



**J\*S**

**JOURNAL**

**SEPTEMBER, 1956**

# J. S. Journal

HOUSE MAGAZINE OF J. SAINSBURY LTD.

**SEPTEMBER 1956**

NEW SERIES, NO. 30

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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  
The Editor, J.S. JOURNAL,  
Stamford House, Blackfriars,  
London, S.E.1.

### OUR COVER PICTURE:

*Mary Ann Balm, daughter of one of 1-4 Ealing's customers, waited cheerfully while her mother shopped in the new store.*



The new self-service store at 1-4 Ealing High Street as it looks now that it is complete.

## **1-4 Ealing Converts to Self-service**

J.S. CONNECTIONS with Ealing date back to the opening of 15 Broadway in 1894. 130 Uxbridge Road, a small provision shop, was opened in 1902 followed by 87 Broadway in 1906. Our butcher shop at 126 Uxbridge Road was opened in 1920. Then in 1927 three small sites, 2, 3 and 4 High Street, Ealing, opened as a single shop under Mr. J. Leftwich, manager. He was followed in 1930 by Mr. L. Phillips who retired in 1949 when Mr. Biddlecombe, the present manager, left Ruislip to take over. The shop had a particularly hard time when it was blitzed on July 2nd, 1944 (when the corner shop, No. 1, was destroyed), but managed to carry on trading. Plans for complete reconstruction and conversion, including the corner site, were made in 1950 and after many difficult conversion problems had been solved the new shop opened on a self-service basis on July 17th, 1956.



At the top of the page, a photograph taken in January, 1964, when re-building got under way. Below is the same view a year later when the premises had been extended to the corner and installation of the new shop front had begun. At the foot of the page is the building photographed in February this year. The canteen and kitchens are on part of the first floor and on the second floor is a hostel for J.S. Staff.





On Tuesday, July 17th, the shop opened for trading as a self-service store. On the door above are Mr. A. J. Claro (left) and Mr. R. W. Masters handing out baskets. The customer is Mrs. Jacks of Ealing Village.

There's nothing like an early start at this self-service game.





A view of the shop taking in the check-outs. In the left foreground are check-out operators Miss B. Holmes, Miss B. Ledward and Miss M. Bradley.



Looking towards the back of the shop along the meat counter. 1-4 Ealing is fitted with the new type of gondola which has four shelves and stands a little higher than the three-shelf type.



A closer shot of a new gondola. Miss J. F. Smart at work replenishing shelves.



In the office, l. to r., Mrs. P. Etgart, first clerk, and Miss M. Gregory.

Below :

Miss J. Donovan, one of the gondola girls.





**Above :**

No shortage of customers at the cooked meat cabinets. At the internal phone is Miss E. Hutchinson.



**Right :**

Mr. W. Beavan, deputy manager, with Mrs. D. Russell.

Mr. F. Kemp on "loan" from Marylebone to help out in the opening weeks with Miss R. Davey.





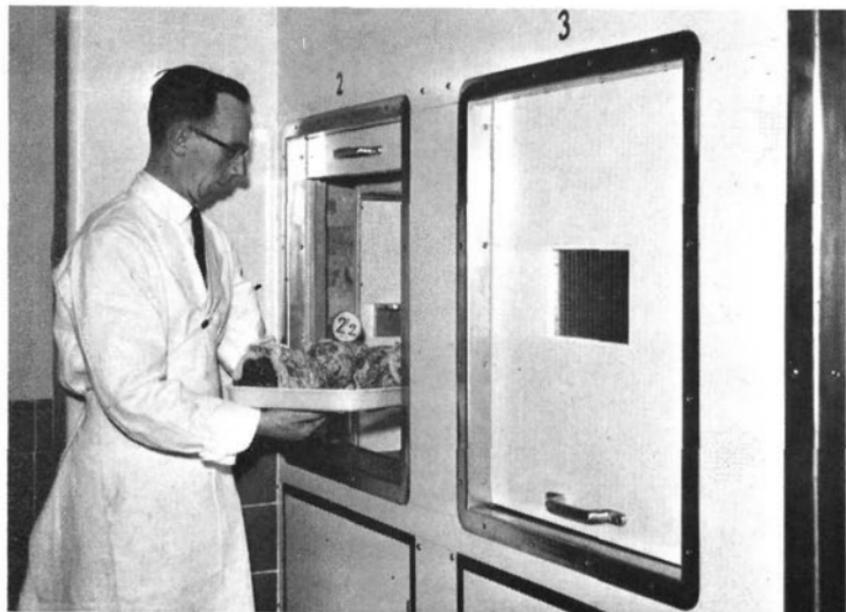
On the left Mr. Bidlecombe, manager of 1-4 Ealing, with Superintendent Mr. Lamb. Mr. Bidlecombe's association with Ealing dates back to the days when he joined J.S. in 1920.

**Below :** At the meat counter, l. to r., Mr. G. Baggott, meat supervisor, Mr. G. Woods, Mr. A. Sprules, head butcher, and Mr. A. Kitching.





New installation at 1-4 is this lift which brings meat and poultry down from the preparation room on the first floor. Above, Mr. Sargeant, poultry supervisor, is loading the lift. Mr. Sprules, head butcher, is in the shop level picture below. Dispatch and recall of the lift are all done by push-button on the first floor.





Above : A general view of the meat preparation section on the first floor. Mr. Powers, left, stacking tomatoes, and Mr. Shelswell at the band-saw on the right.



Below : Mr. R. Yabsley, assistant head butcher.



In the meat preparation section, l. to r., Messrs. Yabsley, Sprules, Hillyard, Meaney, Clark and Johnson.



At the meat-wrapping tables, l. to r., Mrs. Yeo, Miss Kelleher, Mrs. Roberts, Mrs. Haines, Mrs. Roach and Mrs. Minton. Below, left, is the bacon preparation section, l. to r., Mrs. Smith, Mrs. Malnacs, Mrs. Day, Mr. Jones and Mrs. Ireland. Below, right, is Mr. Ince, Ealing poulterer, trussing a duck.





At the lift gates,  
left, Mr. G. Soper, assistant  
manager, and Mr. L. Self.



In the Cooked Meats  
and Dairy  
preparation room,  
l. to r., Mrs. Cawte,  
Miss Knight,  
Mrs. McTighe  
and Mrs. Stout.



Working at the  
butter table here  
are, l. to r. Miss Y. Knight,  
Mrs. O. Frampton,  
Miss J. Walton  
and Mrs. D. Sives.



At the Cooked Meats preparation table, l. to r., Mrs. Harvey, Mrs. Allen, Miss Oakley, and Mrs. Mitchell.



