



J*_NS

JOURNAL

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J. S. JOURNAL

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Letters and contributions are invited from all members of J.S. Staff. Photographs of Staff Association activities will be particularly welcome. A fee of half a guinea will be paid for any photograph by a member of J.S. Staff which is published in J.S. JOURNAL.

All communications should be sent to
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Stamford House, Blackfriars,
London, S.E.1

OUR COVER PICTURE:

Mrs. F. Cooper of our Lewisham branch stacking a gondola with eggs in the new J.S. package. (See page 20.)

Impressions from the U * S * A

Mr. J. Woods, head of J.S. Merchandising Dept., writes about his recent trip to the United States and his impressions of retailing and of produce marketing there.



Mr. Woods and a friend in Arizona beside a giant saguaro cactus. These enormous plants take a couple of centuries to reach this size.

THE inevitable first impression of the U.S.A. after the compact European scene is one of size. To the visitor the American way of life looks larger than life. Prosperity there seems more extreme—in their own language, it comes in “giant economy size” packets, like jumbo steaks and king size cigarettes. The spaces seem wider and more open than possible. I found that, although in my comparatively short visit I did not get used to this scale, I quickly accepted it—and the American way of life along with it.

The particular purpose of this visit was to study some of the American problems (and the American way of overcoming them) of Fruit and Vegetable ("Produce") packaging and distribution and this study carried us from seeing them grown to seeing them sold, and involved a triangulation of the States from the Atlantic to the Pacific Coast and then south to the Mexican border.

Before this visit I seldom, if ever, stopped to consider the size of the States, but having experienced extremes of temperatures from inches of snow in the north-east to sweltering heat—even in February—in the south, one is reminded that if the U.S.A. were superimposed on Europe—the northern border would roughly be on the same line of latitude as London whereas Florida and the southernmost parts of Texas would be well into the African desert. For that matter, to my mind parts of Arizona and Texas were by no means dissimilar from the Western desert scenes of the war—perhaps even more like Iraq or Syria.

With such large areas of tropical and sub-tropical country and by careful irrigation this vast land produces every conceivable kind of fruit and vegetable virtually all the year round. In the same way as we get tomatoes from the Canary Islands in the winter, so in America they come from the sunny south—everything is home grown from peaches to potatoes—all the year round.

To a great extent flying detracts from the impression of distance—the east and west coasts are only a matter of hours apart. It takes little longer to fly from Chicago to San Francisco than it does to travel from London to Manchester by train. But at the same time, lest you forget, you are told by the taxi driver before you leave Chicago that the Conrad Hilton Hotel is the largest in the world, and every one of its bedrooms has a bathroom and a window which faces out, and also that you could drop England into Lake Michigan and hardly feel the splash on the Riverside Drive, that Chicago has the largest pier in the world—nearly a mile long, stretching into Lake Michigan. That this record is beaten by about a third of a mile by our own Southend pier we thought, as guests, it hardly wise to mention.

However, this country is undoubtedly "king size" and



Checkouts at the First National Supermarket at Westchester. The purchases are piled in the bins on the end of the checkouts and carried by conveyor belt (foreground right) to the car park.



At Westchester New York's new "out of town" shopping centre

Outside First National's Westchester Supermarket. This chain maintains a high standard of equipment and presentation.



Another section of the Westchester shopping centre thirty miles outside New York.

this has had its effect on retail trading. We are all by now only too familiar with the theme of the automobile and the refrigerator in the American way of life and as the basis for modern American retail trading. So familiar that we sometimes forget that this development of transport and refrigeration is the outcome of American attempts to cope with extremes of climatic conditions and long, hard transport hauls.

These conditions apply everywhere in the States and food producers have adopted various techniques to meet them. In turn the retailers have developed and improved their methods, but self-service in the States rests just as much on the highly efficient storage and supply network developed to meet these special conditions as it does on the housewives' refrigerator, deep freeze and motor car. It became very clear after a few visits to producers that their prosperity was the outcome of a highly developed supply technique worked out to meet the needs and demands of the retailer. Competition is severe in the extreme and not only has the producer to produce good foods but he must produce them cheaply and, moreover, to provide an efficient service to his customer who may be a couple of thousand miles or more away. The shipping (or what we would call raitling or road hauling) of iced carloads of fresh lettuce, pre-packed celery and tomatoes two or three thousand miles—a journey of perhaps five to seven days is quite common practice and the growth of the Supermarket has been matched by great advances in road and rail transport and refrigeration.

It is almost impossible in such a journey to pick out the few points which impressed me more than others—it has been said that America is not the place to go to for the first time and there's a lot of truth in it. There is so much to see and assimilate in so short a time, that most of our party suffered from mental—as well as physical—indigestion. One of the particular things that stuck in my memory, however, was the amazing agricultural feats performed in the Imperial Valley in Southern California and the Sun Valley in Texas. Reclaimed from desert the Imperial Valley, now irrigated from the Colorado River, produces a substantial proportion of the lettuce, carrots, melons as well as cotton and flax, citrus fruits, grain and grapes consumed in the Eastern parts of the U.S.A. The valley is a natural hot-house—sunshine is a permanent feature—there is an average



Life with a motor car in the U.S.A.

Some idea of parking problems is given in the top picture taken at Stonestown shopping centre, California, on a Saturday afternoon. On the left is a used car stand at Phoenix, Arizona. Selling second-hand cars is an increasingly difficult proposition in the States. Below is a chance shot of a British car parked beside an American one. Comparative space needed for parking speaks for itself.



The Motor Hotel or Motel is the usual night stop for motorists. Besides normal accommodation and restaurant, garage facilities are laid on. Motels vary a great deal in character, price and quality of management.



rainfall of about an inch in five years. The land is levelled to the inch over vast areas by gigantic land planes, to ensure adequate and even watering—the water is bought by the inch per acre per 24 hours. Under such conditions the rainfall when it comes is more of a nuisance than a blessing as it is liable to upset the carefully controlled planting and irrigation technique. Local farmers who have got this technique well worked out say “ You just chuck in the seed and jump back ” and this seems to me a very fair summing up of this amazing area. Two crops of many vegetables are harvested a year, so regularly and so uniform in size and quality that they constitute a package designer’s dream. The carrots look just perfect but secretly I was wondering what had happened to the flavour when one farmer of our party perhaps solved the problem by mentioning that they aren’t in the ground long enough to get any flavour ! On the other hand the lettuces are of very good flavour, very large, solid and tight packed—a strain that is specially grown and is ideally suited for keeping qualities and long-distance travel.

The majority of the lettuces were vacuum cooled soon after harvesting—a system which is very quick and cools the lettuce down, right through from field temperature to about 38° in a matter of 25 minutes. The apparatus we saw would take several hundred cases of 24 lettuces in one go. The lettuces are therefore chilled right through and kept chilled for their long journey to the Supermarkets, where their condition on arrival, I can certainly testify, more than justified the trouble taken. Our visits to these parts of the States and the welcome we were given there will long remain a very pleasant memory with me. Quite naturally, although our itinerary included a number of visits to American Supermarkets, I took the opportunity whenever it occurred of scuttling off to the local Supermarket on an “ extra itinerarial ” visit. Whenever I was missing from the main body it was assumed that I was visiting the local Supermarket. For the most part this supposition was correct as we could usually manage to find a self-service store open somewhere at whatever time of day or whatever day of the week one would care to mention. I was able to see examples of most of the largest of the American chains, A. & P., 1st National, Kruger, Grand Union as well as many other lesser known chains and private ventures.



