



J*S

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Contents

| | |
|--------------------------------------------------|----|
| Imagination, Integrity and Enthusiasm | 1 |
| Kinermomy | 5 |
| Food for History | 12 |
| Edgware Dances | 20 |
| Seaside Phenomenon ! | 22 |
| About the Canary Islands | 23 |
| "Q," "G," Coventry and Bexhill Dances | 28 |
| S.S.A. Netball | 33 |
| Miss Potter's Retirement | 36 |
| "A" Section Dance | 38 |
| Memories of Blackfriars | 40 |
| J.S. Staff News | 44 |
| News of National Servicemen | 48 |

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. Written contributions to the JOURNAL by J.S. Staff will be paid for at the rate of two guineas for 750 words.

All communications should be sent to
The Editor, J.S. JOURNAL,
Stamford House, Stamford St.,
London, S.E.1.

OUR COVER PICTURE

The inside of the old building has been gutted and work has begun on the construction of the new J. S. Self Service store at Paddington.



Mr. Alan presents one of the prizes at the College for the Distributive Trades.

Imagination, Integrity and Enthusiasm

*Mr. Alan Sainsbury's Speech at the College
for the Distributive Trades Prizegiving.*

IN the evening of November 22nd, 1956, the College for the Distributive Trades held its annual Speech Day when prizes and certificates were presented to students for their work during the previous session. It is customary for a leading figure in retailing to be asked to present the prizes and on this occasion Mr. Alan had accepted the invitation of the College Governors to officiate.

A large number of J.S. employees attend the College but as they sit for the examination of the Institute of Certificated Grocers their certificates and prizes are presented by that Institute so on this occasion the successful students represented the clothing, furnishing and shoe trades rather than the food trade. Knowing it will be of great interest to all our staff and friends in the trade we are printing below the speech which Mr. Alan made after the prizegiving.

After paying tribute to the valuable work of the College Mr. Alan said, "I doubt seriously my qualification to speak to the prizewinners and those who have gained Medals, Diplomas and Certificates, as none of these, I believe, are engaged in the food trade and my own experience of retailing is only in food.

I would not like anyone to conclude from this fact that the food trades do not provide any students for the College. They do, of course, but these students sit for the examinations of the Institute of Certificated Grocers, and I would like to congratulate the College, its staff and students on the many successes gained.

As my experience is confined to the food trade I regret that my brief remarks tonight will have to consist of those generalities that speakers who lack knowledge usually resort to.

May I therefore say something about the qualities I consider necessary for success and happiness in retailing. I believe you have to love your fellows. You have to be able to get on with people. If you are an introvert or do not find contact with other people easy, your place is amongst the planners or the back-room boys.

The Gift of Imagination

Closely tied to what I would describe as love of your fellows, is the gift of imagination. I remember being struck many years ago, when going to work in Stamford Street, Blackfriars, by seeing on what I think is known as a Wayside Pulpit, the words 'Our sympathies cease where our imagination fails to reach.' This gift of imagination is so important in our relationship with others. We have got to be able to put ourselves in the other person's shoes. We have got to be able, as good retailers, to look at things, not only from our side of the counter, but also through the eyes of the customer. And when we are called upon to take greater responsibility and to have others working under us, we also have to have that ability to see problems through their eyes.

A thing to avoid in one's relationship with the customer is what I would describe as differential treatment. I remember when I first came into the retail trade over thirty-five years ago, I was appalled at the way some of my firm's own managers fawned on the obviously wealthier customers. Since those days

we have tried to install a more democratic spirit. In a well-managed shop or store, the old age pensioner living on a pittance and the surtax payer arriving in a limousine should each receive the same treatment and courtesy.

Sometimes the source of the preferential treatment arises from the attitude of the assistant and at other times is demanded by the customer. I had an example of this only a few weeks ago when my firm was opening a self-service store in a new town.

Evenness of Mind and Temper

As you know, when self-service shopping, the customer is handed a wire basket in which to place her purchases. These are transferred to her own shopping basket when the goods are paid for. On this occasion a lady entered the store and after a most tactful approach by the Manager, refused to take a wire basket. He explained to her that there was no obligation on her to buy but that she might see something she wanted and the system could only work if there were no exceptions to the rule ; she was most indignant. She approached me and said that she was the Town Clerk's wife and none of the best people would dream of coming into the store under those circumstances.

At that point I remembered what one of my firm's personnel officers had said on the need for equanimity in general bearing ; that evenness of mind and temper which is required in dealing with the difficult customer. I hope that on this occasion my behaviour would have merited his approval.

Another necessary quality is integrity. Now, of course, by this I do not mean resisting the temptation to take something out of the till or to fiddle with the cash register. I mean treating your job seriously ; realising that in the community it is a vitally important job in terms of human satisfaction. And, above all, never deliberately misleading the customer by claiming false qualities for the goods you sell.

We are living in an age of advertising but the only advertising that is worth the money it costs is that which enhances goodwill. The only worthwhile relationship between the seller and customer is one of mutual confidence.

The final quality is enthusiasm without which, as Emerson said, nothing great was ever achieved. In retailing today there is so much to be enthusiastic about—the architecture of modern

stores—the new lighting and display methods. But, above all, the new and exciting merchandise coming on the market within the means of a widening range of the public—being the witness of a transformation in the lives of so many people.

These qualities I have mentioned ; Imagination in human relations—Integrity in its widest sense and Enthusiasm in the adventure of living, are qualities of character.

Somebody once said the aim of education is to develop the whole person and to produce good people who are broad-minded. Education should draw out the individual and discover his hidden possibilities, develop him as a full personality and give him self-reliance. It should teach him to seek after knowledge and to read with understanding, to think with clarity and honesty and to communicate these thoughts intelligently.