Right :  
Butter Preparation,  
l. to r., Miss W. Hislop,  
Mrs. M. White and  
Mr. A. Miller.

Wrapping and pricing  
cheese, l. to r.  
Mrs. Walter,  
Mrs. Holford,  
Mrs. Fletcher,  
Mrs. Head,  
and Mrs. Evans.





In the egg packing section on the ground floor, l. to r., Miss Blythe, Miss Snelling and Mrs. Ingarfield.



Mr. G. Gibson, assistant manager, with Mrs. E. Oakley.



Another part of the ground floor warehouse. Biscuit packing and pricing, l. to r., Mrs. D. Westall, Mrs. F. Allan and Mrs. G. Howell.



At the six check-outs of 1-4 Ealing. Staff to be seen here are, from the back of the photograph to the front, Miss M. Bradley, Mrs. I. Hipkins, Miss V. Reeves, Miss B. Holmes, Mrs. B. Rowe and Miss E. Brown.

Below :

Miss E. Bryant, housekeeper at 1-4 (right), and Mrs. C. Burville, assistant housekeeper.



Above :  
The kitchen staff, l. to r., Mrs. Lovett, Mrs. A. Bush and Mrs. Liston.



## Looking Backwards . . . . .



**J.S. Ealing Staff Outing, June 30th, 1920.** The photograph above, taken at Cookham, dates from a time before there was a branch at 1-4. The Staff are from 51, 130 and 87 Ealing and among them are the late Mr. Leftwich, who was manager of 51 (and the first manager of 2-4), Mrs. Leftwich, Mr. Stockdale, manager of 87, and Mr. May, manager of 130. Among others in the picture are Messrs. Bennett, Horton, Hunter, H. Lilly, Tompkins (the poulterer, known to many at 51 as "Fred"), Biddlecombe, G. Mayhew (now at Southall) and Notley, Miss Stacey and Miss Browning. On the left, taken on the same day at Cookham, are Mr. H. Lilly, behind, and, believe it or not, Mr. Biddlecombe in front.

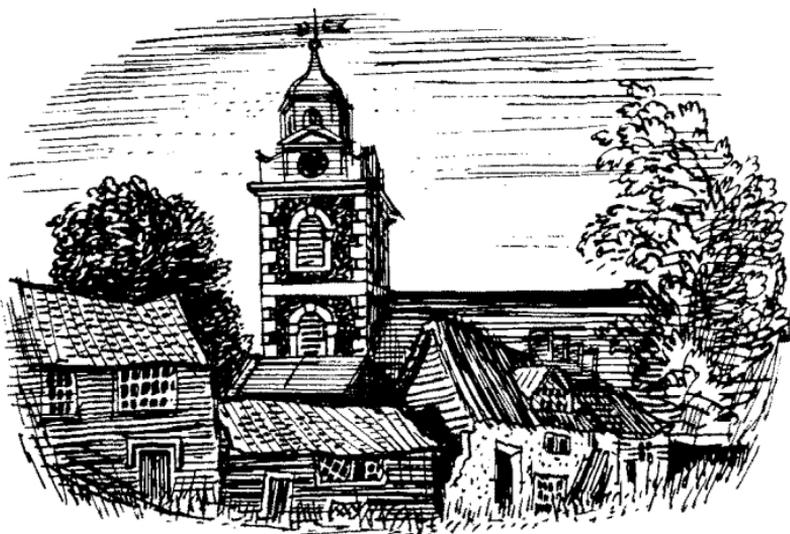


.... and some pictures  
of the very hectic  
conversion week-end



All hands go into  
action to get 1-4 converted  
and shipshape for its  
opening on July 17th.





*The first Christchurch, Surrey. Built 1671, demolished 1738.*

THE  
CHARITY  
of  
JOHN MARSHALL

*With the recent appointment of Mr. Alan J. Sainsbury as a Trustee of the Charity, readers might wish to know more about John Marshall and the Church of Christchurch he founded, which is alongside our Head Office in an oasis of green, fronting Blackfriars Road.*

JOHN MARSHALL, Gentleman, was the third son of John Marshall de Burgo, a citizen of Southwark and a member of a Yorkshire family, a branch of which had made its home at Stamford\* in

\* Though no record is available of the origin of Stamford Street's name it seems likely that it was so called because of Marshall's association with the place. Colombo and Meymott Streets take their names from local men who were trustees of the charity, and Dolben Street is called after Bishop Dolben who first consecrated Christchurch.

Lincolnshire. John Marshall died childless in 1631 at his house in Axe Yard, Southwark, and though he desired to be buried in Christchurch when it was built, he was actually buried in St. Saviour's and the change of burial place was never made. Little is known of the man himself save that he was "of pious disposition with a lively horror of the Pope." The Stamford records describe him as a Citizen and White Baker of London.

His will which he made in 1627 provided for his wife and relatives during their lifetime and appointed thirteen Trustees to operate his charitable schemes when such prior charges had been fully honoured.

With income from property in Southwark and Lincolnshire he provided for University Scholarships for one poor scholar at a time, the building for £700 of a Church in Southwark to be called Christchurch and the stipend of a Minister. Any surplus was for two years to be used for redeeming poor men imprisoned for debt and thereafter for the buying of Rectories Improprate which were Benefices where the right to Tithe had been sold to lay persons, the intention presumably being to restore such income to the incumbent.

The will also provided funds for a weekly lecture on Holy Communion to be given at a Stamford Church and also for a dinner for his thirteen Trustees on the occasion of the Annual Audit.

On land given by William Angell, Christchurch was built in 1671. By 1738 it had fallen into disrepair and it was then rebuilt with Income in hand. Extra land was added as a Burial Ground.

In its early years the Charity was administered with dwindling efficiency as the original Trustees grew aged and by 1663 only one Trustee was left. The Court of Chancery then intervened, appointed fresh Trustees, and for the next two centuries difficulties of administration were alleviated by numerous Decrees and Acts of Parliament.

From then onwards it prospered and by 1851 its Income had risen to £4,600 p.a. It was, however, becoming increasingly apparent that with changes in ways of life following the growth of London, the monetary value of the original bequests required uplifting and the Trustees needed a permanent constitution giving wider powers to keep abreast with the times. Their lack

of this had led them into actions for which they had no legal sanction. Such was the sale of land to make space for approach roads to Southwark Bridge, built in 1815-1819 by Sir John Rennie and demolished in 1914. They had also increased their annual payment to the Rector of Christchurch to £145 a year, well beyond the £60 a year laid down in 1627.

