended this year. For children, there are so many events, like visiting the pantomime with school. That will be difficult to achieve in the following months.

We have decided to create some virtual book readings to distribute round schools to give the children something exciting to look forward to. In addition to this, we will distribute copies of the books to schools so they can read them whenever in the future.

If you are or know of anyone or schools that could be interested in this venture, please contact us at North Staffordshire Press.

To conclude this month's newsletter, a word from Malcolm:

I sincerely hope this edition of the Henson Herald reaches you in good health and encourages a response. The Christmas edition will include details of our online Pantomime which will test everyone's chuckle muscles. All donations from the show go to the New Victoria Theatre, Newcastle-Under-Lyme.

Stay Safe

*- Malcolm Henson.*

Any comments on this month's newsletter, or if you have any contributions or ideas to make in respect of our monthly Newsletters. Please email:

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<http://www.northstaffordshirepress.com/>  
<https://hensoneditorialservices.co.uk/>

All the very best

*- Gary Jenkins*

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