The only boy in the school!

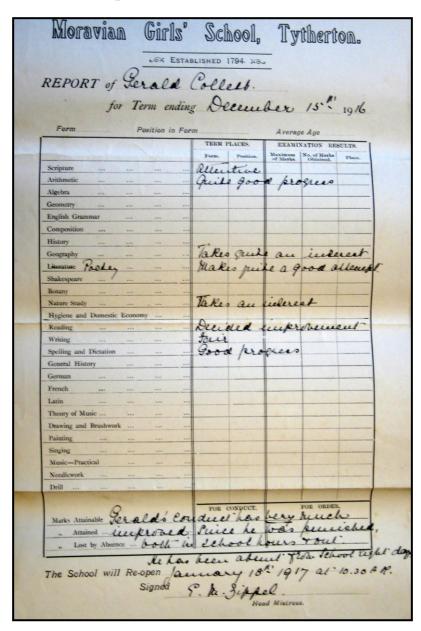


Miss M. Jefferys with Form I. No fewer than 18 members of the Jefferys family are interred in the Moravian burial-ground – probably more than any other family. The sole boy is Thomas Gerald Collett (1911-1982 - boys could attend to the age of nine), who later married Dinah (Phyllis) Pocock (1911-1955, d. age 44 – buried at Tytherton). Gerald's first Report, age 4, is given below. He attended the Girls' School during the war years, 1915-20 (age 4-9). The girl 2^{nd} left may be Vera Long.

And Miss Zippel's School Report ...

Moravian Girls' School, Tytherton, Nr. Chippenham, Wilts. 15 - 1915 Report good boy at school. She has been attentive and obedient, and has beginning. E. M. Zippel School will re-ofen D. on January 20-1916 at 1

... but not quite so 'obedient' as he had been ...



Evidently a crisis here – apparently effectively dealt with!

Miss Zippel clearly felt the need to direct her students ... All Gerald Collett's letters being with 'Miss Zippel wishes me to say !'

Sytrecton School No bygrenhom December 4 " 1916. Dear Hotres chies Zappel unstas me to say that the holidays begin on Fuday the 15th inst, and that school will re-open on I hursday, Jonwary 19th 1917. Sam going to Bath

in the Christmas holidays, to fine, so that I can go to buy some presento. out. Share been doing some With love arithmetic taday, Iam your affectionate son learning short division. Gorald Igo home every day at a quarter to twelve. I do not like this kind of weather as much as the summers, but I am glad it



Miss Nell Jefferys at the age of 100 visits the Moravian settlement and South View, in 1967. If Nell was a pupil at the school in around 1877-1885, then South View must have been an 'out-house' of the school at this time, since she remembered being there. From L-R : Vera Long, René Hunter, Addie Weiss, Betty Warren Smith, Winnie West, Lilian Pickford, Olive Pickford, Pam Warren Smith. In the Church Committee Minutes of 4th April 1927 there is a reference to Vera Mabel Long and Thomas Gerald Collett being candidates for confirmation. Vera (b. 1908) would have been about 19 and Gerald (b. 1911) about 16.



On the Francis Family Tree,¹ Vera (1908-2002), Eric ('Sonny', d. 1956) and Margery (1900-83) are the children of Walter Long who is buried in the Moravian burial-ground, and who was Walter Pocock's business partner. Vera married Claude Eatwell (d. 1962), and they had three children, Colin, Kerry, and Cheryl, and lived in Chippenham.² If this is the same 'Vera' as that referred to as seeking confirmation in 1927, together with Gerald Collett (m. Dinah Pocock, 1911-55), and all three were contemporaries, this makes it likely that Vera was confirmed in her late-teens, *e.g.*, around age 19. This would date this photograph at c. 1911-12 or thereabouts, if Vera was 3 or 4 years old. Like her sister Vera, Margery Long was also a pupil at the School. She became Mrs. Max Austin (see photograph below), and they lived at 60, Bradpole Road, Bournemouth.³

¹ William Francis was married to Sarah Pocock. Their daughter, Mary Ann, married J. W. Long. Their son Walter married Ethel Kirke. They had five children, Margery, Eric, Vera, Norman and Janet. Walter and Ethel lived in The Elms, Tytherton.