So in 1855 an Act of Incorporation was passed in Parliament which increased the number of Trustees to sixteen, gave them greater freedom of action, extended the scope and value of the scholarships and lectures, empowered the Trustees to build a parsonage for Christchurch (they bought a property in Blackfriars Road which was used as the Rectory until the new one was built in Colombo Street). Instead of having to buy in Rectories Improprate, power was given to augment Poor Livings and to make grants towards the erection and endowment of new Churches throughout the Country.

The last 100 years has seen the income of the Charity grow as a result of appreciation of land values and prudent investment policies from £4,600 to over £23,500 a year gross. After paying for the upkeep of properties and all expenses, upwards of £10,000 remains for charitable disposition each year.

Since the last war most Residential Investments have been sold, including a block of flats built for the Trustees in 1900, and the Income of the Charity now comes mainly from modern shop and office properties, in various suburban areas of London, of which 24, King Street, Twickenham—a property leased to J.S., is typical.

Grants for the repair of Churches in Kent, Surrey and Lincoln have been made since 1915 with the sanction of the Charity Commissioners who now regulate the administration of the Charity by its Trustees. Over the past 50 years Augmentation, Church Building and Repair Grants have exceeded a quarter of a million pounds in total.

### ***The Future of Christchurch***

In keeping with the expansion of the Charity, Christchurch was altered and enlarged by the addition of a Chancel in 1891 and it survived until 1941 when Incendiary Bombs reduced it to a

shell. Services were then held in the undamaged Vestries until 1949 when the Chancel was re-roofed and bricked off to serve as a Temporary Church until a third Church could be built.

During the past few years much thought has been given to the rebuilding of Christchurch, bearing in mind the change in the character of the neighbourhood from residential to industrial and the rôle now played by the Church through its Minister, the Rev. A. J. Weaver, amongst those who work in the Parish. Negotiations with the War Damage Commission are nearing completion and plans of a new building are under way. These will take the form of a small Church and a large hall capable of being combined or used separately and designed to permit of all types of parochial, club and social activity, with especial reference to the needs of the day-time population. The Scheme will cost not less than £50,000.

Before long a model will be on view and within two years the project should be taking shape. When completed it will remain as hitherto the property of the Charity and it is hoped that it will provide something unique in a busy commercial area catering for and of special appeal to those with but limited time to spare, before or after their daily work or during lunch-time breaks. As John Marshall was himself a Southwark businessman, there can be no doubt that he would have wished to be of service in this way to those who follow his footsteps over three centuries later.

The Headquarters of the Charity is to be found almost on the site of John Marshall's house and consists of a fine building over 100 years old known as Marshall House, 9, Newcomen Street, London Bridge, S.E.1. Here the Trustees through their Clerk and Surveyor receive applications for Grants. Those of the Church of England whose local Church, Parsonage or Parson needs help might well wish to remember the address. Normally over fifty eligible cases are helped each year.

*The*  
**ECONOMIC**  
**POWER**  
*of the*  
**RETAILER**

*A résumé of a lecture given by the*

RT. HON. THE EARL OF WOOLTON, C.H., P.C.,  
*on April 25th, 1956, at the College for the Distributive Trades,  
Charing Cross Road, London, W.C.2.*

AN opportunity for the exercise of political and industrial statesmanship was missed a century ago—and later—which might indeed have altered the way of the world. During the Industrial Revolution a startling change had taken place in the pace of the creation of wealth and in its ownership. The bulk of the profits which arose from application of the new steam-power to production went as reward to the people who organised its use. If this greater wealth had been more widely and justly distributed we might have avoided the growth of what Mr. Disraeli called “The Two Nations” in Britain. Our predecessors were so engrossed in the marvels of their productive processes that

*they missed seeing that production is only useful if it is used.* Distribution is not the handmaiden of production; in the long run it is the master.

Failure to recognise this led to the evolution of the Socialist Doctrine in which greater emphasis is laid on the distribution of wealth than on its creation. I don't for one moment believe that the majority of the country ever understood the economics of Socialism. What they wanted was something very simple; an improvement in the standard of living and a wider distribution of the good things of life. That is a sentiment that finds wide acceptance. The standard of living of the people of this country depends upon the forces of distribution as well as upon the capacity for production; if these fail in enterprise or competency or integrity, or in a sense of public service, then production is reduced in volume, prices rise, and the standard of living of the people is lowered and there is social discontent.

### ***New Forms of Distribution***

The rise of the co-operative movement must be interpreted as a part of the demand for some new form of distribution. The emphasis of this demand was on the distribution of profits, which is based on this same insistence on the profit motive in industry that has led so many people to believe that the standard of living of the country might be improved if the profit motive were removed, or controlled by Government decree.

This is one of the major issues of politics facing the distributive trades and a challenge to them. During these last few years we have had experience on which to base judgment. The State—in a period of scarcity, be it remembered—has prescribed the channels through which distribution should pass. It has, of political necessity, recognised that any regulation of profit margins must guarantee a living wage for all concerned—in short, the standard of economic efficiency of distribution must be based on the lowest common denominator of the trade.

During this period the distributive trades prospered; the wholesaler received a very welcome Government support and in every grade of the industry profits increased; commercial failures became a rarity, and the cost of living to every section of the community rose considerably.

*It was only the general public who suffered.* In peace-time both

the level of employment and the price of commodities necessitate a high and preferably advancing level of production; these are determined by the measure of demand for goods and that, in turn, is largely influenced by a lowering of the price level.

This summarises the political issue. Is the public best served by the security given to the distributive trades by control, or by the forces of free competition which regulate prices, restricting or encouraging production as prices rise or fall ?

It is interesting to note that the two organisations of modern times that, like the co-operative societies, have developed in almost every town in the country, have been those chain stores and department stores which have made very large profits, and yet, at the same time, have rendered a service to the public by bringing a wider range of goods within the financial orbit of every section of the community.

I must not leave the impression that, in my opinion, the economic power of the retailer should be mainly directed to bringing down prices. If the standard of living of the public is to be improved, then goods must be within its physical as well as its financial reach; and the article that is in fact not quite so cheap, but is near at hand, is of more value to the person who needs it than the cheapest bargain in the world that is unattainable on grounds of distance.

### ***Census of Unemployment***

There is one other social factor, which, if I read aright, plays almost an equally important part in the minds of many people with a desire for the improvement of the standard of living, and that is the fear of unemployment. Unemployment is the product of the failure to distribute increased production. It arises when supply outruns demand, but since the harnessing of science to industry is, through increased mechanisation, constantly increasing the power to produce, whilst the machinery of distribution is only to a minor degree affected by these advances in scientific discovery, the whole range of manufacturing industry—from the operatives on the factory floor to the directors in the boardroom—is constantly faced with the problem of what will happen if the forces of production so far exceed those of distribution that a slump and unemployment follow. It was the instinctive fear of this happening that led the

Luddites to break up machinery in the factories 100 years ago. It is this same fear that has been the basis of the widely prevailing restrictive practices that the trades unions have insisted on maintaining in industry—in what they consider is legitimate self-defence—and which has led so many manufacturers—in what they regard as a proper safeguarding of their business—to embody conditions of sales for price maintenance and the like.