The qualities outlined by me as befitting a retailer can be developed by a liberal education. Too often trade education becomes a mere process of absorbing facts for subsequent repetition. May I express the hope that the College, although specialising in its own field should not lose sight of the value of general education, especially for its younger students.

The Importance of the Retailer

Mr. Hannaford has quoted from the White Paper on Technical Education that only 4 per cent. of employees under 18 in the distributive trades are released for continued education.

We lag far behind other industries and we have no one but ourselves to blame if young people will not enter retailing or if suitable material is not developed for management training.

In my opinion, in retailing, the development of the individual as a person is as important as the development of his technical knowledge of the goods he has to handle.

We can see at this College the needs of retailing being fully served by the co-operation of the distributive trades and education authorities. We can only hope that this may develop elsewhere ; facilities are available, the support and co-operation of the retailer is needed.

In conclusion may I say to those I have had the pleasure of presenting prizes, medals, diplomas and certificates ; good luck, good health and a happy and successful career."



Prinjet of Kinermony, winner of the King's Cup at the Smithfield Show held at Earls Court in December. The Cup is awarded for the best beast in the show bred by the exhibitor.

Kinermony

Some notes on our Aberdeen-Angus herd by Mr. F. W. Salisbury

WE try very hard to play a modest part in the restoration of Britain's Beef Herds, but breeding can be speculative—high hopes are quickly and cruelly dashed—and nothing is more productive of humility in one's respect for Mother Nature.

At the Smithfield Fatstock Show at Earls Court in December we were successful in winning the following awards:—

Three of the four animals exhibited were 1st, 3rd and 5th in their

respective classes, a steer of our own breeding—Prinjet of Kinermony—gaining, in addition, the Breed Championship, and the King's Cup for the best animal in the show bred by the exhibitor. He was also one of the three Aberdeen-Angus steers which as a team were awarded the Duke of Norfolk's Trophy.]

At the Edinburgh Fatstock Show during the previous week, Prinjet of Kinermony slipped as he entered the judging ring and his consequent injury necessitated his immediate withdrawal. The other three animals (Basella Maid of Kinermony and two cross-bred steers) gained 2nd, 1st and 4th prize tickets respectively.

The news of these successes at the December Fatstock Shows, whilst having aroused considerable interest among the staff generally, probably left many in some doubt as to the relationship between breeding stock and fatstock.

In the first category, we have a pedigree Aberdeen-Angus herd at Kinermony in Banffshire whilst our commercial fattening farm is some sixty miles to the east at Inverquhomery in Aberdeenshire. At Kinermony in its beautiful setting on the banks of the fast-flowing river Spey, our herd, in addition to the three stock bulls, consists of some sixty adult breeding females, about thirty yearling heifers to be used for breeding after the age of two years and the latest crop of calves numbering nearly sixty.

The Annual Fatstock Sales

As is the case with other similar herds, the bull calves are usually sent to the big Sales in Perth, Aberdeen and other centres in February of each year, just before the breeding season commences. Buyers from all over the world attend the Perth sales in particular and sensational prices are paid there—the present record being in excess of £17,000. In assessing the value of a bull the purchaser takes into account not only its conformation and physical characteristics but also its blood line or pedigree of which the details of five generations are available in the catalogue. The standard of values of the best animals in these sales is to some extent determined by the demand from overseas and there is a valuable export trade. The highest

The Aberdeen-Angus Team



Seventeen breeds of cattle were represented at Earls Court. The "Norfolk" Trophy awarded to the breed entering the best team of three steers was won by the Aberdeen-Angus trio. On the right is Mr. Charles Edward, manager of Kinermony, with Prinjet, who was also the winner of the individual Aberdeen-Angus Breed Championship.

priced bulls go into pedigree herds whilst the less costly animals with somewhat different characteristics are used for crossing by the producers of commercial cattle.

The primary object of the breeder of beef cattle is to produce an animal which will carry the greatest proportion of flesh in

those parts most in demand by the consumer. The practical needs of the animal have, however, to be taken into account. It is no use, for example, breeding an animal with a back of such length that it cannot be supported by its legs or one with such short legs that it cannot move about freely. It has to be able to reproduce and to rear its young and according to the environment in which it finds itself to be able to forage for its food or to be able to withstand unfavourable weather conditions.

The breeders' selection is based on the generality that "like begets like" but this is a gross over-simplification—full brothers and full sisters can be of vastly different quality. The pedigree herds of today have only been brought to present standards by a continuous process of selection, i.e., by constant and drastic culling "from the bottom" and by endeavouring to multiply the numbers of those animals with desirable characteristics. It is doubtful if the perfect animal has yet been produced; it is rather a matter of the continuance of efforts to improve upon those with the fewest faults. As an illustration of the many opportunities for faults the Aberdeen-Angus Cattle Society's guide to judging lists the points for breeding stock under twenty-eight headings, the following being an example:

"Ears (Bull). The ears should be placed well apart and not too far back. They should not be loose and hanging, but well carried, and the animal should have full power of them so as to place them in any position. They should be of moderate length and not too thick, but well covered on the outside with short hair with a fringe of longer on the inner rim."

There are, of course, different sets of judging standards for fatstock as opposed to breeding stock for the two sexes in each category.

