

Fred was a popular man. In January 1978 an article appeared in the 'Four Shires' magazine called 'Growing Up in Bodicote'. The author detailed her childhood memories of the village, including this small excerpt:

...We had other shops too, including a Post office; two Butchers' shops; a Boot Repairer's shop and of course the 'Co-op'. A dear old man was the Manager of the 'Co-op'; he wore a long white apron over his suit, had grey wispy hair and spectacles which always seemed to slip down to the end of his nose. His favourite saying was "And the next thing please", as he busily packed tea and sugar, patted the butter into shape and collected together the other things you had ordered placing them on the counter while he made out the bill. He loved all the children and always found time to talk to them.

On Wednesday August 7<sup>th</sup> 1935, at the age of 69, Fred died. His obituary appeared in the Wheatsheaf, written by the same W.H. Lickorish who had been the guest of honour at Lizzie's wedding four years earlier. For 41 years, Fred had tirelessly served the people of Bodicote – through two marriages and a world war. He would have known the twenty-one men who died in that war. He must have seen major alterations in the patterns of consumerism; changes in the village, too, must have challenged his business, for example, the introduction of the bus service to Banbury, which allowed the villagers to be less dependent on their local shops.