### ***Restrictive Practices***

I am not here to moralise on these issues, but it isn't any use Ministers, employers or trades unionists stating in public that they believe that the economic welfare of the nation demands increased production whilst, at the same time, they impose or permit conditions which, directly or indirectly, will limit production. I use this phrase because whilst the trades unions, by their restrictive practices, are limiting the extent of production, and therefore, the creation of wealth, the manufacturers who indulge in restrictive practices, either in the extent of production or in the conditions of distribution, are also imposing a limit. That limit is to be found, in the latter case, in the fact that by maintaining a price level they are restricting their production to those who can pay that pre-determined price, and there may indeed be many people eager to improve their standard of living who are debarred from enjoying such products by the fact that their price is put beyond their economic reach.

In recent years when the demand for much of British production, at home and overseas, exceeded the available supply, the opportunity existed to break down, without running any risk, the barrier these practices impose. This might well have been done if the leaders of the trades unions and the manufacturing industries and the Government had recognised how closely an improvement in the standard of living of the general public is related to the combination of the power of distribution with the power to increase production. Is it not extraordinary that every political leader who has spoken on the subject has talked about the importance of increased production? The truth is that it has no importance unless the goods that are made can be distributed. Indeed that increase may be a positive danger unless the outlet for the increase is available. What use was the

power to increase production of motor-cars during the early months of this year, when the products were stored up in every waste space available to the manufacturers, and the operatives were reduced to a 4-day week ?

There is a current view that the profits of the retailers are so large that they are a proper subject of special taxation. It is this conviction that has led some people to favour a sales tax, as an alternative to the purchase tax. A sales tax will not affect the profits of the retailer; it will only put up the cost of living.

The extent of the increases in rating valuation affords a further example of the way in which public authorities regard the retail trade as a convenient milch cow. According to the latest information at my disposal, the rateable value of 187 department stores has risen by 139 per cent., whilst the actual rates levied will be increased by 63 per cent. The extent of these increases must directly lead to higher prices for goods.

The public may well ask why these payments should thus be made to fall directly on the domestic budgets, whilst the prosperous manufacturing interests continue to enjoy the system of industrial derating which Chancellor of the Exchequer Churchill introduced to encourage employment in a period of acute industrial depression.

## ***Government and Distribution***

I have raised this wide range of subjects in order to attempt to clarify the relationship between Government and distribution. At present it is broadly true to say there is no contact in this field. Ministers concerned with government policy for improving the standard of living of the country send for the F.B.I. or the T.U.C.; they have never been known to send for the distributors—perhaps indeed they would find it difficult to secure what they would regard as representative opinion of this section of our economy. And yet it is the distributors, the salesmen, the “representatives” and travellers for the producers, the shopkeepers and the wholesalers who have first-hand knowledge of all the variations that take place in the standard of living of the people and of its probable future trends.

I am not making an appeal for Government recognition of any representative body of distributors or for more conferences or

deputations; I have never had any high opinion of the use of any of them. My object, in this lecture, is to impress the importance of the distributive trades in relation to the standard of living in this country. If, indeed, we are to double such standard in 25 years, as Mr. Butler prophesied, it will not be because—as he postulated—we produced 3 per cent. per annum more progressively, but because 3 per cent. per annum more is consumed; and it is on the relationship between distribution and production that the issue of prosperity or unemployment lies.

### ***Importance of Distributor and Salesmanship***

It is substantially true that the majority of the capital resources of this country are invested in the processes of production, yet their ultimate value depends not on the production, but on the sale, of their products.

The distributor has a part to play in the march of progress and he needs to recognise the social obligation which rightly belongs to his trade. How can he spread abundance more widely—here at home, abroad among both the under-developed countries and among those highly civilised countries that can value the skill of British craftsmanship. That is his problem and his province.

But it is a restless occupation—one almost demanding the hostile mind; the seller must never be the complacent agent of the manufacturer. What the consumer wants is what matters to the producing nation—to its domestic comfort and to the stability of its employment.

It is a strange thing that with all the rapid developments in manufacturing and engineering skill, there has, in fact, been so little change, in the last quarter of a century, in the processes of distribution.

I cannot believe that we should be wise in accepting this as a sign of the future. We should be more secure if salesmanship were more highly esteemed. Indeed, it is one of the “trades” that can only continue to live if it maintains a high regard for the truth of facts. The benefits and pleasures of realisation must be higher than those of anticipation. To sell goods, whether at home or abroad, with that high standard, calls for knowledge and understanding—both of product and people.



Concentration is the word for it !

## Portraiture at Collier Row

At Collier Row on three days in the August school holidays, our photographers took over a thousand portraits of the children of J.S. customers. Whether they came on foot, in push chairs or in prams they all had their portraits taken on what turned out to be a very sociable day for all.

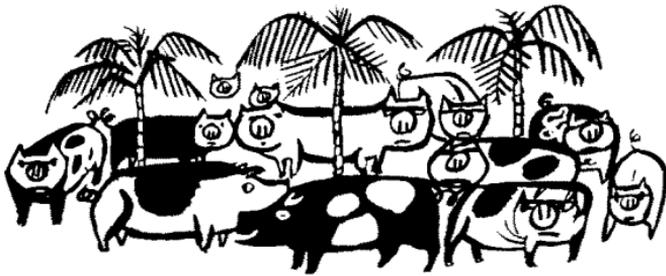




Some came in arms  
and took a very  
good view of  
the whole affair.

Others walked up with  
the shopping half done  
and took it  
in their stride,  
while some regarded  
the whole thing  
with suspicion.





### **BACON CONTROL**

“ of animal food a very small portion falls at any time to the share of the lower class of people ; and then it is either fish sea-eggs, or other marine productions ; for they seldom or ever eat pork. The *Eree de Loi*\* alone is able to furnish pork every day ; and inferior chiefs according to their riches once a week, fortnight or month. Sometimes they are not even allowed that for when the island is impoverished by war or other causes the chief prohibits his subjects to kill any hogs ; and this prohibition we were told is in force sometimes for several months or even for a year or two. During that restraint the hogs multiply so fast that there are instances of their changing their domestic state and turning wild. When it is thought fit to take off the prohibition all the chiefs assemble at the king’s place of abode and each brings with him a present of hogs. The king then orders some of them to be killed on which they feast and after that everyone returns home with liberty to kill what he pleases for his own use. Such a prohibition was actually in force on our arrival here ; at least in those districts of the island that are immediately under the direction of Otoo. And lest it should have prevented our going to Matavai, after leaving Oheitepeha he sent a message to assure us that it should be taken off as soon as the ships arrived there. With respect to us we found it so ; but we made such a consumption of them that I have no doubt it would be laid on again as soon as we sailed.”

