



This was retyped in August 2018 due to difficulties in copying it from the original

July 1969



MEET THE GENERAL

You know, we have joined the I.S.A., the Chairman of which is General Churcher.

It's a funny thing. When it comes to winning a raffle or a lucky Xmas draw, my name never gets a mention, but the first Controller to meet Mr. Tom for his review, the first Buyer to meet The General. Who else MR. WOODCOCK ! It's a natural

Well, there I was at Palladium House, Argyll Street, (I.S.A's Headquarters) a half hour before roll call for the preliminary introduction to the General himself.

I was amazed at the secretary who was wearing sequin tights and seemed to be slightly overdressed for the type of meeting I had envisaged. "Excuse me," I said, "I'm a new member". "Cor", she replied, " I thought you were a fella. Chorus changing room is second right". "Isn't this the I.S.A.?" I said. "Man, this is the Palladium changing room, the I.S.A office is next door.

What a shock to start with!

Next stop proved to be the right one. "This way, please", said a very properly dressed secretary. "The General will see you in a few minutes" and she promptly shut me in a small reception room with not even one old Drapers' Record to look through. However, in one corner of the room stood a small charcoal brazier with what seemed to be a toasting fork next to it on close examination the end of the formed into the initials I.S.A.

"They wouldn't dare", I thought, but just then the door opened.

"I ee that you have discovered our branding iron", said the secretary. "It's used to mark packing cases. One cannot advertise too much, you know".

"No", I replied, with relief.

"The General will see you now", she said. "This way, please".

I immediately drew myself up to full height, fell into step, and marched smartly into the office.

"Hello, there", said a friendly, familiar voice.

"Why, it's the Palladium Chorus Girl!" I exclaimed.

"Not at all. I'm the General", said the voice. "We're bang up to date at the I.S.A. UNISEX, don't you know Difficult to tell if the light's bad, and as this lot don't pay too well I do a bit on the side between meetings".

"Well", I replied. "That takes some beating".

"That's it", said the General. "If you can't beat 'em"

"Join 'em, I said. And we have.

R.O. Woodcock

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