² That this identification is correct, is substantiated by the TOGS (Tytherton Old Girls' membership list of 1967), which verifies the marriage.

³ I am grateful to Colin Eatwell (Vera Eatwell's son) for providing the dates for his family. Personal correspondence, 4.2.2010.



Margery Long's Wedding to Max Austin, 1919 (?)⁴

Margery's father-in-law may have been the Mr. Austin who shared the house next to the church (on the right side, facing the church from the road) with Miss Simper. He was thought to have retired in 1919, and came from Codford, near Bath. The woman seated on the far left of the picture may be Emily Marion Pocock (*née* Long), Margery's aunt, aged a mature 50, in 1929. This also looks more realistic, as she would have been 40 in 1919.

The date is controversial. The 1928 picture of Margery at the tennis tournament (later in this book) does not appear to show her wearing any engagement or wedding rings (*detail below*). The style of the clothes at her wedding also appear to be considerably later. Local recollection also suggests that this was later.⁵ It therefore seems likely that the wedding was around 1929, not 1919, as has been suggested.⁶

⁴ To verify this, we need to know how old Margery was when she married. Joan Archard (telephone conversation, 2010), thought that this was much later than 1919. The women's clothes appear to suggest a considerably later date, perhaps in the mid- to late twenties.

⁵ Joan Archard (telephone conversation) thought the wedding was much later, not in 1919, and, as she said, she knew the Austin's 'very well'.

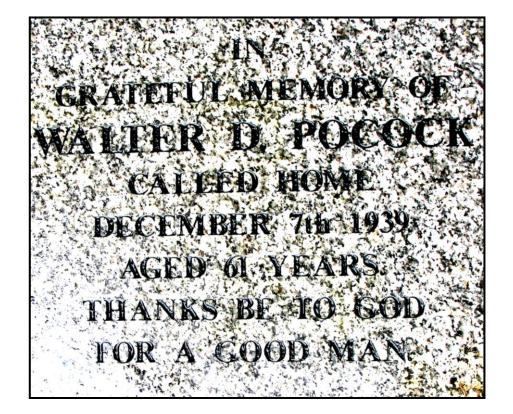
⁶ Sheila Edwards also thinks that the clothes suggest a date around 1930. Correspondence, 8/2010.



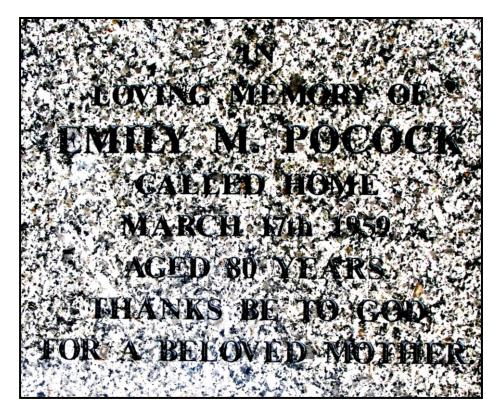


Christian Businessman

Founder of what became 'Unigate'



Walter Pocock (1879 - 1939), founder of Wiltshire United Diaries, later Unigate



Mrs. Walter Pocock (née Long)



Walter Dunsdon Pocock (1879-1939) with (L-R) his wife and three of his children, Mrs. Emily Pocock, Kenneth (Peter) Pocock, James Pocock, Phyllis (Dinah) Collett (*née* Pocock) In the photograph above we see five people, all from one family, and all buried or interred in East Tytherton.⁷ The picture shows Mr. Pocock in about 1938 shortly before his tragic death at 61. With him are his wife (L-R) Emily Marion (*née* Long), Kenneth, James and Dinah. Other daughters Molly, Dorothy and Joan are not illustrated, and are not buried at Tytherton. Walter Pocock was not a Moravian, so why was he buried in God's Acre in East Tytherton Moravian Graveyard, when the Moravian *Book of Order* says that this is not normally permitted?⁸

Perhaps the most important reason is that he was a committed Christian. When in Tytherton, he would undoubtedly have attended and supported the Moravian church. It may even be that his daughter, Dorothy (known as Tommy) attended the Moravian Girls' School in what is now Kellaways House.⁹ The other, less important reason, is that he lived in South View House, next to the village green (now Tytherton House). He was actually a member of Fulham Baptist Church, and resided in Ealing. South View, the former home of Revd. Frederick La Trobe, and an 'out house' of the Tytherton Girls' (Moravian) School, was his residence when in Wiltshire, his place of origin, as it was of his wife.