December, 1777.

Capt. Cook’s Voyages. Otaheite.

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\* Chief of Otaheite.

## J.S. in Oxford

a note from  
Mr. Lainchbury  
our Manager  
there who is  
to retire  
in the Autumn



To those who know the present Oxford Carfax and the J.S. Branch the photographs above and on the next page will be of interest. They date from about 80 years ago and show in the one above the church of St. Martin's being built. The picture overleaf was taken after the church was completed. The house façade remains unchanged but in the milling crowds and traffic of today the donkey would hardly be as docile as he seems in the picture.

Trading in a University City is unusual in many ways and, without the help of our sales office, almost impossible. Every nationality is represented in this city and each one expects to find in the J.S. branch, food peculiar to his own country. We have to supply cheeses of many kinds unknown in the average branch ; Dunlop, Tome au Raisin, Pont l'Eveque, Carré d'Est, Fromage de Monsieur and many others. We recently had to supply for one function over twenty different types of cheese.



The High, Oxford in the 1870's.

We find our customers are connoisseurs of continental cheeses and always closely examine their purchases. The assistant cannot simply hand them the first for sale and our staff have learnt a great deal from such customer's criticisms.

Nor is it always possible to be prepared for such orders as 350, 2¼ to 2½ lb. white chicken, 250, 5 lb. ducklings, 400 wood pigeons, 25 brace young grouse (for dinner on August 12th regardless of cost) 500 chops for a hastily arranged barbecue (because the weather is suddenly suitable). These are the times that we are forced to call, sometimes after zero hour, on the harassed sales office.

The orders of which we are most proud here were made up for three Arctic expeditions. This meant sealing such items as flour, dried fruit and sugar in half and whole biscuit tins and supplying very large quantities of canned goods. Each time we have had the satisfaction of knowing that the orders were completed satisfactorily and, on the return of the expedition, knowing that J.S. food has been highly appreciated in Arctic regions. I was proud to receive from one expedition their thanks for our work in preparation of their supplies and their Christmas card which was reproduced in *J.S. Journal* for last May.

# PEACE with PLENTY



*An account of the life of the Reverend James Woodforde,  
Rector of Weston Longeville, Norfolk, 1774-1803.*

*Extracts from the Rector's diary have appeared in "J.S. Journal"  
from time to time and this short biography is intended to give  
a fuller picture of this very full man.*

IN 1758, James Woodforde started to keep a diary and until October, 1802, a few weeks before his death, he was still making regular entries in it. The diary passed into his relatives' hands (he was unmarried) and eventually into the possession of Mr. R. E. H. Woodforde, a great-great-great nephew. In the early 1920's John Beresford began editing the diary for publication. The first volume came out in 1924 and four more followed in the next seven years.

The diary turned out to be a minor classic, because it reflects

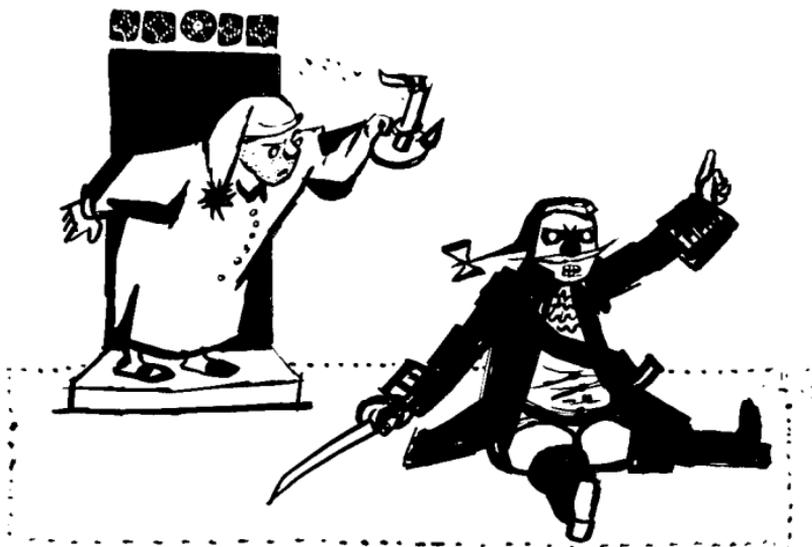
so faithfully the character of the simple, easy going, rather greedy country parson who wrote it. By chronicling his daily round, recording menus, prices of goods and wages paid out the parson left a valuable record for the social historian. Happily for the general reader he added rather more in comment about his relatives, his servants, his trips to town and his own and his housekeeper's worries about their health. From him we can get a very good idea of what eighteenth century English life was like for the people who don't appear in history books.

### **Woodforde at Oxford**

The Woodforde family came from Northampton, and James was great-grandson of Samuel Woodforde, D.D., a Hampshire parson. His grandfather was Rector of Epsom, and his father Rector of Ansford and Vicar of Castle Cary. A great many other members of the family were in the church and James seems to have taken holy orders without excessive religious sentiment. On May 29, 1763, he notes in his diary, "At nine o'clock this morning went to Christ Church with Hooke and Pitters to be ordained Deacon . . . We were in C. Church Cathedral from nine o'clock this morning till after twelve. For wine this afternoon in B.C.R. (Bachelor's Common Room) pd. 0. 0. 6." Three days later when he took his B.A. degree, he writes, ". . . went to bed and at three in the morning had my outward doors broken open my glass door broke and pulled out of bed and brought into the B.C.R. where I was obliged to drink and smoak but not without a good many words. Peckham broke my doors being very drunk although they were open which I do not relish of Peckham much."

He was nearly 23 years old then and in September of the same year he left Oxford to become Curate of Thurloxtton, in Somerset, but, after a short spell there, moved to Babcary, much nearer his home at Ansford. All the time he notes in his diary the cost of lodgings, the terms of his Curacy, the food served by his hosts and the hares killed when out coursing with his hosts' dogs. On Jan. 12, 1764, the day he went to Babcary, he writes, "After breakfast I rode upon Cream to my Curacy at Babcary, about six miles from hence, where I dined upon a Sheep's heart that I carried there in my pocket."