Above: At Stonestown outside Los Angeles. This long line of refrigerated cabinets is typical of most U.S. Supermarkets. Right: On the sidewalk customers make their way to parked cars.



Not all of them are big—at any rate by American standards—many of them would fall into the Lewisham size bracket.

Quite a number I saw, however, were staggering—25,000 feet and upward—four times the size of Lewisham and upwards. Many of them are shopping centres in themselves and sell very much more than food—hardware, liquor, electrical appliances, druggist lines and much more besides—one store boasted of 20,000 commodities, and even allowing for the fact that stock-taking was done on a departmental basis it must still have been

Continued on page 10

Fresh, clean and King-size

An aerial view of Imperial Valley gives some idea of the layout of farms. Irrigation is by canal.



Harvesting lettuce in Imperial Valley. The travelling machine is drawn by a tractor and carries lamps for use in night shifts. Lettuce is wrapped and boxed then vacuum cooled before shipping. Labour employed is largely Mexican like this worker on a carrot farm.



These girls at Pasadena near Los Angeles, are packing broccoli for quick freezing.



Top icing is one method used for shipping produce over long hauls. This is celery at Pharr, Texas, being covered with powdered ice before going off to its retail outlet. Top icing may be repeated several times in one journey. Results are impressive.

A display of packaged carrots. Graded, washed and wrapped, these vegetables are on sale virtually all the year round. Below: A display of produce at Stonestown. Note the roller towel top left for customers' use after handling vegetables.



Continued from page 7

something of a nightmare. One stocktaking device I was told of, although I did not see it in action, was the recording of stocks in a certain agreed sequence by tape-recorder, which may have its points.

American self-service has been going on long enough for certain trends to have settled into definite patterns—generally speaking room is not a problem. Instead of building a store in an already overcrowded market the Supermarket now becomes the centre of a new “out of town” shopping area, where room and parking facilities are not a problem. Other shops are eager to bask in the shadow of the new Supermarket and take their share of the traffic they produce, and the customers are happy to drive for half-an-hour or so to do all their shopping for the week in one fell swoop, and to be assured of finding somewhere to park their car while they do the swooping. It is in this way that the new “out of town” shopping centres are being developed the hub of many of them being a gigantic Supermarket. Under these circumstances the shop planner’s job is a comparatively simple one and one store in a chain is virtually a carbon copy of the next. The A. & P. now like their shops about 12,000 sq. ft. with a slightly wider frontage than depth—to ensure an adequacy of checkouts. Produce is always down one side, fresh meat is always across the back with a glass walled preparation room behind the open top self-service cabinets—the remainder fits in easily. Given these conditions they reckon to have a store working three months after starting work on it.

The “cross country” shopping centre at Westchester—some 30 miles outside New York—is a good example of such planning, and in addition to the 1st National Supermarket, Gimballs and Wanamakers—two of the most famous of New York departmental stores—have opened there. Gimballs are said to have served 10,000 customers and taken 1,000,000 dollars here on the day of opening.

The Impact of Advertising and the “one-stop” habit

Advertising and display in the American store demand so much attention that it is difficult to believe the customer can make head or tail of any of the competing claims. Windows are



One of the escort of Texas State Troopers who accompanied the party on their tour through the State. Picture was taken at Brownsville, centre of the shrimp packing industry.

plastered with bills so that you can hardly see into the store. Local papers contain page after page of advertisements by local Supermarkets—giving such a wealth of detail that I felt the announcements frequently defeated their object. This of course is all part of the battle for “store traffic” and undoubtedly a considerable proportion of the heavy cost of this weight of advertising is borne by advertising allowances made to retailers by manufacturers of branded goods. No doubt the American housewife is used to it—and may even feel lost without this heavy barrage, but it is doubtful whether or not she is influenced by it for she has a deep purse and, I felt, is more “convenience conscious” than price conscious.

One-stop shopping is a convenient arrangement for the housewife, but I could not escape the feeling that in some ways she has let herself be gently nudged into a position where,

because she believes in this method of shopping as the right and only way, she is paying a good deal more for the goods she buys than they need cost.

Packaging costs in the U.S.A. in terms of percentages of the retail cost are very much higher than we would consider reasonable in the U.K. But in the U.S.A. virtually the only way half the customers can buy is in a Supermarket, and they probably do not stop to consider that bacon packaged and sold at 50 cents a pound would sell for 40 cents over the counter. This sort of situation is perhaps due to the relative cheapness of food. The American worker earns about two and a half to three times what a British worker would earn, but food prices are on the whole only one and a half times our prices. Food is relatively cheap though I got the impression that Americans buy more food, eat more food and certainly waste more food than we do.

The prospects for traditional shops in the U.S.A. are fading visibly today. Supermarkets representing only some 10 per cent. to 20 per cent. of retail outlets are doing well over half the retail business and the "out of town" shopping centres are producing batches of new shops, from which the traditional store is absent.

One effect of this rapid expansion is to create rather flimsy and, by J.S. standards, unsatisfactory store-fitting. The earlier developments are already showing severe dilapidation and behind the scenes timber construction is the rule. Meat preparation rooms in timber with an inch or two of sawdust on the floor compare very poorly with our own recent developments, except, of course, they are all air-conditioned. On the other hand their refrigeration cabinets were smart and roomy, and it was not unusual to see lines 100 ft. long of cabinets for meat and the same for frozen foods.

Working for a Supermarket

Although conditions in various States differ, I gathered that staff are easy to hire in the U.S.A. There are plenty of college students who work part-time and at week-ends on bagging or at the check-outs, where because the car parks are usually so vast customers have to be helped longish distances with their purchases. There is a fairly high turnover of staff which is only natural with big population movements going on all the time. Los Angeles is expanding so rapidly that, for example, some



At Scottsdale, Arizona, where temperatures are high, air-conditioned Supermarkets are now being constructed without windows. Scottsdale preserves its "Wild West" past in this reconstruction of an old-time saloon which houses an elegant and very expensive restaurant.

At Palm Springs another windowless store belonging to Safeways. Glass windows would increase operating cost of air-conditioning plants.





Phoenix, capital of Arizona, is centre of thriving agricultural area as well as being a popular recreation and holiday resort.



Each year at Harlingen, Texas, the Festival of the Citrus Queen is held. These are the Citrus Duchesses from whom the Queen was chosen.

schools are running three shifts of scholars a day. A fairly large staff would seem to be necessary to keep the Supermarkets going since they are open seven days a week. Opening hours at an average store just outside San Francisco are :

Monday, Tuesday, Thursday and			
Saturday	9 a.m. to 7 p.m.
Wednesday and Friday..	9 a.m. to 10 p.m.
Sunday	10 a.m. to 6 p.m.