It was while walking in the graveyard (2007) that the writer met a local person who still remembered Walter Pocock's funeral. His most striking memory was of all the flowers – never had he seen so many!

Looking in the Wiltshire Archives in Chippenham revealed the details in the *Wiltshire Gazette* of the 14^{th} December, 1939. The flowers were indeed so many that it took parts of two newspaper columns to list them all! – Around 115 bouquets. It must not only have been an amazing sight – the most flowers ever seen at Tytherton – but a heartfelt tribute to the man, and not just a measure of his social status in the community.

The Revd. Doel of Fulham Baptist Church conducted the funeral service. There seems little doubt that Walter Pocock's eulogy was not just based on polite expressions of grief. Here was a man of genuine warmth and real Christian commitment. In

⁷ Kenneth (known as Peter), and his younger brother James were cremated, and their ashes interred.

⁸ Book of Order Section 18.2b, which states that 'The burial ground is intended primarily for the burial of members and children of members who are on the congregation roll at the time of death.' However, section 18.2c states that 'Subject to the rules of the particular congregation, the Committee may, in exceptional cases, permit the burial of other persons ...' Clearly there was and is quite a lot of room for flexibility, and, as subsequent burials and interments show, this has been the case. Some of the more recent interments are of people who were not Moravians, and who may not even have been Christians. Preferment seems in this case to have been decided mostly on the basis of family connections.

⁹ We have not been able to ascertain whether the 'Dorothy Pocock' in the census and school records is definitely the same person.

Fulham he supported the pioneering evangelistic outreach work in the local Palladium Theatre (demolished in 1950s, and now a shopping centre).¹⁰ This must have been a concept ahead of its time in the 1930s.

Described as a man with a kind and genial disposition, the Revd. Doel summed up Walter Pocock as

... that throughout the whole of his life he never lost the vision of his youth. Throughout all the success of his eventful life it would be true to say, as was said of Paul, he was "not disobedient to the Heavenly gleen."¹¹ God made his physique big,¹² and this was symbolic of his big faith, his big heart, his big generosity, and his great service. Many were the causes he helped; many were the lives touched to finer issues by his influence. His was no cloistered mind; with his broad catholic charity he served all causes that had as their aim human betterment ... He remembered his tenacious devotion to many another cause of righteousness, justice and brotherhood. "You always felt sure of him, frank, fearless, and transparently sincere. Once you had won him to your cause you could count on the utmost of sacrifice and service."

This was a great testimony, out of which Christian life and service flowed his approach to business.

At the age of 19, he left Wiltshire for London. There he went into partnership, at age 21, with his brother in law, Walter John Long of Kellaways.¹³ In London, he founded a dairy business under the name of Long & Pocock. He also founded Wiltshire United Dairies (formed 1908, with headquarters at Trowbridge), and Long & Pocock were incorporated into this. Later still, in 1917, Wiltshire United Dairies amalgamated with a number of other dairies to become United Dairies, which subsequently, in 1959, merged with Cow & Gate, to form Unigate, which has become (2000) a merged subsidiary of the Dairy Crest Group.

Emily Marion Long was his business partner's sister. She was the daughter of Mr. J. W. Long of Kellaways and Mary Ann Francis. Mrs. Mary Ann Long (d. 1926) and her son Mr. Walter John Long (d. 1936) are both buried in Tytherton. Next to Mary Ann's grave is that of Lt. Alfred Pocock Long, RFC., who was killed in a flying accident at the Central Flying School at

¹⁰ Chris Ludlam, an expert of 1930s film and cinema was consulted, and he reported that the Palladium was at 22, Broadway, and is now (2010) a branch of W. H. Smith's chain of shops. The Palladium was opened in 1899 as the Ealing Theatre, and became known as the Broadway Palladium Cinema in 1914. It was closed down in 1958 due to prohibitively expensive repairs.