Some Effects of Selective Breeding

Steady progress through many generations has brought about tremendous evolution in the physical characteristics of domestic animals, the present strains of which have been developed from their wild forebears. One has only to think for example, of the wild boar with its tremendously strong heavy shoulders, huge head, tiny hindquarters and short back and compare it with the present-day Landrace pig to get some idea of what has been accomplished so far. This example will be readily understood

The Presentation of the King's Cup



The Duke of Norfolk presents the King's Cup to Mr. F.W. Salisbury, Director and Assistant General Manager of J.S. To the left is Mr. Charles Edward with Prinjet.

by the great majority of our staff, many of whom in the course of their daily work see sides of bacon from pigs of Danish Landrace stock.

When Bakewell, famous English breeder of cattle and sheep, first endeavoured to fix a breed type from the native stock of Britain, he did so by mating a bull with its own dam and in turn with the female progeny of that mating. Such a practice, of course, constitutes very close breeding which has its dangers, for if indulged in to excess the animals may lose size and con-

stitution. Nevertheless, to this day the most successful breeders continue to breed very closely, being prepared to run these serious risks in their efforts to improve the conformation of their stock and to stamp a "type" on their herd.

Since we became actively interested in breeding some twelve years ago most of the outstanding Aberdeen-Angus stock of this period have been descended from one of two bulls, Janric of Dalmeny and Keystone of Dunira, and we have had sons of both of these in the Kinermony herd. It will be seen from the following brief note how some of our stock bulls are inter-related:

| | | |
|----------------------|-------|---------------------------------------------------------------------------------------------------------------|
| Jubra Eric | | Sired by Janric of Dalmeny. |
| Pinocchio of Gaidrew | .. | Sired by Keystone of Dunira tracing back to Gratuitous. |
| Newhouse Espirus | .. | Paternal grandsire Janric of Dalmeny tracing back to Euripides of Bafron, Keystone of Dunira, and Gratuitous. |
| Evodz of New Craig | .. | Tracing back to Keystone of Dunira on both sides and on sire's side to Janric of Dalmeny. |

It will be appreciated that there is no great obstacle to a heifer from a pedigree "Black" herd appearing in a fatstock show but the presence of a steer from such aristocratic circles may call for the word of explanation which follows.

In judging there still remain certain breed points which have no real bearing on the beef-producing qualities of the animal. No pedigree breeder, for example, would purchase an Aberdeen-Angus bull with conspicuous patches of white on its coat, a fault which is by no means uncommon. It sometimes happens that a bull calf which cannot be sold for breeding purposes because of this or some other physical defect is, by virtue of its excellent conformation, a particularly suitable entry for the leading fatstock shows, provided that a decision is reached sufficiently early to permit castration.

Now to "commercial" cattle; as has been said, the so-called crossing bulls at the pedigree sales find their way into the fattening herds. The Aberdeen-Angus bull is "dominant," to

use a geneticist's term, and in more than " nine times out of ten " when mated with a dairy cow, or any other cow for that matter, produces a black hornless calf.

It will be understood that only a small number of the heifer calves produced in, for example, a Dairy Shorthorn herd, are needed to replace the cows as they come to the end of their active milking life of ten years or more. The use of an Aberdeen-Angus bull in place of one from a dairy breed thus enables a great majority of the calves irrespective of sex to be fed for beef once they have been weaned.

With few exceptions the cattle fed at Inverquhomery are of this first cross stock, mainly the progeny of an Aberdeen-Angus bull and a Shorthorn cow.

The Annual Shows

The great shows act as valuable shop windows for the breeder but care has to be taken that the preparation of the entries does not interfere with the main function of the herd—the breeding programme.

Show preparation calls for great skill, knowledge and patience. In the first place each animal needs to be at the peak of its condition when the show takes place and be able to withstand the journey, which is sometimes long and arduous. Its coat must show good bloom reflecting its general good health and condition. In the case of beef breeds the covering of flesh needs to be full, even and free of lumpiness.

Each summer agricultural enthusiasts throng to the " Highland " and to the " Royal " when what is surely the world's finest stock makes an attractive and interesting sight. The experts—and there are many—are neither slow nor quiet in expressing their views as to the merits of the respective animals.

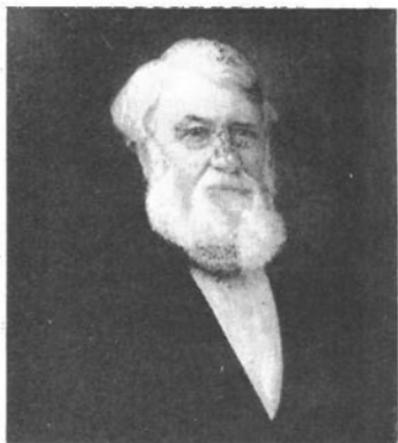
It is a coincidence that Mr. Charles Edward, who succeeded Mr. Peter Forbes on his retirement as Kinermony Manager in May, 1955, spent the greater part of his working life in that very district and, in fact, was Manager of Kinermony some twelve years prior to our having acquired it. In the interim he has held similar posts in the Scottish border country and with the Marquis of Zetland in Yorkshire. He is naturally hoping to repeat the show successes which he " chalked up " in his previous term of office.



Food for History

Crosse and Blackwell, now a household name, recently celebrated their 250th Anniversary and a long history of good things for the table.

Two hundred and fifty years ago last year, in the reign of Queen Anne—a reign renowned for its elegance in domestic architecture, furniture design and its fine china ; a reign when good eating was all part of the elegance of living and a matter of first importance among the nobility and gentry—was founded in



THOMAS BLACKWELL
1804-1879



EDMUND CROSSE
1804-1862

Mr. Crosse and Mr. Blackwell began their apprenticeship together at the age of fifteen with the long-established firm of West and Wyatt. In 1830 they bought the business from Mr. Wyatt and set up in partnership. From the beginning the firm prospered under their vigorous management.

.....