In fact less staff are employed than in comparable U.K. stores because very little packaging is done on the spot, most goods coming in ready-packed from suppliers or from the chain's own central warehouses.

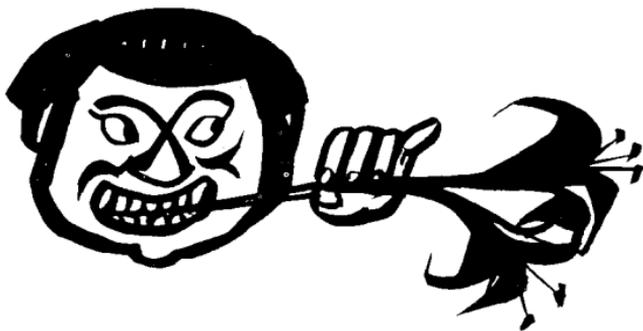
Since space is seldom a problem, storage is simpler and mechanical handling methods are easier to apply than in Britain. Some stores employ a small night staff to replenish their shelves. Although wages are higher than in Britain, there are on the other hand very few amenities and, with all due respect to our American cousins, their standards of staff comfort left a lot to be desired.

A Friendly, Hospitable People

There is much more one could say about this wonderfully stimulating visit—the cities—the beauty of San Francisco—the contrasts of very rich and very poor in Chicago—the cars—the food—the varied and confusing State drinking laws—the view from the top of the Rockefeller Institute building in New York—the magnificent roadway systems—the heat in the hotels—“motels”—open air cinemas—drive-in restaurants—in fact drive-in everything—the welcome we had in Harlingen in Texas, where for three days we were escorted in a Union Jack bedecked motor bus, by a State highway patrol car and to heck with the speed limit—the magnificent Grand Central railway station in New York—and so on. But it would be most inconsiderate to finish without a mention, and a very sincere one, of the friendly and open-handed hospitality of the American businessman. Nowhere was anything too much trouble, everywhere we were more than welcome, and their helpful and frank ways of discussing their business methods and ways of working were a source of pleasure—and perhaps surprise to us all on the entire trip.

To round off the picture; not all shopping is done in Supermarkets and shiny cars. Here's a street trader's outfit in San Francisco.





THE LILIES OF KAMCHATKA

THE root is of the bulbous kind and resembles in shape that of garlic, being much of the same size but rounder and having, like that, four or five cloves hanging together. The plant grows wild and in considerable abundance. The women are employed in collecting the roots at the beginning of August, which are afterwards dried in the sun and then laid up for use. On our second arrival this harvest was just over and had fallen much short of its usual produce. It is a common observation among the Kamschadales that the bounty of Providence never fails them; for that such seasons as are most hurtful to the Sarana* are always the most favourable for fishing; and that on the contrary a bad fishing month is always made up by the exuberance of the Sarana harvest. It is used in cooking in various ways. When roasted in embers it supplies the place of bread better than anything the country affords. After being baked in an oven and pounded it becomes an excellent substitute for flour and meal of every sort and in this form is mixed in all their soups and most of their other dishes. It is esteemed extremely nourishing, has a pleasant bitter taste and may be eaten every day without cloying. We used to boil these roots and eat them as potatoes, either alone or with our meat, and found them very wholesome and pleasant.

From A VOYAGE TO THE PACIFIC OCEAN by Captain James Cook.

* The name given by the people of Kamchatka to the lily

*Mr. R. Buisman writes about
his long and friendly
association with the firm
and the growth of trade in*

Butter from Holland



Mr. Buisman.

THE latest official Dutch reports state that the best Dutch butter is made in the Northern part of Holland. This explains why J.S. since 1880 bought Dutch butter only from this district, to rush it via the Frisian port of Harlingen, shipped in refrigerated holds to their shops. Though it now seems only logical that the best Dutch unsalted butter should be sent bi-weekly to one of the largest British firms, known for its quality product all the year round, it goes without saying that the building up of this trade has taken much time, indeed it has taken 75 years and the energy of three generations.

Around 1880 only farm butter came to several very small markets of Friesland and it was not easy to select top quality. The butter had to be graded in the small villages of the province on market-day, in fierce competition with other buyers, and then had to be sent to Leeuwarden. The writer remembers quite clearly that the skipper of one barge, sailing from Leeuwarden to Harlingen, complained of the wind being very often West. In that case he had to have the barge towed from Leeuwarden, where all supplies were collected during the week, to Harlingen. As this would cost him 5s. he preferred walking the 18 miles to the Frisian port during Friday night pulling his 25-ton barge himself along the canal.

Butter thus collected was graded again in Harlingen, the very best sent to J.S., the rejected to the general London market

at a lower price. But Mr. J. J. Sainsbury inspected the butter again on arrival and again many rejects went to Tooley Street. As this farm butter deteriorated so very quickly, this was the only way to supply the J.S. shops with "the pick of the cream." Things were very primitive in those days. When visiting the firm we had to wait for hours in the old windy throughpass opposite the Head Office in Stamford Street. The chiefs there always had to cross the street to check the arrivals from Brewers Quay of Dutch farmers' butter in oak casks of 40 kilos each.

How the trade developed

Late in the 19th century the Frisian farmers erected dairies, the first in the Netherlands, but the system remained the same, grading in Leeuwarden, grading in Harlingen and London and rushing the butter to the shops. An official committee sent to London and sponsored by the Dutch government, long before 1914, reported that J.S. was the only firm in England selling Dutch butter as such and advocated that this system should be adopted by other firms too. J.S., too, was the first to ask and to receive Dutch butter, bearing the date of production. A few years later the Dutch government made dating of the butter obligatory and now J.S. is again the first to receive dated packets. J.S. wished the butter to be sent twice a week from Harlingen and the General Steam Navigation Company, Ltd., of Trinity Square, agreed at once and the bi-weekly service still exists.

During a period of 75 years, interrupted by two world wars, much can happen and I recollect quite clearly the sudden devaluation of the pound sterling, followed a few years later by the depreciation of the guilder. Of course the fall of the pound caused a serious loss to the shipper. However, Mr. Alfred Sainsbury was of the opinion that this should be borne by J.S. as it was not the shipper's fault. A few years later when the guilder fell the situation was reversed. The splendid collaboration existing between the two firms was borne out by these incidents.