In 1765 Woodforde moved to Castle Cary, a curacy he had



from his father, getting £20 a year for it. He moved to Ansford and settled into his mother's house there and until his father's death in 1771, continued to help the old man in his declining years. As the diary continues its record of humdrum daily events, gradually the character of the parson takes shape. His comments become more frequent, especially upon his turbulent brother Jack, who is often "very much disguised in Beer" and who becomes an ensign in the Somerset militia. The army doesn't mend his conduct, however, for a few months later we read, "Jack did not come home till near four in the morning. He was much in liquor and quite unhappy. The Devil has had great powers over him today."

The years pass and his father grows weaker and his brother more difficult. In January, 1771, "My Poor Father rather worse than better. He wastes very fast. . . . so he taken to Bath in the hope that the waters will do him some good." And on February 10, 1771, "Brother John being very full in liquor at two o'clock in the morning made such an intolerable noise

by swearing in so terrible a manner and so loud that it disturbed me out of sound sleep." His elder brother, Heighes Woodforde, was easier to get on with but he, too, liked his bottle. On March 18 he notes that Heighes, John and two friends between them drank "3 bottles of wine and near 20 quarts of Cyder."

On May 16 his father died, "and it pleased the Almighty Creator to deliver him out of all his Pain and Trouble in this world about  $\frac{1}{2}$  an hour after one o'clock at noon." Woodforde continued as Curate of Castle Cary and of Ansford, living in the Parsonage, but in 1773 he returned to Oxford to become subwarden of New College. He was not sorry to leave his Somerset curacy. The livings had passed into the hands of people he disliked, Brother John was too often off cock-fighting in Bath and his stomach was upset with all this worry. "Very much out of order this morning being terribly fluttered owing I believe to drinking green tea in a morning."

### ***The Unconvincing Suitor***

So he settles at Oxford and a more confident note comes into the diary. "Had a new Wigg brought home this morning which I put on before I went to dinner it is a more fashionable one than my old ones are, a one curled wigg with two curls of the sides. I like it and it was liked by most People at Dinner." He is courting too, in a rather unconvincing way, Miss Betsy White. "I like her much, and I think would make a good wife. I do not know but I shall make a bold stroke that way." On May 28, 1774, when on one of his visits to Ansford, he made a proposal of a kind which seems, in fact, a rather timid stroke. "I went home with Betsy White and had some talk with her concerning my making her mine when an opportunity offered and she was not averse to it at all." But Betsy could not wait and married a Mr. Webster on Sept. 6, 1775. On the 16th Woodforde writes "we met Mr and Mrs Webster in the Turnpike Road. Mrs Webster spoke as usual to me but I said little to her being shy as she has proved herself to me a mere Jilt." He made no further attempts at marrying.

His preoccupation with food grows through the years. The Oxford menus are more detailed and elaborate than those

at Ansford. What strikes the reader today is the size, richness and unsuitability of practically all the meals. As sub-warden he ordered the dinner every day and proudly records such a meal as “two fine Cods boiled with fried Souls round them and oyster sauce, a fine sirloin of Beef roasted some peas soup and an orange Pudding for the first course, for the second we had a lease of Wild Ducks roasted, a fore Qu of Lamb and sallad and mince Pies.”

His interest in food is not the gourmet’s passion but rather a

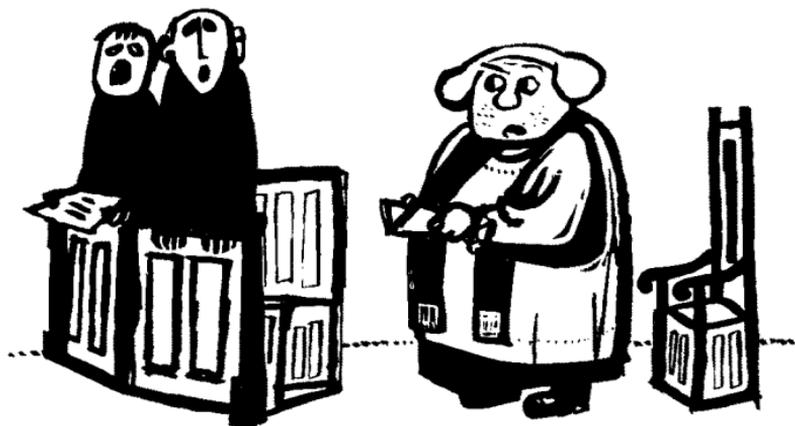


kind of cataloguing of what was eaten and one can't avoid thinking that his judgment is based on quantity rather than quality. As time goes on he gets more detailed and passes an occasional comment but his ideas on cooking remain primitive.

During his time at New College he noted on Nov. 4, 1774, “The Warden received an account of the Death of Dr. Ridley, Rector of one of our livings in Norfolk, by name Weston Longeville worth it is said £300 per annum.” A month or so later he finds himself in the running for this rather good little

living and on December 15th after "many learned and warm arguments started and disputed" he won the living from Mr. Hooke the opposing candidate by 21 votes to 15. The entry continues, "I treated the Senr. Common Room with Wine and Fruit in the afternoon and in the evening with Arrac Punch and Wine." He didn't get to bed till "near 4 o'clock. We were exceeding merry."

Now that he was rector of Weston he decided to pay it a visit. He got to Norwich on April 13th, after 10 o'clock at night, having left early in the morning from the "bull faced Stag on Epping Forest." They travelled by chaise changing several times on the trip. "From London to Norwich 109 miles and



the best of roads I ever travelled." He liked Weston when he got there and liked the people he met except his clerk. "The worst singing I ever heard in a Church only the Clerk and one man and both intolerably bad." He stayed a few weeks planning what to do about his tithes and his parsonage and getting into a money wrangle with the late rector's widow about dilapidations. He then returned to Oxford and thence to Ansford to wind up his affairs there. In spite of brother John's ways (he was



reputed to have ridden his horse into a Methodist chapel and cursed the congregation) and brother Heighes' rather shaky affairs, James Woodforde was fond of his family and particularly of his sister Jane who had married a dim but cheerful Mr. Pounsett. He left them rather sadly on May 9, 1776, taking his nephew Bill (son of Heighes) and his boy Will. Coleman with him. Nancy Woodforde, a handsome girl of 19, Bill's sister was to have come with him but was sick with the King's Evil. She joined him in October, 1779, and lived at Weston for the rest of her life.

The first days of settling in were frantic and uncomfortable. The dilapidations squabble goes on, a rat-catcher is set to work, servants are hired, household goods and silver bought in Norwich. Parson Woodforde is attacked with unbearable toothache and sends for the local dentist who makes an appalling mess of the extraction. Kindly even in such trouble he writes, "Gave the old man that drew it however 0. 2. 6. He is too old I think, to draw teeth, can't see very well." Then the dog is sick and worse in the Parson's bedroom and Bill has to turn it out.