London a firm of oilmen and salters, who made pickles and sauces for critical palates and whose luxury trade in salted fish drew upon them favourable notice.

For many years this firm traded under the name of West and Wyatt and their address was in King Street, Soho. King Street is now called Shaftesbury Avenue; when the Shaftesbury Theatre (now demolished) was built, it covered the site of the original business; and the firm is now, and has been for all living memory and more, Crosse and Blackwell.

The story of how it came to change its name in this way runs something like a tale by Hans Andersen and begins "there were

once two industrious apprentices ; one was called Edmund Crosse and the other Thomas Blackwell.”

In 1819 they were fifteen years old and within a fortnight of each other began to serve their apprenticeship with the firm of West and Wyatt. Each had paid £210 for his apprenticeship and for seven years they served William Wyatt well.

Soon after their apprenticeship was served, William Wyatt told them he had made up his mind to retire. This was exciting news to the two friends, Edmund and Thomas, as it opened up the tempting opportunity of buying the goodwill of the business for £600. Neither of them had the money. Thomas's grandmother and father fought the idea ; letters these relations wrote are on record to show their arguments against the scheme. But in the end they were converted by the pertinacity of the young men and generously helped to raise the sum.

The New Firm

Lady Day, 1830, marked the birth of the new name for the firm—Crosse & Blackwell, and these two go-getting young men were still only in their middle twenties.

They were so vigorous, worked so well in partnership and followed up their lively ideas so skilfully, that success ran after them and nine years later they began putting up a new building for expansion on the site of 21, Soho Square. Within fifteen years of their taking over, the capital of the company had to be increased to £26,000 and in 1858 they found it imperative to take over 20, Soho Square—now the company's head offices—as a factory, and that was the end of their connection with the Shaftesbury Avenue building.

From Soho Square, the factory continued to spread rapidly ; the export trade got under way, and sauces, pickles and soups, jams and honey, preserved and potted meats, as well as being manufactured for the home market, were shipped overseas.

Mr. Victor Crosse, grandson of Edmund, can remember talking to an old woman who told him of the time when women, sitting in Charing Cross Road, to which the factory had reached by expansion, hulled strawberries for jam, sitting in the sun, as if outside their cottage doors, and throwing the hulls into the gutter. He himself can remember, as a child, the regiment of van



Nine years after they started work as a team Mr. Crosse and Mr. Blackwell built this house at 21, Soho Square. The two families lived above the retail shop but occupied only the first floor. They had put so much of their money into the business that they could only furnish four rooms. For some time the children had the run of the two top floors as play-rooms.

horses being led up a ramp to their overnight quarters behind Charing Cross Road. Times, traffic and some of the methods have changed! The factory is no longer in Soho Square: in England the main Crosse and Blackwell factory is now at Bermondsey, London. In Scotland, at Peterhead, there is another huge one: one of its specialities is the herring cannery.

In their day Edmund Crosse and Thomas Blackwell whose portraits both have a shrewd and yet twinkling look about the



The Crosse and Blackwell Factory that used to stand at the top of Charing Cross Road. It was moved in 1921 and the Astoria Cinema now occupies this site.

eyes enjoyed the search after new recipes. This must have been a fascinating game when it brought them into contact with history through men like Qualiotti—chef to Napoleon Buona-partè—who came to England and acted as a consultant to the firm. Qualiotti invented for them a sauce which he called Piccalilla—a word which has given you piccalilli in everyday talk. Alexis Soyer and Francatelli are two other great chefs who in other days had a connection with the firm.

Two of the companies incorporated in Crosse and Blackwell Ltd. are James Keiller and Son Ltd. and E. Lazenby and Son Ltd., and each has a good story about its beginning.

In 1760 there was a man called Peter Harvey who owned a coaching inn called The Black Dog at Bedfont in Middlesex, famed for miles around for its food and wine, and famed especially for a thin black sauce made from a secret recipe and called "Harvey's Sauce."

The secret of this sauce tantalised the curiosity of many customers and among them was a Mr. Lazenby, a London grocer, who wanted the recipe so ardently that he even asked if he could buy it from Peter Harvey. This was refused to him—but what he could not get for money, he got for love, when he married Elizabeth Harvey's sister, because Harvey gave her the recipe as a wedding present.

After her marriage, Elizabeth Lazenby got busy with the sauce in her own kitchen and made it for delighted friends to buy. This developed into the great business, E. Lazenby and Son Ltd.

The Keiller Story

The other story is about Mrs. Keiller who was married to a grocer in Dundee. A storm blew up, the story runs, a Spanish ship took shelter in Dundee harbour and Mr. Keiller heard the news that its cargo of oranges and sugar was being sold off at bargain prices.

He bought the oranges and sugar and had them delivered to his home address.

Now it is easy enough to think that they would be useful for making marmalade, but although the word was then known in English literature, and meant a conserve of fruit and sugar, marmalade as we know it, made with oranges, was then strange to our island cookery.

But she had a good recipe for "marmalet," a quince jam and, no doubt wishing to make the best of her husband's bargain, she set to work in much the same way on the oranges and her success with her friends was remarkable and immediate.

Mr. Keiller, far-sighted man, gave up his grocery business to make marmalade. The company was established in 1797.

There are now three Keiller factories in Dundee. There is one in the heart of the city which manufactures chocolates and confectionery. At Maryfield on the outskirts, jams, marmalades and



Cooks and

Alexis Soyer

Soyer worked as a consultant with Crosse & Blackwell. He was a Frenchman exiled to Britain in the 1830's who had a remarkable career as chef for several noblemen, for the Reform Club, and is best known for his invention of the Soyer stove first used in the Crimea.

block chocolate, including Toblerone, are produced. At Maryfield again is the bakery from which come Keiller's Dundee cake and shortbread. There is another Keiller factory in London, at Silvertown, where jams, marmalades, squashes and peel are made.