Every week the price of butter had to be discussed and as J.S., long before the war, was one of the largest buyers of Dutch butter, competitors were making seductive offers every

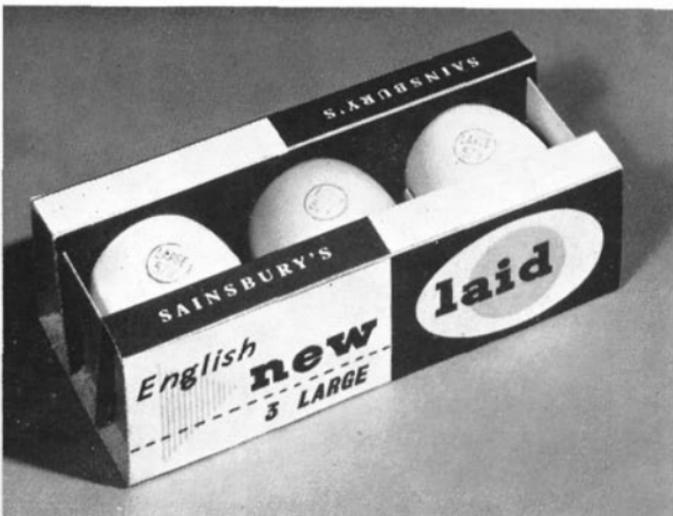
week, but thanks to the maintaining of the quality and to the fact that this shipper did not neglect the British market during periods that other countries were paying higher prices, the old ties never were loosened, on the contrary, they were tightened even more. The Frisian dairies remained as loyal to their shippers as to the British receivers. They did their utmost to modernise equipment and helped in every possible way to maintain the old motto of the firm : "Sainsbury for quality." It proved once more to be true : you can entice the customer to buy by quoting a low price, you can only keep him by regularly delivering the best quality.

The world wars, of course, have interrupted the regular shipments, moreover before the last war it was usual for J.S. only to import during the summer, from the beginning of May till September. Prices showed a regular trend downwards in spring and up in autumn and it was the custom in the London market to import only during the flush season. Needless to say this situation was difficult for the shipper who had to keep the dairies going all through the winter and spring and it was with relief that he saw the first leaves of the beech as this was the sure sign that a telegram from J.S. would arrive.

The virtue of strict control

We have seen a gradual improvement of Dutch butter, but I am of the firm opinion that J.S. has only succeeded in marketing and finding outlets for Dutch butter thanks to the fact that they refused to receive butter older than four days and thanks to the very strict controlling measures. I remember once, about 35 years ago, a cask was sent to London containing only 49 kg. instead of 50. It was not entered on the invoice, but the claim came in due time as the weight of every cask was taken before sending it to the shops.

The fact that J.S. is still one of the largest buyers of Dutch unsalted butter is in my opinion due to the care given from "cradle to grave" to this so difficult article—butter. When we got the first order from Mr. John he said : "Take care that the quality of each shipment in future will be just the same as that of this shipment." We never forgot this instruction and this business-relation has grown today to a family-relation.



The new France Oeuf package for eggs which gives good visibility as well as protection to the eggs it contains.

Packing Eggs at Wisbech

THE knotty problem of how best to pack and sell eggs in a self-service shop is one that has long been having our attention. Until recently we had been packing them in film bags as we felt it desirable for the customer to be able to see what she is selecting. While this method was ideal from the visibility point of view the package could not be considered successful from the aspect of protection. We have considered the use of many varying kinds of carton—none of which however provided any degree of visibility and all of which were turned down on that score. The new “France Oeuf” carton however, of which we were the first and largest users in this country, overcomes both of these problems—it provides excellent visibility and at the same time extremely good protection and moreover the French inventors have produced a machine which enables the cartons to be filled at a very much higher rate than they could be by hand.

Two of these machines have been installed at our Wisbech Packing Station and are pictured here in operation. The whole throughput of eggs at this Station are cartoned in this manner for our self-service stores.



Seen working at the egg packer are girls of the Wisbech station. The eggs come through from the grading room and are packed into the new boxes which are folded automatically and pass out on a conveyor belt to be put in boxes. In the picture are from l. to r. Misses J. Morgan, S. Spring, J. Cobb, J. Woods, J. Bliss, Mrs. M. Cobb and Misses J. Tuck and P. Curtis.

For the Love of Mike

LATEST venture of the Stamford Players is the farce, "For the Love of Mike," which they put on with considerable verve at Toynbee Hall on May 9th. The show, produced by Val Dever, went down well with a very appreciative audience and has since been performed at Kenton and at the Chalfont St. Peter Colony.



Players and fellow workers: l. to r., back row :
Messrs. G. Tyers, L. Gowers, D. W. Walsh, Val Dever,
D. Tremelling, A. Appleby, R. C. Roberson. Front row :
Irene Bailey, Margaret Smith, May Saunders, Mrs. Tremelling,
Hazel Gravestock, Katherine Williams.



Whose side of the fence are you on ? Margaret Smith and Derek Tremelling.

Above : Albert Appleby and May Saunders.

Right : "Where do you want your sporrán?" says Derek Tremelling to Val Dever.

Below : Who dunnit ? Irene Bailey, Albert Appleby, May Saunders, Leslie Gowers and Derek Tremelling find a neatly-tied-up parcel (Val Dever).



P.C. George Tyers makes a note about Butler Gowers' prisoner, Dennis Walsh.



Six-a-side at Dulwich

Good Friday was a fine day for the weather and the six-a-side Cup at Dulwich. A lively sport. Six so tiring to play seven minutes each. Twenty-two corners one point. Twenty-two tears out for the competition. The trip to the field marked by a lot of exciting play. Six finalists "Q" del "K" Section, and after a tussle between the final of which show three pictures the right, was won by the "N" section who won the cup 13-5. The victory is seen in the picture on the left. They are, from left to right: S. Hopkins (Capt.), G. Arnold, Back, C. Head (Secretary), R. Mason and J. P.



"Q" Section, Runners-up for the cup. L. to R.: G. Mott (Secretary), A. Loud, J. Cosgrove, R. Loud, M. Bebbington, C. Belderson (Captain), R. Welchs.



side Football wich

cold and dreary day but in spite
ly 300 supporters turned up
ball competition for the Sainsbury
ey saw an afternoon of very
ide is a fast-moving game, and
that the time limit is two spells of
way. Goals score four points,



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Above left: Mr. F. R. Parker, Griffin Club Chairman, presents the Sainsbury Cup to S. Hopkins, captain of "N" Section. Right: C. Belderson, captain of "Q" receives his plaque. In his presentation speech the chairman spoke of the changed conditions which made it difficult for many branches to field an eleven and which had decided the club to start the six-a-side competition for the Cup.



The weather doesn't seem to have discouraged these visitors at Dulwich who came to cheer their teams.



Referee

C. Odell Retires

A Valued Friend at
Griffin Football



Mr. C. Odell

FOLLOWERS of Griffin football will all remember Mr. Odell, who after a very long career as a referee, has decided to retire at the end of this season. He has been a referee for 34 years and first started to come to Dulwich in 1924. He was a linesman at the Sainsbury Cup Final that year, and except for one season when he was officiating for the Football League, he has been either referee or linesman at every Sainsbury Cup Final since.

He has refereed over 400 matches for the Club. During that time he has never failed to turn up for any match he has accepted and has never had to send one of our players off the field. He has always shown a great interest in the Club and on many occasions has taken a game at short notice when an emergency has arisen.

Even though he is officially retiring, he has said that he will be willing to help us out in the future, should we suddenly find ourselves short of a referee. We are sure that Griffin supporters will be glad to hear that a presentation of a canteen of cutlery was made to him by Mr. F. R. Parker at Dulwich on March 30th, and will join in the warm thanks which he expressed at that time for Mr. Odell's long and friendly co-operation with the Club.

FOR FORTHCOMING CLUB EVENTS, SEE OVER ➡

GRIFFIN ATHLETIC CLUB.