¹¹ Calling, vocation.

¹² The present writer's father, Joseph Dunsdon Pocock (1922-1986), remembered his uncle as being around 22 stones.

¹³ There was a saying, passed on to the author by Mrs. Sheila Edwards, and made by a colleague who worked with both Walter Pocock and Walter Long, that "Long had the money, and Pocock had the brains and the brawn!".

Upavon in 1917. His grave is protected under the War Graves Commission. This is Emily's brother,¹⁴ since there is a difference of only 9 years between them, and the name Pocock is common to both of them, as Emily was the granddaughter of William Francis, who married Sarah Pocock. In 1891 they were at home together with their mother for the Census. Strange indeed, then, that Emily should marry another Pocock, just as her grandmother had done!

Of Walter and Emily's children in the photograph, Kenneth (Peter) went on to become a director and vice-chairman of Unigate, and to be honoured by the Queen. James was disabled. Poor Dinah (Phyllis) died relatively young, at 44, having taken her own life, possibly as a delayed result of injuries sustained in a motor accident in 1949, *en route* to Alice Maude Collett's funeral.^{15 16}

The present writer is Walter Pocock's great-nephew, and his great-niece, by strange co-incidence, now lives in what was South View House. The specially reinforced Bentley, made especially to accommodate Walter's great weight, is gone, and the garage is now a home.¹⁷

资

畿

密

¹⁴ If anyone has additional information on this relationship, do please contact us!

¹⁵ I owe this latter detail to Sheila Edwards, Walter Dunsdon Pocock's granddaughter.

¹⁶ I am grateful to Michael Collett for providing several personal details about his grandfather and family in this section.

¹⁷ A tradition passed on from the writer's father.

The Marriage of Walter Dunsdon Pocock & Emily Marion Long, 13 February, 1901, at the Moravian Church, East Tytherton, with the reception at Kellaways House¹⁸



¹⁸ The location of the photograph/reception is uncertain.

Immediately behind the bride is Josiah Pocock (1847-1920), with Mrs. Josiah Pocock (Maria Elizabeth Dunsdon 1849-1926) seated at the extreme right. The young man, a page boy (?) seated at the left is presumably Emily's youngest brother, Alfred Pocock Long, RFC, who was to die in an air accident in 1917 at age 29. The other page boy (right) is Edwin, Alfred's brother, in turn sitting in front of his sister Gertrude (? aka Jane?). Alfred is buried next to his mother (standing, on Walter's right) in East Tytherton, as is his sister Edith Alice (2nd from left, seated?) who became Mrs. Henry James Freeth, and who was to die at the tragically early age of 34-5 in 1915.

The Moravian minister, Revd. Herbert Mumford is probably 3rd from left; Edith Long (b. 1880?) 2nd from left, seated; William Long (b. 1873?) may be on his mother's right, behind her and his younger brother Walter John (1876?-1936), and the Revd. Mumford; Arthur Leopold Pocock (1884-1958) is probably 1st on his father's (Josiah's) left, next to his brother, James Vivian (1882-?); on the extreme right, behind his mother is possibly the eldest Pocock brother, Albert William (1877-1944). Is the bearded man behind James Vivian Pocock, Josiah's brother Jesse (b. 1846) or James? This is an interesting question, because this man also appears in the 1904-6 pictures of a Moravian wedding (possibly Revd. William Charles Batt or James Connor) as the possible father of the bride.

Who is the bearded man behind the groom in the photograph of Walter's & Emily's wedding? Did one of Mary Ann Long's (née Francis) 5 brothers stand proxy for her late husband – perhaps the eldest (?), Edward? Edward's younger brother, William, married Maria Pocock. Could she be there (on Revd. Mumford's left?)? Could the woman on Mary Ann's right be her sister Rosina or Clara (they look very alike)? Rosina it could not be, as she died in infancy,¹⁹ so perhaps it is sister Clara.