But by August 1st he was settled in enough to go off with Bill and half-a-dozen men to spend the day netting fish in the River Wensum. They caught about 6 score brace of fish —

five of them pike — three of which they took home alive to put in the moat of the parsonage. “ We all dined by the waterside upon some cold Beans and Bacon and a cold rost leg of Mutton which I sent down. We were all pretty tired by the time we got home. . . . Liquor had from Leonard Bridge today — Ale — 30 Pints, Rum 1 Bottle, Porter 2 Bottles.”

At Christmas he eats his first Norfolk Turkey, “ the best I ever tasted in my life.” And in the new year he has made contact with “ one Richard Andrews a Smuggler for a Pound of



9/0 Tea.” Smuggling was a thriving business in those years and it was carried on on a scale which was said to lose the government a sixth of the total revenue gathered. Pitt, when he set about dealing with the problem, claimed that at least 13,000,000 pounds of tea were used each year in Britain but duty was paid on only 5,500,000. He solved the problem by reducing the duty from 119 to  $12\frac{1}{2}$  per cent. Woodforde’s smuggler caused him no pangs of conscience, though once he was thoroughly frightened for fear he might have been informed on.

The rector was soon joined in with the local society and became a member of “a Clubb meeting and goes by the name of Rotation.” The members took it in turn to be hosts to the rest

of the "clubb" each week. Their amusements were simple and without affectation. On Woodforde's first turn as host he writes, "Mr du Quesne, Mr Howes and Mr Donne dined and spent the afternoon with us being my Clubb day. I gave them for dinner a couple of Rabbits smothered with onions, a Neck of Mutton boiled and a Goose roasted with a Currant Pudding and a plain one. They drank Tea in the afternoon played a pool of Quadrille after, drank a glass or two of punch and went away about 8 o'clock."

### ***The Quiet Life***

He was thirty-six years old when he settled in Weston and he remained there till he died, making occasional visits to his relatives in Somerset. The record is therefore a chronicle of small events in a small world. The great events touch the rector and his friends only as echoes of remote clashes. The American War of Independence provokes prayers one Sunday, and the fleets of France which appear off British shores during the wars are noted as transient terrors. The French Revolution which provoked many sympathetic disturbances in Britain made little impression on Norwich, for though the Militia were "embodied" the diarist records that everything carried on at Norwich "without the lest appearance of Riot or Disorder."

Woodforde was much more interested in his household's daily meals, his courses with his greyhounds, his hosts' meals when he and Nancy (who stayed with him all his life) went out visiting the local gentry. At Squire Custance's "we had for Dinner, Some Fish, Ham and Chicken, Giblets Piggs Fry Saddle Mutton roasted, boiled Beef on the side table, &c. 2nd Course Hare roasted a Pheasant do. Snipes do. &c. Madeira, Cherry, Claret and Port Wines." It is not surprising that we find on plenty of occasions entries such as "Nancy complained of the Wind Cholic this Evening. We both took some Rhubarb going to bed."

Nancy's brother Bill, who spent the first few months at Weston, had to be sent packing since he, like his uncle Jack, was a high-spirited boy. The rector clearly found him a trial. He couldn't hit a pheasant when he went shooting and when at Norwich was "I apprehend he was after some of the Town Ladies." And to top it all, "This morning I had some suspicion that Bill was

concerned with my Maid Nanny and also that she appeared to me to be with child. I was uneasy. But the Truth will appear e'er long if so." So Bill was packed off and joined the Navy appearing later in the diary as a periodical thorn in the rector's flesh. One's sympathy, however, is usually with nephew Bill, who to judge from his portrait, was a handsome young man. The maid Nanny seems not to have been with child on this occasion but subsequently reappears when the rector a year or two later christened twins privately at his house. "They are two Spurious Children of one Anne Lillistone late a Servant Maid of mine."

### ***The Parson at Blackfriars***

The rector's contact with his family was kept up and kept alive by regular visits to the West country. He and Nancy would travel by coach to London, stay a night or two at an inn, and then on to Cole where his sister Jane lived. On one visit to London he walked across Blackfriars Bridge to inspect the Lever Museum which was housed in the Rotunda, part of which still stands behind the premises of Burn Brothers next door to Stamford House. The museum was an odd accumulation of shells, fossils, stuffed birds, weapons and savage costumes accumulated by Sir Ashton Lever a rich eccentric who when he fell on hard times disposed of his museum by lottery. The winner, Mr. James Parkinson, had the Rotunda built to house it and it gradually fell into decay and neglect. It was put up for auction in 1806 and the 7,879 lots took 65 days to dispose of. For a time the Rotunda became the Surrey Institution until it was partly demolished to make room for new building.

Woodforde's notes on London are usually slight. He buys presents for his family. "After Dinner we walked to a Milleners Shop and I bought 3 dressed Caps for Nancy, for my sister Pounsett and her little girl with about 10 Yards of Ribband besides. pd. There 1.10.6." He stayed at the Bell Savage which stood near the foot of Ludgate Hill. There in June, 1786, he notes, "I was bit so terribly with Buggs again This Night that I got up at 4 o'clock This Morning and took a long Walk by myself about the City till breakfast time." In October, 1795, he was caught in a riot in St. James's Park where he and Nancy had gone to see the King drive

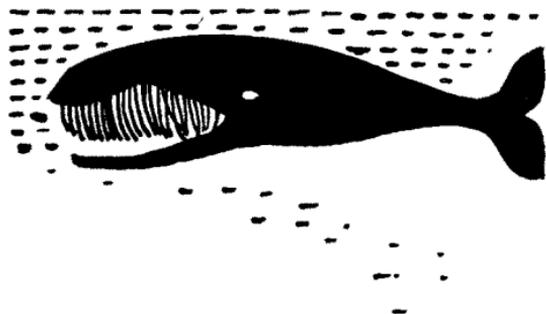
past to the opening of Parliament. Returning along the Strand to his inn he met more rioters. "The Mob was composed of the most violent & lowest Democrats. Thank God the King received no Injury whatever, neither did we as it happened." The rector was obviously terrified but he did not forget to note at the end of the day's entry, "Dinner today Whitings & some Veal Cutlets."

The latter years of the diarist were troubled with ill-health. He was always a little over-preoccupied with his health, but as he grows older the winters are worse and the fevers more frequent and his spirits are very low much of the time. "Very spiritless and very drowsy and fearfull" he notes one day, and on many others he is no better. The death of his sister Jane depresses him greatly and his health declines until on New Year's day, 1803 he died. The many notebooks which make up his diary passed into Nephew Bill's hands and his descendants own them today.

The rector's warmth of feeling and his simple, peaceful life bring the diaries very close to us. His affections and squabbles, his careful accounting and his unquestioning certainty that his way of life was the best possible make him a very rich, round character. In his world the rivers are full of fish, tables groan with food, the parishioners are not particularly well or badly behaved and we can enter easily into his enjoyments. His patient diaries open for us a window on our own past.