"Sainsbury" Cup. Final.

AT DULWICH

On Good Friday, April 10th, 1925

"HEAD OFFICE" SECTION (Holders)

[Amber and Blue Quarters]

<i>Right</i>		1. R. Dudman			<i>Left</i>
	2.		3.		
	H. Younger (Capt)		H. Williamson		
	4.	5.	6.		
	W. G. Kemp	H. Wilby	T. A. Frost		
7.	8.	9.	10.	11.	
H. E. Ungate	A. J. Underwood	J. Hill	W. P. Clancy	J. H. Clarke	
V.					
12.	13.	14.	15.	16.	
A. Nicholls	J. H. Graveney	A. Earl	L. Barrrell	T. Farmer	
17.	18.	19.	20.		
G. Murkin	V. Scott	L. Christer			
	21.	22.			
	A. J. Webb (Capt)	L. Whitelock			
<i>Left</i>	W. Purfitt				<i>Right</i>

"G" SECTION (Lewisham)

[Maroon and White Stripes]

Referee Mr. C. ODELL, L.F.A.

Linesmen Mr. A. W. A. WITHEYMAN, Sney F.A., Mr. HOWARD, L.F.A.

How they reached the Final:

"Head Office Section"		"G" Section	
1st Round - "O" Section	4-0	1st Round - "B" Section	1-0
2nd Round - "A" Section	4-1	2nd Round - "A" Section	4-0
3rd Round - "K" Section	3-1	3rd Round - "W" Section	0-0
		Replay 3rd Round - "W" Section	3-0

FOR FORTHCOMING CLUB EVENTS, SEE OVER ➡

Mr. Odell found this interesting souvenir of a former Cup Final among his papers recently. Many of the names will be familiar to readers. Mr. Dudman is, of course, still with "O" Section, but says he doesn't keep goal any longer.

From Mr. Morris, manager at 66 Brighton, comes this picture of "R" Section's football team in 1931. As far as he can remember the names are: Back row (l. tor.) Messrs. Heard (Sec. G.A.C.), Barrett, Murdoch, Orchard, Bloom, Webb, Rogers,



Burgin (Chairman "R" Section), Biddlecombe (Sec., "R" Section). Front row: Messrs. Bardell, Stein, Morris (Capt.), Saunders, Moore.

Redhill

New building has recently been completed at our Redhill branch. Both shops have been extended to take in space at the rear and No. 32 has been turned into a butchers' shop with a new cold store at the back. A new warehouse has been built on the first floor of No. 32 with a provision cold store and a lift. In No. 34 a new office has been put in and in both shops retiling of floors and walls was carried out. The shop looks spick, span and spacious today after going through this rather complicated reconstruction.



At the counter is Mr. R. Gregory (manager) and, l. to r.: Miss P. Bailey, Miss P. Holland and Mrs. G. Ralph. In the doorway (left) is Mr. G. Parker.



Above: the new meat department. Behind the counter are, from l. to r. : Messrs. L. Clayton, assistant head butcher, R. Clark-Jones and W. Snook, head butcher.



Left: The bacon department. Mr. P. Brady is behind the counter, Mrs. E. Lee on the right.



New installation is this refrigerated cabinet for fats. Mrs. E. Allen (on left) with Mrs. P. Bridger.



Below: A general view of the refitted shop. Staff seen here are, from l. to r. : Mrs. E. Allen Mrs. P. Bridger, Mr. R. Gregory (manager). Behind the right-hand counter are Mrs. G. Ralph, Mr. G. Parker, Miss P. Holland, Miss P. Bailey and Miss J. Norman

Mr. A. Watts, assistant Manager at the cooked meats counter; behind him is Mr. E. Roberts and left, Mr. L. Peel.





The whole of the preparation area and warehouse behind the scenes has been refitted and replanned along modern J.S. lines. Left: Mr. P. Ward and Mr. R. O'Shea (right) at one of the meat preparation tables.

Behind

Left: Messrs. J. Mercer and R. Boden (right) working on another meat table.



Mr. G. Fuller and Miss M. Shepherd at work in the bacon preparation area.





Left: Mr. P. Womack scraping a cheese and right, Mr. W. Wilson. Lift gives access to shop floor.

the Scenes

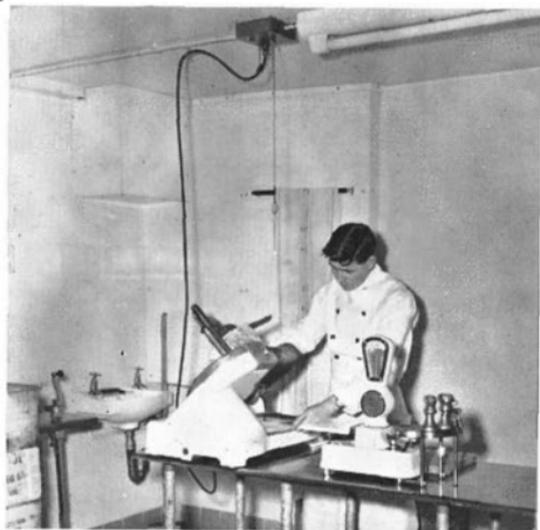


A part of the warehouse is on the ground floor. Miss P. Holland at the desk.

Mr. E. Roberts at the cooked meats preparation table operates a slicing machine.



Butter preparation is carried out here by, l. to r.: Mr. B. Wallace, Miss A. Garvey and Mrs. E. McFadden.



Norwich Branch Expanding



Above is a general view of Norwich branch. In foreground is the fresh meat department with chilled display counter. Mr. Rump and Mr. Wright behind the counter. Left: two views of the formerly disused basement at the front of the shop now nearly complete. In the middle picture are Miss Ansell and Miss Westgate.

Extensions at our Norwich branch have been made to give more room for the grocery, poultry and fresh meat departments and to provide a new office. The top picture shows the new rear wall of the shop and the new office. The changes provide space for a larger grocery department and a new poultry department (foreground, middle picture). Behind counter is Mr. Roxby and to the left Mrs. Scrutton. Bottom picture shows the full extent of the shop now that the extensions have been completed. Work continues on the shop and we hope to show further pictures when the preparation rooms and canteen are finished.



A House of One's Own

In the first of two articles Mr. ARON of J.S. Estates Department explains the relations between some of the people involved in a house purchase and warns of traps that lie in wait for the too impetuous buyer



The decision to buy your own house, particularly if it's a first purchase, is certainly a major event in the domestic scene and can no doubt also be fairly described as an "adventure". It may, of course (unless one should decide to make a personal survey of the roof on a very foggy night), lack the physical elements of chance and risk which are normally associated with this term, but in other respects these features are well to the fore.

The First Step

Having decided the approximate accommodation and narrowed the choice of district as far as possible, one can either refer to the Press—most sections of which carry a fair selection

of advertisements—inspect the area for Agents' boards or approach the Estate Agents in the district for details of any properties they have for sale.

The first and second suggestions will, however, invariably lead a prospective purchaser to the Agents mentioned in the third and, in practice, it will generally be found that all three methods will eventually be combined until a suitable house has been secured.