The location of the photograph is uncertain. Oral memory has suggested that this was at Kellaways Farm. However, Kellaways Farm was sold by Mr. W. Long in 1844. The censuses of 1881 and 1891 both appear to show Mary Ann and most of her family living there. Were the Longs therefore now tenant farmers, under a new, absentee, landlord? Kellaways House, next to the church building, seems to be an anachronism – the building was part of the Girls' School in 1901. The wedding invitation, however, provides conclusive proof – guests are invited back to *Kellaways House* for the reception. But which 'Kellaways House'? The Kellaways House in the Village, formerly part of the School, or Kellaways House, aka the Farm?²⁰ Next to the Church would certainly seem more rational. However, the House and/or Farm seem much more likely in view of

¹⁹ Francis family tree, courtesy of Cheryl Spencer.
²⁰ Andrews & Dury's Map (c. 1770) has 'Calloways House' and 'Kellaways Farm' as the same place.

the family associations, and the fact that Ann Pocock (*née* Tidmarsh) always said that it was at the 'Farm' that the wedding reception took place.



This picture must be somewhere in the locality of East Tytherton. But where? The father of (presumably the bride?) also appears in the wedding photograph of Walter Pocock and Emily Long in 1901, on the Pocock side of the picture, although this may not be very significant (this rule is not applied rigorously in the picture). Was the bride therefore a Miss Pocock? And the father Jesse Pocock, brother of Josiah (other brother James does not appear to have married and had children).²¹

²¹ No siblings or wife are recorded in Joseph Dunsdon Pocock's family tree for James Pocock, although this could be an 'argument from silence', which could change if new research and evidence emerged.

Company on the occasion of the marriage of her daughter, Emily Marion. with Mr. Walter Pocock, at Moravian Church, Tytherton, on Wednesday. February 13th, 1901, at 12 o'clock, and afterwards at Kellaways House, Chippenham. R. S.V. P.

 \sim

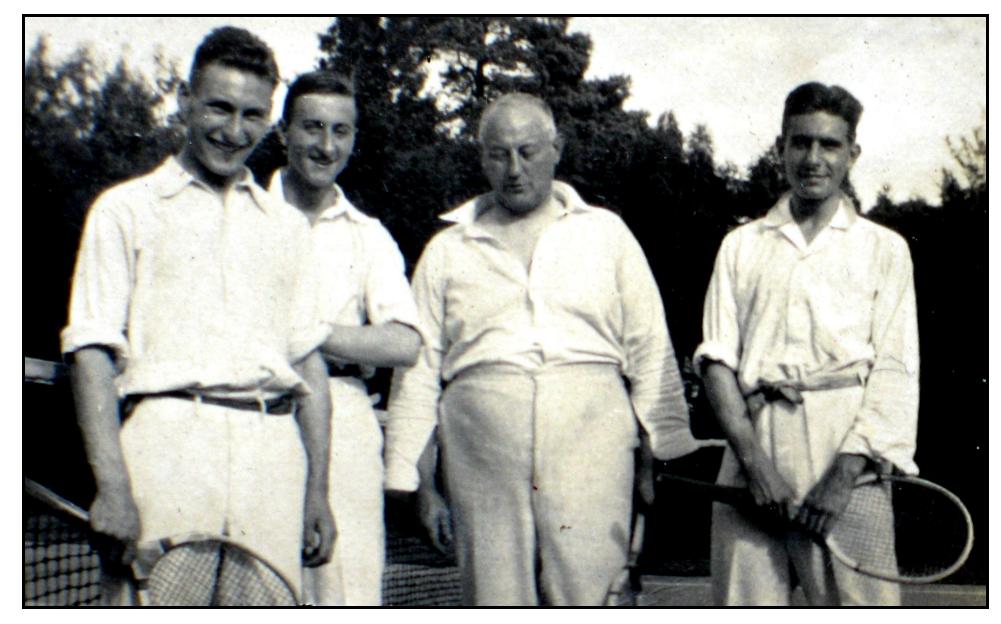
Mrs. Long

requests the pleasure of



Marriage of Leslie Lavington²² Ferris (1901-65) & Winifred Dorothy Emily 'Tommy' Pocock (1904-70) on 23rd September, 1933 The bridesmaids (seated, L-R) are Tommy's sisters Mollie and Joan. Eric 'Sonny' Long (best man?) is standing on the left of the picture. Dinah Pocock is next to Sonny, and Olive Sargent is on Walter Pocock's left.