The Crosse and Blackwell company has factories in the United States, Argentine, Belgium, France, South Africa; all those parts of the world also import its products, and in Australia its exports are handled through sole agents.

Indeed, the small business founded in King Street in 1706 has come a long way, spread widely and gathered much good will, as was shown enthusiastically on October 10th, 1956, when Crosse and Blackwell celebrated their 250th Anniversary with a culinary adventure. On that occasion, guests tasted such luscious 18th-century dishes as roast swan, peacock, suckling pig, boar's head; drank mead and sack, and were waited on by "serving wenches" and "potmen" in costumes of the period.

This revival of the past leisurely atmosphere was in sharp contrast with today's output and methods. For instance in 1870 a tinsmith made by hand 50 tins a *day*. Now, at the Bermondsey factory alone, there are three machines, each capable of making 250 tins a *minute*—and soup tins are filled at 120 tins a minute by each of the special filling machines. Another production by Crosse & Blackwell in their Anniversary year was the cookery book which they dedicated to the modern housewife called

Collaborators



Qualiotti

Qualiotti, chef to Napoleon Buona-
parte, was the inventor of piccalilla
sauce, first marketed by Crosse &
Blackwell.



Charles Francatelli

Another C. & B. consultant who
became personal chef to Queen
Victoria. He was the author of
"The Modern Cook," a popular
kitchen handbook in the 19th
century.

Janet Keiller

The originator of Keiller's marmalade. The first batch of marmalade she produced was made from a recipe for quince jam and a bargain buy of oranges and sugar from a storm-bound Spanish ship in Dundee harbour.



HOME COOKERY, compiled by Ambrose Heath and published by Newman Neame. Its warm reception on all sides has been a fine end to a 250th birthday.



Edgware dances



at the **White Lion**

Over 270 guests and members of the Hendon Section of the S.S.A. turned out for a lively and very jolly dance at the White Lion, Edgware, in early December.

Kissing Time.



Supper Time.







Seaside Phenomenon !

One of the problems that follows on a successful conversion is what to do when it is too successful. Southbourne branch was converted to self service in 1954 and has flourished so

well since then that there are times when customers queue up to get in and to get out again, which is just what we had hoped conversion to self service would do away with. The branch has two interconnected shops. Perishables are in one (the picture below shows the queue waiting for admission to it) and the groceries are next door where the checkouts are too.





The village of Lagunetas on Gran Canaria lies on the road up to the mountains. The terraced fields are typical of the intense exploitation of this part of the Islands.

About the Canary Islands

THEY say in the Canary Islands that everyone wants to get into the tomato game—even the priests. It is a business that has been booming in the past few years and with luck and good transport will probably go on booming. And so long as that happens the islanders will be happy. They have in the past century seen their staple industry change twice. Once in the 1850s when disease destroyed their vineyards and the healthy trade in Canary wines, and later when the chemical dye industry made the cochineal insect obsolete as a source of dye. The tomato trade followed that and began to build up as transport became faster

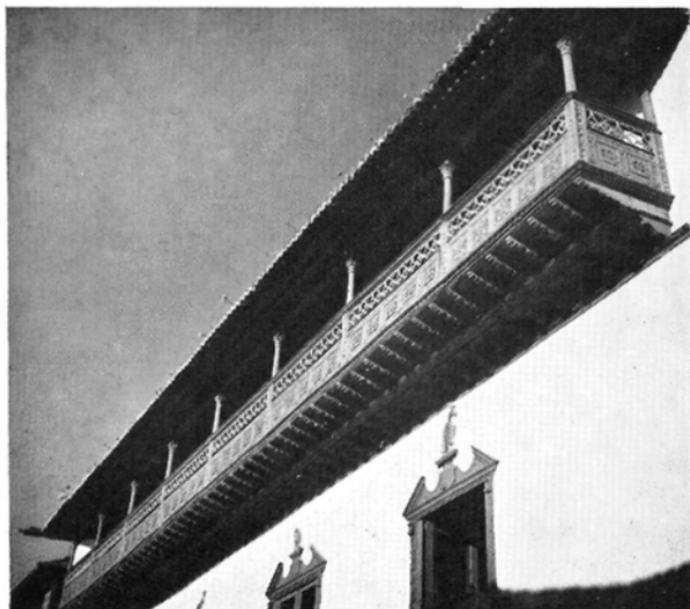
and more reliable about the turn of the century. The first Canary tomatoes to come into Covent Garden were carried on the Elder Fyffe boats and packed in peat. The expansion of the trade has brought prosperity to the Islands and fills a gap in Northern European production of fresh tomatoes.

The Islands, a group of extinct volcanic peaks, lie off the north-west coast of Africa a little south of Morocco. They are about the same distance from the equator as is the Gulf of Suez on the other side of Africa, but the ocean gives them a gentler climate which varies from tropical to temperate depending on how high up the mountain slopes you go. The Islands have a long though rather broken history of trade with Africa and Europe, certainly reaching back to Carthaginian times and probably even earlier. They get their name not from the bird which is a native of the Islands but from the Latin *canis*, a dog. Pliny the Roman geographer speaks of "Canaria so called from the multitude of dogs of great size".

Contact with Africa and Europe in modern times meant at first conquest and, later, trade. Its position in the Atlantic made



Every year this brilliantly coloured pavement of flowers is laid out in front of the Church of Corpus Christi in Las Palmas. The Islands are famous for their flowers.