The Agent

The main point always to be borne in mind when dealing with Estate Agents is the very simple and not unreasonable one that they always act in the interest of the party who pays their fees which for all practical purposes in the case of houses with vacant possession is the vendor. This may sound like repeating the obvious but of course it means in practice that there is no duty on the Agent to draw a possible buyer's attention to any defects in the property, and that he will more than likely take a very optimistic view when describing its advantages and discussing its saleability.

There is, of course, no objection to approaching more than one firm of Agents although this will doubtless result in the purchaser being offered the same property by more than one Agent. These, incidentally, are the circumstances which can, without the buyer being aware of the fact, lead later on to a dispute in the Courts as to which Agent is entitled to the commission and whilst it is true to say that such cases are becoming less frequent as time goes on, it is suggested that in the event of more than one Agent being visited, all details of properties should be kept. If a particular house has previously been offered by another firm then the second Agent to offer the property can be advised that details have already been received.

The Inspection

The degree of inspection to which each property will be subjected will doubtless vary from a glance down the road in which the property is situated (which may, however, be unwise in case the houses are better at the other end) to a final detailed visit for the purpose of measuring for carpets and curtains.

Whether the wireless and television reception is of more importance than the nature of the garden sub-soil, or *vice versa*, and any other desired amenities which have to be considered must, of course, be a matter of individual taste, but despite man's ingenuity, the sun still rises in the east and sets in the west, so it will be quite simple to ascertain which rooms have the benefit of sunshine at various times of the day.

It would take too much space, even if the writer were able to do so, to list all the points which a competent surveyor would inspect and test before issuing a full report on the structure but, at the same time, it will be appreciated that a very good idea can often be obtained from the way the property has, or has not, been maintained by the present owner. In this connection it may well be that a house which is in need of decoration either internally or externally or both might be a far better proposition than a property which has just been "dolloed up" for the purposes of selling. This latter process is very often resorted to by owners to cover up more serious structural defects which it is sometimes extremely difficult to recognise without disturbing the new decorations; a step which even an experienced surveyor might, out of courtesy, be reluctant to take.

A point which is sometimes overlooked is that a room which gives every appearance of being in perfect decorative condition might create a different impression when the pictures or some of the close fitting pieces of furniture are removed.

The Offer and the Deposit

Here the most important matter to refer to is the signing of letters or acceptances of offers.

There is a possibility, although happily this is unlikely to arise in the case of reputable firms of Estate Agents, that a prospective buyer might be asked to sign a form of contract in the Agent's office or by an owner direct if no Agent is involved; sometimes this request is accompanied by a statement "that there is another party who will sign if you don't".

If the house appears to be all that is desired it does, of course, require very great strength of mind on behalf of Mr. and Mrs., or prospective Mrs., Purchaser to refuse to sign but unless a purchaser is anxious to indulge in the maximum possible degree

of adventure referred to earlier and probably emerge from it a very much poorer man, it is essential that the document is *left unsigned* until it has been shown to a Solicitor for his advice.

On the other hand, a prospective purchaser will usually be asked, quite properly, to confirm any offer he may wish to make in writing and there is no objection to this being done providing any proposal is made "subject to contract and survey". Even the words "and survey" may be omitted if the Agent refuses to take the offer on any other basis because "subject to contract" will enable a buyer to withdraw if he wishes to do so: but these words "subject to contract" *must be inserted*. The reason for this is that if they are not inserted and the document is accepted by the owner (even although the language used by both parties is quite informal) then a binding Contract will have been entered into on the lines referred to above with the attendant possibilities of such disastrous results for the party making the offer.

It will be appreciated that an offer made "subject to contract" leaves the Vendor free to dispose of the property to another buyer, because until Contracts are exchanged there is no binding agreement which can be legally enforced. This, however, is a risk which it is very much safer to take, for the reasons mentioned, than entering into a binding Contract before the property has been surveyed or the necessary enquiries have been made by the Lawyers.

These enquiries cover such matters as the owner's title to the property, the possibility of compulsory acquisition by a local or public authority, and town planning which may seriously affect the amenities of the district, etc.

A deposit, usually 10 per cent. of the purchase price, sometimes less—never more—is normally requested by the owner's Agents at the time of the acceptance of the offer. It is perfectly in order for such a deposit to be paid subject to a similar condition as in the case of the offer, namely, subject to contract, but it is also a good idea to insert in the letter forwarding the cheque and asking the Agent to acknowledge in his receipt, that the money is held by the Vendor or his Agent, as the case may be, *as stakeholder*. The effect of this is doubly to ensure that, in the event of the Contract not being duly exchanged, the deposit is returnable to the party who paid it.

Survey

The matter of the survey of a house for purchase is one which has received quite a lot of publicity lately because with the inability during the war years to carry out regular maintenance work which all properties periodically require, an increasing number of cases of dry rot and timber infestation are now coming to light. These, as is well known, can be very expensive defects to remedy.

Under this heading the cardinal point to bear in mind, it is suggested, is that unlike the case of the Agent, the Surveyor does not necessarily act in the interests of the party who pays him. This is perhaps an over-simplification but the point it is desired to stress is that where a Mortgage is taken on a property it is customary for the Mortgagor, i.e. the borrower, to be required to pay the Surveyor's fee even although his report will not be seen by the borrower, and the Surveyor owes no responsibility whatsoever to the borrower.

Again the fact that the property has passed the necessary survey and the money is forthcoming from the Mortgagees, i.e. the lenders, is not necessarily the conclusive information required by the buyer because it may only signify that the value of the property and the standing of the borrower are good security for the amount of the loan (and many Building Societies and other financial institutions have their own methods of assessing these various points).

Finally, the purchaser's purpose in having a Surveyor's report is, of course, to obtain expert advice on the condition of the property and to have some come-back by being able to seek redress from the expert concerned for negligence in the event of his having given wrong advice. If, however, the Mortgagees' Surveyor's report, whether disclosed to the buyer or not, is relied upon then it will not be possible to do this.

Contract

The normal procedure once a suitable property has been found is for a price to be arranged through the Vendor's Agent, by the offer and acceptance both subject, at least, to contract, and confirmed in writing both by the purchaser and the Vendor's Agent.

This is the latest stage at which a Solicitor should be con-

sulted because the Agent will then wish to know to whom the draft of the Contract, which should be prepared by the Solicitor acting for the seller, is to be forwarded. In addition to dealing with the legal transfer of the property, a matter on which only a Solicitor is competent to advise, he may, of course, be able to assist you with regard to a possible Mortgage and any points which might arise in connection with the survey.

Having received the draft Contract from the Vendor's Solicitor, your Lawyer will then initiate enquiries from this Solicitor and the local authorities and if there are no unusual features then the Contract should be ready for your signature in about two weeks' time.

Once the Contract is signed you cannot (except in such extreme cases as, for instance, fraud on the part of the seller) withdraw, so it is, of course, essential to be certain before committing oneself in this way that the funds are available to complete the purchase. This completion normally requires about four weeks from the signing of the Contract and the actual date is always inserted in the Contract.