²² Was there any connection with the name of Walter Long's home in Ealing, also called 'Lavington'?



(Far left) Phillip Pocock (1907 - ?, third from left) Walter Pocock (1879-1939). Possibly at Tytherton, on the hard courts at the Girls' School (the Grove had grass courts) 1930s (?) The individuals either side of Walter Pocock are thought to be Anthony Sandcroft Baker (on Walter's immediate right) and Vincent John 'Jack' Eatwell (on Walter's left).²³

²³ I am very grateful to Colin Eatwell (private correspondence, 2010) for the details regarding the Longs, Bakers and the probable tennis court.



(*Above*): 'Youthful ladder minus rodent' at Cherill, 1928. The man third back from the front, rather saucily clasping his girl-friend, probably his cousin Dorothy Pocock (b. 1904, aged 24)²⁴ is almost certainly Philip Pocock (born c. 1907), son of Walter Pocock's younger brother James Vivian Pocock and Hilda Pocock (*née* Amor). Philip later became one of the strictest of the Exclusive Brethren, and married Gladys Olby. The

 $^{^{24}}$ Both Mrs. Edwards and Michael Collett thought this was likely to be one of Walter Pocock's elder daughters. Michael was totally positive that it was not his mother Dinah (who would have been only 17 at the time), and this seems most probably to be the case. Mrs. Edwards suggested Joan, and Michael Collett thought it might be Dorothy. In terms of likeness and age, Dorothy (b. 1904) and 24 at his time, seems the better candidate.

young woman at the top of the 'ladder' is Vera - in which case, 'rodent' cannot be Vera herself. If there were equal numbers of men and women in the party, which seems likely, the missing photographer must be female Margery Long is immediately behind Philip Pocock, while Gilbert Collett is the man at the front.^{25 26}The young man at the top of the ladder is almost certainly Gilbert's half-brother, Gerald, then aged 17.^{27 28} The man with the glasses between Vera and Margery is Leslie Olby (the future brother in law of Philip Pocock) who lived in Worthing.²⁹



(*Above*): Another photograph, evidently taken on the same occasion. The young woman holding the camera is Vera Long, while sister Margery is behind her. Gilbert Collett is to the extreme left of the picture, with Leslie Olby in the background...

²⁵ There is also a resemblance to Max Austin, Margery's future husband. The Colletts were the Longs' near neighbours.

²⁶ Michael Collett, Gilbert's nephew, agrees that this is definitely Gerald. Letter, 14/8/2010.

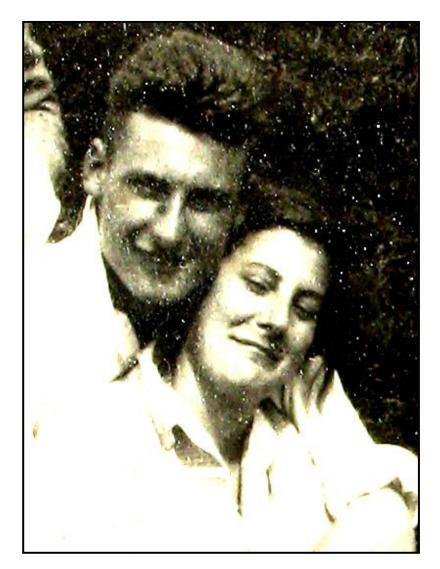
²⁷ A suggestion made to me by Mrs. Edwards. The light hair, shape of the face, and left-side parting, are all common to Gerald. Michael Collett agrees that this could possibly be his father (letter, 14/8/2010).

²⁸ Michael Collett also made the interesting comment that Phillip, Margery and Vera might have been playing tennis - they are all in white. Other photographs all show these three as enthusiastic tennis players. Personal correspondence, 14.8.2010.

²⁹ Leslie Olby was identified by Mrs. Dorothy Pocock (b. 1923, *née* Weichardt), who said that this branch of the Olby family lived in Worthing, and were staunch members of the Exclusive brethren.



Philip Pocock & Vera Long at Cherill, 1928



Philip Pocock & friend.³⁰ Philip (b. 1907) would have been 21. Is Phillip's friend the then 24 year old Dorothy Pocock?