This carved wooden balcony in Orotava on Tenerife, with a Moorish quality of design, is typical of much of the architecture of the Islands.

the archipelago a valuable port of call for all shipping and British admirals have fought in and around it with varying success. Nelson had his one defeat at Santa Cruz and lost his left arm there. In 1821 the Islands became a province of Spain and since 1927 the archipelago is divided into two groups each one a separate Spanish province. Their combined populations are slightly over 800,000 and nearly everyone works in agriculture, which means bananas or tomatoes.

The Beginning of the Tomato Trade

The tomato trade with Britain grew up in this century when boats fast enough to supply the London market in the winter months began to call at Las Palmas, the capital and chief port of

Gran Canaria. They had been growing there for many years but trade in tomatoes is obviously controlled by speed and security of transport. The tomato was first introduced into the Canaries by the Spaniards who brought it to Europe from their American colonies at the end of the 16th century. It was very soon after that being grown in England. Today the Canary tomato grower imports his seed from England. Every two years a fresh lot of seed is bought in England for the tomato farms, the intervening year's crop being grown from a special summer planted crop which is used only for seed.

Salt and Sweet Water

There are a number of factors which have made a success of the Canary tomato trade. The climate, of course, which allows production at a time when it is out of the question in northern countries; and the ships which make the journey to London docks in five days. But one of the curious reasons is that the Islands are short of sweet water for irrigation. The wells which provide water in the tomato-growing area are slightly brackish and this water seems to produce very good tomatoes. Those grown on Fuerte Ventura have a reputation in all European markets for succulence and flavour and people who eat them on the Islands say that they are one of the most delicious fruits in the world. This irrigation peculiarity has made it possible to use much land in the Canaries which would otherwise have been unproductive, and the tomato farms are steadily spreading south from Las Palmas.

The farms on Gran Canaria tend to be larger than those elsewhere. The output there is high but there are fewer and bigger producers than on Teneriffe for instance, where there are many independent producers with farms of 100 down to 20 acres. The season on all the Islands begins with planting in mid-July and this goes on at regular intervals until December. The first planting is ready for picking in mid-October and very shortly after that the fruit appears in Covent Garden.

The islanders working season is from July until May and they reckon to make enough from their work to keep them between seasons. Some islanders work on a share-cropping basis with the large growers and shippers, but many are now employed



San Mateo, in the centre of the Island of Gran Canaria, lies 2,700 feet above sea level in a rich, wooded valley above the main centres of cultivation.

directly by the larger growers. Both methods, as one grower and shipper told us, produce very good tomatoes which is the object of the exercise.

The winter crop of tomatoes finds its way into all the western European markets. Britain is the largest consumer but other countries run it very close and they all have their preferences for size and kind of tomato. France, Italy and Germany prefer big tomatoes, England and Scandinavia like theirs medium sized. The islanders eat their tomatoes any size as fruit, as salads or as a sauce which is always home made and is to be found on every Island table. Canary islanders far from home speak of it with reverent nostalgia.



Q



**Section holds
a dance at
the canteen on
December 28th**



**to start
the
New ● ● ● ● ●**





● ● Year early



8



Section's New Year

**Dance
was
held at
Chiesman's
Lewisham**





on January 2nd and a
good time was had by all



At the Leofric Hotel on December 15th Coventry's staff and friends gathered 100 strong. Mr. N. R. Hayes welcomed the guests.

Coventry's Dinner and Dance



Mrs. Mansell, Grocery Supervisor, presented the Trinity Darts Trophy for 1956. The evening was voted best yet.



Below: **Bexhill's Xmas Dance** was held at the Devonshire Hotel on December 15th and was a great success.



S.S.A. Netball

THE S.S.A. Netball Section is a very active and thriving one. There are thirty members coming from the offices at Stamford House and the Factory and a representative team plays in the 2nd Division South of the London Business Houses Amateur Sports Association.

The team are fortunate to have the facilities



of a first-class pitch at Dulwich which was new at the beginning of the present season. Most games are played on Saturday afternoons but occasionally there is a floodlit match in the evening during the week.

This season has been very successful and play has been of a particularly high standard.



The Griffin Netball Team

From l. to r.
Jaqueline Pearce
Irene Fussell
Audrey Buttress
(Captain)
Joan Campbell
(Vice-Captain)
Margaret Carne
Joyce Stevens
Shirley Edwards
(Secretary)

Out of a total of fourteen matches the team have only lost three games. In the "Oldbury" Cup Competition of the London Business Houses the team did very well and were unlucky to be knocked out on reaching the 3rd round by Lamson Paragon. With only three more league games to be played the team have a good chance of being top of the Division, providing they win all these matches!

As enthusiasm has been so keen this season it is hoped to enter two teams for the League Competitions in the 1957-8 season which commences in September.



Our photographs show the J.S. team in a match against Goldsmith's College at Dulwich which they won 20 : 3. Below, our team take a half-time refresher.





Miss Potter with Mr. N. C. Turner,
Director and Secretary of J.S.

Miss Potter's Retirement. Directors and officials of J.S. were present at a farewell party to Miss Potter on the eve of her retirement.

As members of the staff will already know, Miss M. Potter retired at the beginning of January after completing a long period of valued service with the Firm.

Miss Potter first joined J.S. in 1912 as a Junior Clerk at 67 Sutton. She tells us that she still has vivid memories of spending most of her time booking out page after page of roundsmen's orders in the dispatch book. After a spell as First Clerk at Purley, Miss Potter was transferred to 9/11 Croydon, again as First Clerk, the Branch Manager at that time being Mr. G. Hoare.