No reference has been made to the important subject of mortgages and no mention has been included of the respective merits of Freehold property as against Leasehold. It is hoped to review these aspects of the matter in a later issue of the JOURNAL.





Left : Mrs. A. McQuillan " Q " and, right, Miss J. Coldrick of Ashford, in the first round of the Ladies' Singles. Mrs. McQuillan beat last year's runner-up in a great match, 18-21, 21-15, 21-17.

Table Tennis

Brightest yet Finals at Blackfriars

APRIL 8TH saw this year's very successful Table Tennis finals at the canteen and a good day's sport had by all. It came as climax to another good season in the section. In the league our first team finished runners-up in Division Three (South) upholding their record of promotion every year since entering the league. Our second team finished half-way up in their division and our ladies were sixth. We hope to see the section enter two ladies' and two men's teams in the '56-'57 season.

The finals brought to Blackfriars many old and new friends from the branches. It is a great pity that we see them only once a year and the section would welcome more visits from members in the London area during the next season.



Above left, Miss J. McGreggor of Potters Bar and right, Miss B. Spears with Miss C. Creasy on her left (both of Head Office) in play in the Ladies' Doubles. Below left, Brian Gilham " Q " and Hugh Hornsey " O " in the Men's Doubles quarter final which they won. Below

left: The Ladies' Doubles final, Gill Mulvey " O " has just played a shot. Her partner is Audrey McQuillan. They won this event from Iris Milham of 97 Kingston (l.), and Pat Andrews of New Malden (r.).

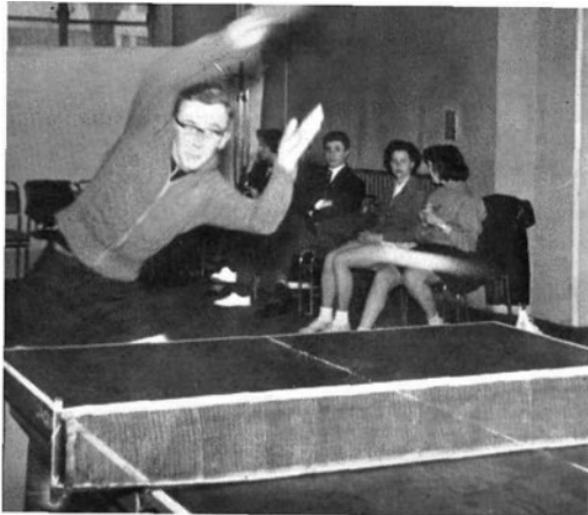


Below : Bob Gibson " Q " in play in the Men's Singles.

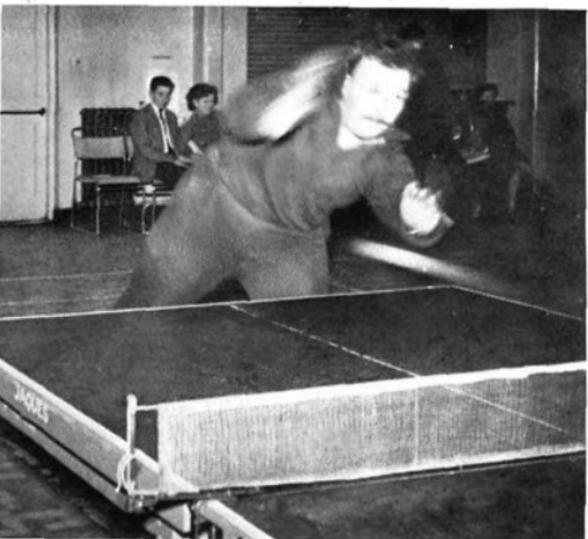


Brian Brearley " O " Tournament secretary congratulates Peter Long " V " (centre) and Bob Gibson " Q " after one of the closest games of the day.





Terry Kinchen of 94 Tunbridge Wells seen in play in the Men's Singles quarter finals. Kinchen is to be congratulated for his victory in this event when he broke a five-year depot hold on the Symon's Cup.



Centre : Brian Brearley in play against Kinchen in the quarter finals.
Below left : Freddie Platts " V " Captain of the Griffin first team in the L.B.H. League.

Below right : Frank Taylor " Q " who reached the Men's Singles semi-final surprised the experts with his victory over Platts.





Above : Gill Mulvey " O " in play in an early round. She reached the semi-final, losing to Iris Milham of 97 Kingston who is seen in play on the right.



Below : Brian Read " O " has just played. Partnered by Ken Haywood of Ashford. Opponents in Men's Doubles semi-final were Brian Brearley " O " and Don Forde of Thornton Heath, who took the match but lost to Gilham and Hornsey in the final.





Winners and Runners-up.

Back row : Ken Haywood of Ashford, Runner-up Mixed Doubles ; Bob Gibson " O ", Runner-up Men's Singles ; Brian Brearley " O ", Runner-up Men's Doubles ; Brian Gilham " Q ", Winner Men's and Mixed Doubles and Men's Consolation Singles ; Martin Fisher " O ", Runner-up Men's Consolation Singles ; Ron McQuillan, Umpire ; Hugh Hornsey " O ", Winner Men's Doubles. Front row : Joyce Coldrick of Ashford, Runner-up Mixed Doubles ; Iris Milham of 97 Kingston, Winner Ladies' Singles, Runner-up Ladies' Doubles ; Pat Andrews of New Malden, Runner-up Ladies' Doubles ; Terry Kinchen of 94 Tunbridge Wells, Winner Men's Singles (Symons Cup) ; Gill Mulvey " O " Winner Ladies' and Mixed Doubles ; Audrey McQuillan. " Q ", Winner Ladies' Doubles, Runner-up Ladies' Singles.

Mr. F. R. Parker Griffin
Chairman, presents the
Symons Cup to Terry
Kinchen.



J·S· STAFF



MOVEMENTS and PROMOTIONS

We are pleased to record the following promotions :—

TO MANAGEMENT

G. Hunt from Wood Green to 52 Holloway

TO ASSISTANT MANAGER

G. P. Armstrong from Romford to Collier Row
on opening
to Grange Hill

K. G. Evans from Kentish Town

TO MEAT SUPERVISOR

T. Dean of St. Albans

TO HEAD BUTCHER

E. Green from Greenford to Joel Street
J. Clements from Brent Street to Forty Avenue
E. Letford from Wembley to Brondesbury
G. Twitchett from Barkingside to 16 Ilford
R. Downs from 124 Ilford to 16 Ilford
C. Woodward from Tottenham to 7 Palmers Green

The following transfers will be of interest to many members of staff :—

MANAGEMENT

N. E. Harding from Southampton to Collier Row
on opening

J. Wishart from 52 Holloway to H.O.

ASSISTANT MANAGERS

J. Crane	from Debden	to Collier Row on opening
F. T. Seaward	from Grange Hill	to Debden
B. E. T. Powell	from Fulham	to Southampton
HEAD BUTCHERS		
G. W. Rogers	from South Harrow	to Marble Arch
D. Barwick	from Joel Street	to South Harrow
R. Taylor	from Forty Avenue	to Wembley
G. Fownes	from Brondesbury	to Northwood
F. Ellis	from Northwood	to Eastcote
J. Smith	from Eastcote	to Pinner
B. Lowe	from Pinner	to Paddington
L. F. Sage	from Southampton (Spare List)	to Winchester
A. Green	from Luton (Spare List)	to St. Albans
L. Barton	from 560 Leytonstone	to Collier Row on opening
G. Twitchett	from 16 Ilford	to 560 Leytonstone