Wilfred Dorothy Emily Pocock, known as Dorothy and nicknamed Tommy, 1904-70 Married Leslie Lavington Ferris in 1933. This photograph about 1928.

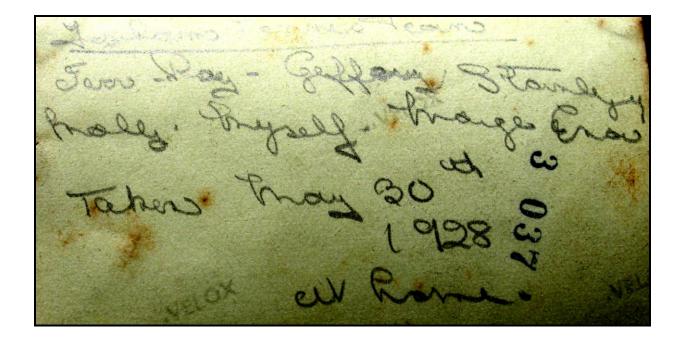
³⁰ Mrs. Edwards wondered whether the woman in this picture might be either Joan Pocock (b. 1909, and therefore 19 at this time) or her sister Dinah (aka Phyllis, born 1911, and therefore 17 at this time). The embrace seems rather intimate for first cousins, but not impossible. The woman looks older than seventeen, and if this is true, rules out Dinah. Is it Joan? This is possible, but the resemblance does not appear to the author to be very strong.



Vera Long, second from the top, with sister Margery, Gerald Collett (top) and Leslie Olby.



Foxham Tournament Players, May 30th, 1928 *Standing*: [illegible], Ray, Geffery (sic), Stanley *Seated*: Molly Pocock, Vera Long, Margery Long, [illegible] 'at home' [the Elms?] (*Below*): Back of the photograph of Foxham Tournament players (shown above)





Mary Ann Long (1850? - 1926) and her grandson Kenneth Pocock, c. 1923, possibly in Bath

Marriage of Dinah Pocock & Gerald Collett, 23rd April, 1938



Dinah aged about 19, in her Red Cross uniform, c, 1929



(*Above*): Gerald Collett and Dinah Pocock,³¹ holding an orchid (?) at *South View*, *c*. 1930. Gerald appears to have had a long-term and long-range courtship with Dinah, whom he could only have met when her father drove down to Tytherton. This picture appears to have been taken when they were both about 19 or 20 – and marriage was to wait until 1938. By then, Gerald had moved out of both *Barn Bridge* (after his father's death?) and his (half-brother) Gilbert's home in *Fiveways*, Frogwell, Chippenham, for London. His prospective father in law appears to have helped to find him both a job and a place to live.^{32 33}

³¹ Sheila Edwards (*née* Pocock) disagreed with the author, and thought that this might be Joan Pocock (who became Mrs. Holt). The identification is therefore not quite certain. ³² Michael Collett writes:

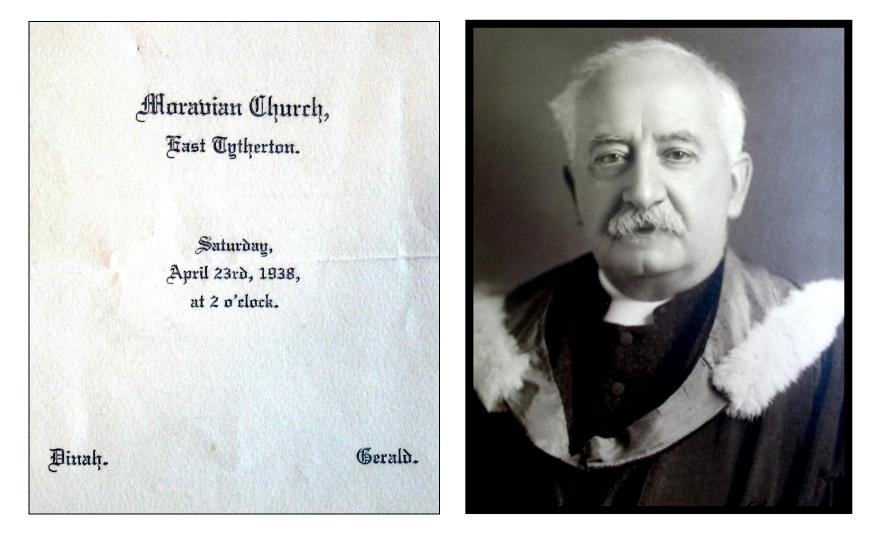
I don't believe my father ever lived at Fiveways. Gilbert was a joint owner/partner in a shirt makers & tailors business in London - Collett & Levy of 84 Jermyn Street, Piccadilly. The premises were bombed during the war & I understood that Gilbert retired then and moved to Chippenham (sometime between 1940 & 1944). When in London I think that Gilbert lived in Croydon.