In 1917 the calls of war service proved too strong, and Miss Potter left the firm to work overseas with Forces canteens. After her return to England in 1920, and after taking another job, she met Mr. Hoare (by then a District Supervisor) and was persuaded to apply to the firm for re-engagement.

Miss Potter's new appointment was as First Clerk at 146 Bournemouth, a post which she held until 1924. She was then appointed to the Branch Audit Staff, and in 1937 took charge of



Miss Potter with the J.S. Area Superintendents, Messrs. Knight, Lamb, Walter, Hedges and Pagden.

Top left, with Mr. R. J. Sainsbury.

Top right, with Messrs. G. W. Smith, Trask, Aron and Harrison.

all the Branch Audit work, a position which she held until her retirement.

Through her visits to all J.S. branches Miss Potter must have been one of the best-known and best-liked of all the Senior Officials and the good wishes of all her colleagues go with her in her well-earned retirement.



a Section

holds a dance

At the canteen on December 8th there was a fine turn-out for "A" Section's dance and with a floor show of Scottish dancers and a lucky ticket prize of a



portable radio every-one, as our pictures show, had a wonderful time.



and goes very



Gay Gordon



Memories of Blackfriars

When "Bob" Turner retired after 50 years' service we asked him to tell us something about his early days at Blackfriars. We print below a brief account of life in Stamford Street over a generation ago.

JUST before last Christmas Mr. Allan (Bob) Turner of the Depot Stock Office retired after fifty years' service with J.S., a period which covers well over half of the life of the firm. We asked Mr. Turner to tell us a little about his life with J.S. and the changes he has seen. He came first to Blackfriars when he was twelve years old and lived in a flat on the premises of Epps Cocoa Works in Holland (now Hopton) Street where his father was head foreman. His school was in the same street and he originally intended to take up teaching carpentry. Unfortunately, on the day of one of the School Board's exams there was also a Sunday school treat at Bognor—a much more powerful attraction. Young Bob didn't pass his exam but it was J.S. gain. He saw a few months later a "Boy Wanted" sign in the window of 13/15 and thought he would try for that. His father was on friendly terms with W. Goodwin who was the first assistant taken on by the founder, Mr. J. J. Sainsbury. Over a pint in "The Engine" as the old "Railway Tavern" on the corner of The Cut was nicknamed, it was agreed that young Bob should try for a better job than that of van boy (which was the one vacant) and as a result he was taken on as office boy to work under Mr. Goodwin at Gravel Lane (now Union Street) on November 9th, 1906. The hours were from 8 o'clock to 5 o'clock at a 7s. a week wage which Mr. Turner says was rather better than average for an office boy in those days. They usually earned between five and six shillings a week. His wages went up to 8s. a week soon after because of an increase of hours and at Christmas he worked under Mr. George Sainsbury on poultry orders, a job which presented problems of all kinds since he was too short to reach the old-fashioned wall phone which had to be wound up to call the operator and wound again to ring off. However, Mr. George got him a box to stand on and, after Christmas, a two shilling rise.



"Bob" Turner photographed on the day of his retirement, with Mr. Alan and Mr. R. J.

Head Office at that time was a much smaller and simpler organisation than it is today. The range of products was more limited and the huge grocery department of today did not exist. There were in fact only three dispatch clerks, each one handling a group of branches and dealing with all the commodities that went to his particular branches. At Union Street the clerical staff was limited to one clerk (Mr. F. C. Howell) and Mr. Turner as office boy. The size of the trade is indicated by the fact that one pair-horse van in those days would supply in three visits a week all three shops at Romford, Goodmayes and Seven Kings. The horse was still the basic form of transport in town, motor buses had only been running for three or four years and

there were still a few pair-horse buses operating like the "Star" omnibus which ran from Stamford Street to Smithfield Market for $\frac{1}{2}$ d. Its horses were stabled in Gravel Lane opposite our Cold Store and the driver was a very old friend of the Turner family. The local horse trams had almost all gone. The last of these was the single-horse tram which ran from the "Bricklayer's Arms," Old Kent Road, to Tower Bridge.

At this time one could see, every Monday evening, flocks of sheep being driven from Deptford Cattle Market, up Southwark Street and over Blackfriars Bridge to the abattoir at Islington. They not infrequently caused traffic jams at Ludgate Circus and at the North End of Blackfriars Bridge where de Keyser's Hotel stood on the site now occupied by Unilever House.

A Taste of Branch Life

Mr. Turner stayed on in the office but he did get one taste of branch life when he went to 147 Balham to fill a vacancy on the front of the shop one Christmas. There Mr. East, the manager, rigged him up with a white coat and apron and set him to work selling turkeys (no giblets without a bird). He did fairly well but eventually a dear old lady in cape and bonnet turned up and asked for giblets. Mr. Turner replied that they were only sold with the birds and to his blank amazement the dear old lady retorted, "I suppose you're too — good-looking to sell giblets" and swept off.

When the 1914-18 war came Mr. Turner got married and later saw three years' service in France, was awarded the Meritorious Service Medal and when the fighting ended returned to Blackfriars where he took over the canned goods department in February, 1920.

Canned goods were not a large part of the business in those days but it was a growing department. Some canned goods carried a J.S. label. The "J.S. Famous" range of fruits—apricots, peaches and pears—were labelled at the canning factories for us. These top quality products sold at 1s. a tin for pears and 11d. for apricots and peaches and there was besides a huge tin of pineapple chunks which we sold at 11d. Salmon was also a line which carried, in some sizes, a J.S. label, and it was in those days a very cheap line. The tall

tins sold at 1s. each (they are now 6s. each) and it had to be red salmon. The pink variety was very difficult to sell at all.

