

Ask Which?

Each month, we will feature one of our original members on this page as part of celebrations of our 50th anniversary



'I managed to lug my growing bundles of back copies around whenever I moved'

Don Brown and his collection of *Which?* magazines

When a young Don Brown sent off his 10 shillings to join *Which?* in 1957, both he and the magazine were seeking to establish their place in the world.

Don had completed National Service in 1956 and, back on civvie street, moved to Edinburgh for a career in the civil service.

Living in digs and buying everything for himself for the first time, he heard about the new magazine and the rival *Shopper's Guide* (which later folded) and subscribed to both.

Don, now 71 and living on the edge of Dartmoor, says: 'I found it valuable to have informed opinion on everyday items such as aspirin ("best value is unbranded aspirin BP"), sunglasses ("don't waste your money – there is little relation between price and quality") and shampoos.'

The advice *Which?* gave was – literally – to accompany Don through frequent household moves over the next decade.

'I somehow managed to lug my growing bundles of back copies around whenever I moved – at least a dozen flats and bedsits in ten years.'

An early *Which?* Best Buy, the Valor 15 paraffin heater, was to keep him warm in many of these.

As price controls relaxed in the 1950s, many people were sceptical when lower-cost goods came into shops. A teacher friend of Don's believed that the cheaper Nescafé sold in Woolworths could not be as good as full-priced jars in other shops.

Have you been a *Which?* member throughout our 50 years? Email Paul Ryan at paul.ryan@which.co.uk.

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