Communion A.M. (15) with the and visitors from London presen if of Gerald Collette + Diana Pocock 4 Manders

(*Above*): On the 17th April (also Gerald's birthday) it looks as if the Colletts and their future daughter-in-law's family were worshiping together, the 'visitors from London' being Walter & Emily Marion Pocock, from 'Bolingbroke', Ealing, down for the impending wedding in the Moravian Church. It is interesting that Revd. A. H. Mumford was officiating (*Moravian Diaries*).

31	
	0.7
Mr. & Mrs. W. D. Pocock	
request the comp	iany of
at the marriage of th	
Dinah, with Mr. 9	erald Collett,
at The Moravian Church	, East Tytherton,
on Saturday, April 23rd	
and afterwards at	R.S.V.P. to
South View,	Bolingbroke,
East Tytherton,	Ealing Common,
Chippenham.	London, W. 5.

³³ Some sources have 'Barnes Bridge'; others have 'Barn Bridge'. Michael Collett, Gerald Collett's son, and James Collett's grandson, prefers the 'Barn Bridge' spelling.



(*Above*): Revd. A. Harold Mumford, 1864-1939, Minister at Tytherton, 1927-31, younger brother (?) of Bishop Herbert Russell Mumford (*c*. 1856-1937), Minister at Tytherton, 1896-1902, who presided over Gerald & Dinah's wedding ceremony

In an interview in 2008, local village resident, Mrs. Joan Archard recalled Dinah's Wedding and marriage. The bride wore a pale shade of blue. Before the Wedding, the girls involved all picked bluebells in the local woods. These were then thrown in her path, presumably as she left the church. Mrs. Archard recalled how Walter Pocock gave a silver spoon to all the girls who had helped.



Mr. Gilbert Collett and Mrs. Alice Maud Collett (c. 1869-1949); Gerald & Dinah Collett;Mr. Walter & Mrs. Emily Pocock at Gerald & Dinah's reception at South View. Gilbert was Gerald's half-brother, their father having died 11 years previously.



Epilogue

One thing that strikes the early 21st-century reader, is the greater sense of inner happiness and contentedness of people in the photographs.

Is this imagination, or is this real? And why, if real, might this be the case? And why do we 21st century people notice this?

Taking these questions in this order, research shows that people in the past attained the same level of happiness as people today, only with much less. Research suggests that this seems related to two things: not being so concerned with pressure to emulate the proverbial 'Jones's', and having strong spiritual values. So the contentedness with simpler things (like sitting in a 'ladder' on Cherill in 1928) are indeed real, not merely the figment of a nostalgic imagination, a will o' the wisp bucolic fantasy. Country people also have greater health, and longevity than city people, as do Christians than non-believers and secularists. Both these are characteristics to a greater or lesser extent of the families we have been considering, and need to be 'factored in'. These people were often members of a Christian community (Moravian or Plymouth Brethren), and society was less sceptical and relativistic than today. We 21st-century people notice these things because they are missing from our much more complex and pluralistic world, and want to run away from it. Witness the popularity of television dramas set in a simpler, happier and less complex past, such as *Larkrise*. But this is no answer. The modern world requires courage for survival, the courage to face both complexity (and hence to problem-solve the better), and to be counter-cultural in the face of an intolerant liberalism and secularisation that believes that it, and it alone, has the truth.³⁴

* * * * *

³⁴ See R. Layard (2005), *Happiness: Lessons from a new science*, London, Penguin; R. Persaud (1997), *Staying Sane*, London, Metro.