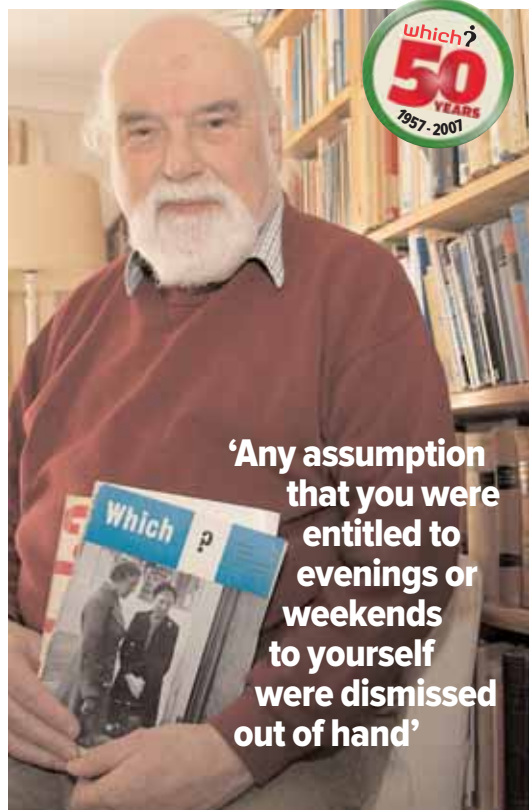


Ask Which?

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



Jim Dukes with the first edition of Which? from 1957

When hard-up student Jim Dukes subscribed to Which? in 1957, the only Best Buy he could afford was stewing steak – which he hated.

Despite this start, he went on to work for the magazine and remains a subscriber 50 years on.

It was 1961 when Jim joined Consumers' Association as a project officer helping devise tests for new goods.

The team in those early days faced heavy pressure. Society had great respect for authority and believed British was best. Which? was accused of being unpatriotic for criticising British products.

Consumers were in a very weak position and even guarantees were often worthless.

Some manufacturers reacted with hostility to

reports in the fledgling magazine that criticised their products.

Life at Which? was hard in those early days: 'Any assumption that you were entitled to evenings or weekends to yourself were dismissed out of hand.' Despite this, Jim said it was 'a wonderful place to work in. We were pioneers, with the cohesion of a persecuted minority and a close-knit community'.

Editor Eirlys Roberts was, said Jim, 'a genius if ever I met one. She could look at any difficult sentence and turn it into a few simple words, while the rest of us looked on in amazement.'

Jim moved on after three years of working for Which? but, he says, 'I've never again had the same satisfaction that I got on the "OK press" (headline) for a difficult report.'

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Line-up

EDITOR

Neil Fowler

MANAGING EDITOR

Kim Winter

EDITORIAL TEAM

Lisa Barber, Joanna Bregosz, Nick Cheek, Richard Headland, Sarah Hobson, Martyn Hocking, Bev Jordan, Paul Ryan, Barbara White
HEAD OF NEWS
Melanie Dowling
NEWS TEAM
Jaclyn Clarabut, Simon Spruce, Bob Tolliday
HEAD OF DESIGN
Judi Turner

ART EDITOR

Sofia Henry

PICTURE EDITOR

Ian Bartholomew

DESIGN TEAM

Neil Darby, Sam Williams

HEAD OF RESEARCH

Liam McCormack

HEAD OF MONEY

Ashleye Gunn

HEAD OF PRODUCTS

Paul Smith

HEAD OF SERVICES

Nikki Ratcliff

RESEARCH TEAM

Jon Barrow, Paola Bonetti, Michael Briggs, Chris Christoferou, Alastair Colman, David Evans, Alison

Eastwood, Rosie Fletcher, Teresa Fritz, Dave Holes, Anthony Hume, Alice Judd, Nick Kirby, Julie Lennard, Jo Langenhan, Ayesha Lawrence, Zoë Lopes, George Marshall-Thornhill, Chris Matthews, Sandie Mattioli, Shamsun Naher, Mike Naylor, Cathy Neal, Andrew Neeson, David Pawsey, Lizzy Payne, Victoria Pearson, Ian Robinson, Martyn Saville, Nicola Sells, Kate Shipp, Ceri Stanaway, Matt Stevens, James Tallack, Nina Thomas, Pete Tynan, Fiona Vanier, Katie Waller, Alison Watson, Catherine

West, Guy Widdowson, Richard Wilkinson

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HEAD OF VERIFICATION
Ian Ferrell

VERIFICATION TEAM

Lucy Cannon, Robert Nicholls

HEAD OF ADMIN

Elizabeth Bowden, Paula Dadic, Simone Johnson, Laura Monk, Emma Wilmot, Judith Zogby

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CHAIRMAN OF WHICH? LTD BOARD
Michael Moore CBE
Chief Executive
Peter Vicary-Smith

December 2006 Best Buy competition

The following won our Christmas hampers: Mr A Baker, Epsom; Mr I Ruffin, Tenterden; and Mr D Stewart, Johnstone, Renfrewshire. Mr Ruffin kindly donated one of the prizes, a Scalextric set, to a branch of Barnardo's.