**what  
the  
well-  
fed  
whale  
is  
eating**



how one of man's valuable sources of  
fat keeps itself alive

A WELL-DEVELOPED Blue whale may be a hundred feet long and weigh over 120 tons. Fins and Humpbacks are smaller but still a respectable size. A Blue can do twenty knots at a stretch and develops about 500 h.p. in doing so. To keep such an organism in action a large intake of food is obviously necessary and since, oddly enough, this largest of mammals feeds on tiny, shrimplike animals it must need an awful lot of them.

These "krill" as the whale's food is called, swim about in shoals in the waters of the Antarctic. There the whale browses through the summer months, feeding and fattening for the winter breeding season spent in sub-tropical seas. The feeding technique of the Right and Rorqual whale is to swim through

a shoal of krill with its lower jaw open, then to close the mouth and by raising the floor of the mouth and tongue, force the water out through the baleen (whalebone to us) plates at the sides of the mouth. These plates, which are fixed to the upper jaw, hang like a curtain which will let the water through but keep the krill in. By keeping up a steady intake and output of water the whale manages to put away a tidy lot of shrimps for tea. A freshly killed Blue will yield up to two tons of shrimps when its stomach is opened.

### ***Shoals and Shoals***

That this is one of the most neatly organised examples of the balance of nature becomes clear when we investigate the habits of the krill. They are small, shrimplike crustaceans. In their own family they are giants just as the whales are in theirs. But even so they don't grow more than  $2\frac{1}{2}$  inches long. Their suitability as food lies in their infinite numbers and their habit of living in shoals.

These shoals vary in size and it is thought that the krill may spend its whole life in the one tight-packed shoal-community which seems to behave with an astonishing sense of unity, as if it were a single organism. In area, shoals may be half-an-acre or just a few square yards ; in depth they are probably seldom more than six feet thick ; their density, however, is so great that there is one krill to every cubic inch and because of this they appear to colour the sea with a brownish-red tint. Shoals do not touch but keep a few hundred yards apart and in this way cover hundreds of square miles of ocean. Without the krills' shoal habit of life the vast growth of the baleen whale would never have been possible. Even so it is remarkably hard work for the whale to keep itself supplied, as might be deduced from the fact that the food-gathering apparatus of the whale is about a quarter of the whole animal.

In spite of their tiny size, the krill are extremely strong, will hold their own and even make progress against a slight current, and when pursued will leap right out of the water to a height of twelve inches. Such agility probably saves enough of them to keep the shoal going, which is just as well, since, besides the whale, penguins, seals, petrels and many fish rely on them for food.

## Potters Bar get out and about

Sunday, May 27th, saw this section on their way to Cheddar Gorge. They stopped at Stonehenge and pictures show, left, Mrs. Phillips, Mrs. Cox, Mrs. Teasdale, Mr. Smith, Mr. Purslow and Master Purslow at a game of french cricket.



Another group at Stonehenge. Mr. Ware, Mr. and Mrs. Mitchlin, Master Ware and Mrs. Ware.



Above : Mrs. P. Phillips, Mr. J. Teasdale and Mrs. Teasdale.

On Oulton Broad on July 15th, pictures below show two of the five happy boatloads from Potters Bar, who spent part of their time afloat when the section organised an East Coast trip.





### **A Souvenir from Redhill—The Staff in 1916**

The picture above which was sent to us by Miss E. Penton one of our veterans, was taken just forty years ago. Miss Penton's memory is really remarkable for she was able, after this long interval, to name all the people in the picture. They are Back row l. to r., Miss Hunt, Miss Tribe, Miss Searls, Miss Edmunds, Mr. Williams (manager), Miss Robinson, Miss Penton, Miss Harbrow, Miss Flint. Front row, Mr. W. Laws, Miss Rickards, Miss Smith, Miss Darby, Miss Harrison and Mr. Bert King.

### **The Fortescue Cup**

First winner of the Fortescue cup in a knockout competition open to all at Little Wratting was Mr. T. A. Osborne, seen receiving the cup from the donor, Mr. R. A. Fortescue, J.S. Agricultural Representative for the Eastern Counties. Below, Mr. Osborne poses with runner-up Mr. E. Skilton.



## Stores & Shops RETAIL TRADE MONTHLY Competition

In the 9th Annual Competition organised by STORES & SHOPS, a first prize of £50, a second prize of £25 and a third of £10 are offered for the best essay of not more than 1,200 words on any *one* of the following subjects.

- (a) In what directions can operating costs be reduced without damage to goodwill ?
- (b) Are the variety chain stores meeting the challenge of modern design ?
- (c) What contributions can university graduates make to management in retailing ?
- (d) Are overseas display methods in advance of techniques used in this country ?
- (e) What is the future for the small independent shopkeeper ?
- (f) Open subject : entries may be submitted on *any other* retail topic of current importance.

**Conditions of entry.** (1) Entrants must be engaged in the retail distributive trades. They must be subscribers to STORES & SHOPS, or belong to a firm which is a regular subscriber. (2) Entries, preferably typewritten, must be sent in a sealed envelope, with the following details enclosed on a separate sheet of paper: name, address, firm, type of appointment held. (3) Results will be (and prize-winning entries may be) published in STORES & SHOPS. (4) The Judges' decision in all competition matters is final.



*Entries, from Great Britain and overseas, must reach the Editor of STORES & SHOPS, 68 Welbeck Street, London, W.1, by post not later than November 1st, 1956.*

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### Three Eggs, Seven Yolks

Mr. and Mrs. G. H. Williams sat down to breakfast at their home in Apton Road, Bishop's Stortford, last week and on breaking her egg Mrs. Williams found it had a double yolk. She thought this was mildly unusual, but when the next egg turned out to be treble yolked the occasion became more so. Just to make it unique the next egg from the batch was also double yolked—so Mr. and Mrs. Williams had seven yolks from three eggs. The eggs, incidentally, were English new laid bought from a local shop.

*The local shop was our Branch in Bishop's Stortford*

**Publication of Staff Movements and Promotions  
and of news from National Servicemen will be  
resumed next month.**



### **J.S. Girls at Olympia Food Fair.**

At the recent Food Fair at Olympia a team of J.S. girls spent a week demonstrating the operation of an egg grading machine. The machine weighs each egg then stamps it according to weight. Seen in the picture, l. to r., are Miss S. Cox, Miss B. Baker, Miss M. Crook, Mr. A. E. Catchpole, manager of our egg-packing station at Wisbech, Miss A. Boggia and Mrs. E. S. Dronsfield