MARRIAGES (BETWEEN MEMBERS OF J.S. STAFF)

We offer our best wishes for their future happiness to the following members of the Factory Staff:—

Miss J. Norman	and Mr. D. Thomas
Miss M. Slevin	and Mr. W. Elwood
Miss M. Urquhart	and Mr. L. Reid
Miss D. Bowden	and Mr. F. Smith
Miss P. Gregory	and Mr. F. Vale
Miss O. Ward	and Mr. W. Redhead
<i>and to</i>	
Miss E. Hughes (Emptics Dept.)	and Mr. F. Hiscutt (Driver Depot)

CONGRATULATIONS and best wishes to :

Miss P. M. Ireland, First Clerk, Guildford, who has completed twenty-five years' service with the Firm.

NEWS OF J.S. STAFF ON NATIONAL SERVICE

The following are extracts from some of the letters we have received from men on National Service since our last issue:—

A. HOLLOWAY, Kingsbury, Windsor (Army). He has been lucky enough to be accepted for the Life Guards, and is at the moment doing his initial training. He expects to go to Pirbright for a short battlecraft course.

N. P. HUMM, *Romford*. Aldershot (Army). Has completed his preliminary training, and has now commenced training as a cook. Has already been able to use his branch experience particularly in the boning of bacon. He does not think much of the food so far.

K. L. INGLE, *Drury Lane*. Bahrain (Army). Is attached to a party of troops landed on this island to calm riots. Fortunately as soon as they landed the riots stopped. Seems to be having quite a reasonable time as he regards the island as a holidaymakers' paradise.

D. M. MEAD, *Purley*. Germany (R.A.F.). Was able to spend the Easter holiday with a German family, and was interested to see that their way of celebrating was a little different to ours. Has only a few more weeks to do in uniform and is very much looking forward to his release.

G. SARTON, *Stamford Hill*. Cyprus (Army). Has had some excitement recently when someone blew up the Sergeant's Mess. Fortunately no-one was injured.

T. G. TUCKER, 339 *Palmers Green*. Gosport (Army). Is now training to be a clerk in the R.F.M.E. Expects to take his examination shortly and eventually to be sent abroad.

OBITUARY

We regret to record the deaths of the following colleagues :—

MR. W. R. BAGGALEY, was engaged in May, 1929, at the Depot where he worked in various departments and was employed in the Empties Department at the time of his death. He died on the 3rd April following a short illness. We would like to express our very deepest sympathy to Mrs. Baggaley.

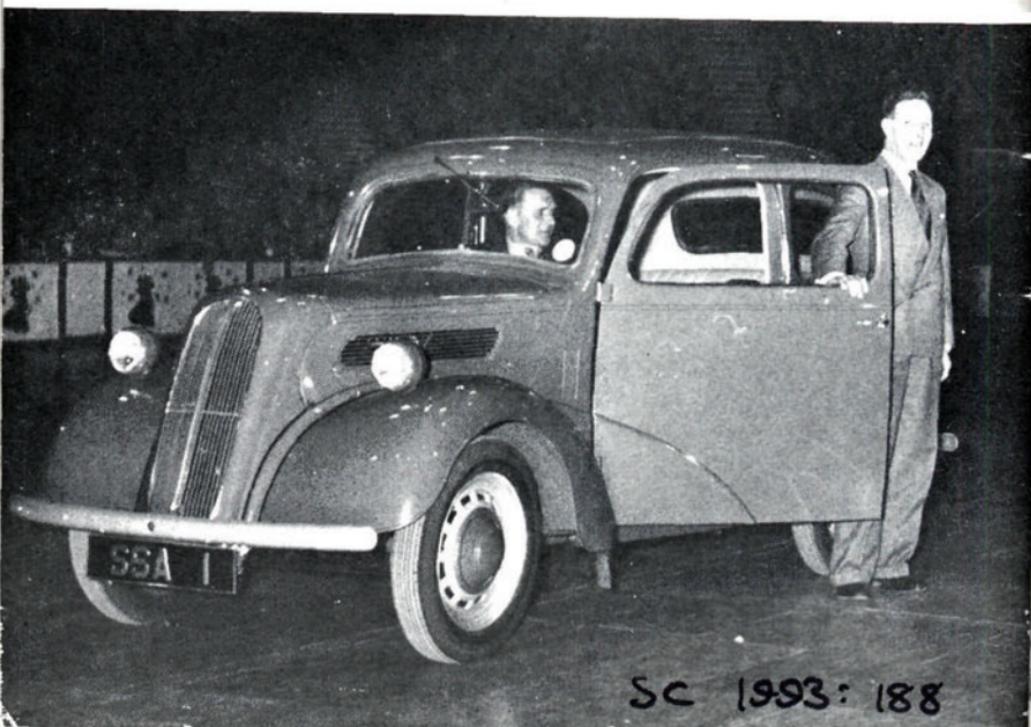
MR. F. TOVERY, was engaged in 1910 and retired in July, 1950. He worked in various branches in the Eastern part of London and he managed Watney Street during the last war. He died on the 6th April, 1956. We deeply sympathise with Mrs. Toverly in her loss.

MR. W. G. REEVES, was engaged in 1909 and retired in 1951. He worked at the Head Office at Blackfriars and was in the Depot Stock Office when he retired. He died on the 22nd February, 1956. We extend our deepest sympathy to Mrs. Reeves and her family in their sad loss.



Winner

Winner of the Ford 10 h.p. Saloon at the Empress Hall Dance on April 21st was Mr. A. Usher of "V" Section (Maintenance). Seen here coming in to receive his prize and below about to be driven away in it. Mr. Usher is now learning to drive the car. Printing schedules make it impossible to show more than these pictures of the Dance of the Year for this issue but next month's *Journal* will carry a generous coverage of the Dance.





Six-a-side Football at Dulwich

Good Friday was a cold and dreary day but in spite of the weather nearly 300 supporters turned up to the six-a-side football competition for the Sainsbury Cup at Dulwich. They saw an afternoon of very lively sport. Six-a-side is a fast-moving game, and so tiring to players that the time limit is two spells of seven minutes each way. Goals score four points, corners one point.

Twenty-two teams turned out for the competition and the trip to the finals was marked by a lot of hard, exciting play. Semi-finalists "Q" defeated "K" Section, and "N" after a tussle beat "G". The final of which we show three pictures on the right, was won by "N" section who won the cup 13-5. The victors are seen in the picture top left. They are, front row: S. Hopkins (Capt.), D. Floody, G. Arnold, Back row: C. Head (Secretary), D. Rich, R. Mason and P. Fory.



"Q" Section, Runners-up for the cup. L. to R.: G. Mott (Secretary), A. Loud, J. Cosgrove, R. Loud, M. Bebbington, C. Belderson (Captain), R. Welchs.