When the 1939 war came Mr. Turner stayed at Blackfriars until February, 1943, when he went to take charge at Fleckney, one of our wartime country depots, and was there for two years and eight months. He returned to Blackfriars after shorter spells at Woolmer Green and Saffron Walden in the post-war tidying-up. On April 6th, 1946, he was back at Blackfriars in the canned goods department and then moved to the Depot Stock Office in December, 1947.

Mr. Turner has lived and worked with J.S. through the years of the firm's vigorous growth. We know readers of the JOURNAL will wish him a long and enjoyable retirement.

Long Service. 184 years of service with J.S. are totalled by these six members of the staff at J.S. Finchley Road branch. They are, from left to right, with their years of service in brackets after each name. Back row : C. Butler (27), E. Coverdale (29), S. Sherman, manager (35), C. Marchant (29). Front row : Miss P. Holman, 1st Clerk (31), C. Judge (33).



J. S. Staff News

Movements and Promotions

We are pleased to record the following promotions:—

TO MANAGER

C. S. Lundy from 259 Ilford to 819 Goodmayes

TO HEAD BUTCHER

D. C. Webber from St. Albans to East Finchley

W. T. G. Hanlon from 250½ Kentish
Town to 43 Enfield

J. J. O'Kelly from 128 Kilburn to Willesden Green

N. G. Mobbs from 6 Norwich to 41 Norwich

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

ASSISTANT MANAGERS

P. A. Purslow from Potters Bar to 140 Finchley Road

E. G. Spriggs from North Finchley to Potters Bar

J. Enfield from 9/11 Croydon as Personal Assistant to
Mr. Pagden

W. J. Butcher from Caterham to 9/11 Croydon

HEAD BUTCHERS

R. G. Jaggard from 43 Enfield to 339 Palmers Green

R. W. Driver from 339 Palmers Green to Crouch End

H. R. Boyden from 41 Norwich to Bishops Stortford

Marriages (BETWEEN MEMBERS OF J.S. STAFF)

Very best wishes for their future happiness to:—

Miss C. Warren and Mr. F. A. Whatley (122 Croydon)

Miss J. S. Woodland (Ballards Lane) and Mr. R. F. Bailey (Whetstone)

Miss J. Fozzard and Mr. R. W. Vincent (158 Catford)

Miss M. Slack (Grocery Packing) and Mr. R. Mason (Warehouse)

Miss C. McGrath (Factory) and Mr. J. J. Cullen (Factory)

Congratulations and best wishes to:—

Mr. and Mrs. T. Middleton who celebrated their diamond wedding anniversary on December 25th, 1956. Mr. Middleton retired from the Depot in 1946 after nearly thirty years' service with the firm.



Congratulations

TOP LEFT

Miss J. Fozzard and
Mr. R. W. Vincent,
both of 158 Catford,
married on December 29th, 1956.

TOP RIGHT

Miss M. Slack, of Grocery Packing,
and Mr. R. Mason, of the
Warehouse, Blackfriars,
married on December 25th, 1956.

RIGHT

Miss J. S. Woodland,
of Ballards Lane
and Mr. R. F. Bailey,
of Whetstone,
married on December 8th, 1956.



Retirements

The following members of the staff have just retired:—

Miss G. HARDING, who joined the firm in 1937 as resident Housekeeper at Leatherhead. From there she went to Bramshott and saw subsequent service at Saffron Walden, Union Street and many branches. In 1951 she was appointed resident Housekeeper at 218 Sutton and it was from this branch that she retired.



Miss G. Harding

Miss H. M. WEBSTER, who was engaged in 1949, and after a short time at 16/20 Holloway, was resident Housekeeper at Crouch End from which branch she retired.

Mrs. L. HOUSE, who retired from 168 Streatham after having served as daily Housekeeper in the Croydon and Streatham areas since her engagement in 1942.

Mrs. K. ELLIOTT, who joined the firm as a Canteen Assistant at Wakefield House, but was subsequently appointed daily Housekeeper at 44/46 Lewisham. She finally retired from 158 Catford where she had been Daily Housekeeper since 1949.

Mrs. A. NEALE, who was engaged as a daily woman in June, 1955, at Sydenham and who retired in November, 1956.

Mrs. L. HINSON, widow of H. Hinson, who was Manager of Peckham branch until his death in 1945, retired in December from Forest Hill branch, having worked as part-time Saleswoman there since 1945.



Mrs. L. House



Happy Birthday

The girls gather round to sing Happy Birthday for Mr. J. Nixon of Hanwell branch on his 60th birthday.

Obituary

We very much regret to record the death of the following colleagues and we extend our deepest sympathy to all relatives:—

Miss F. K. HACK, who commenced with the firm in 1905 as Clerk at Forest Gate and who died last November. She retired in 1944 from 124 Ilford where she held the position of First Clerk.

Miss N. E. WOOLGAR, who was engaged as a Saleswoman at 3 Brighton in 1916. She later transferred to the Office and retired in October, 1954, as First Clerk. She died on December 12th, 1956.

Mr. S. J. WOODGER had been on the pension list for some nineteen years. His first management at 296 Holloway Road commenced in 1907, just 50 years ago. In 1912 he was given charge of what was then our only branch in Kingston and he remained there until his retirement. In the course of these twenty-six years he became well known in this busy market town where his personality made him a popular figure. He passed away on January 3rd this year after a long and painful illness.



Our picture shows Mr. S. J. Woodger (second from left) outside 296 Holloway and was taken shortly after he took over management of that branch in 1907.

Mr. N. J. TAYLOR died on December 28th, 1956. He was managing what is now our Weybridge branch when this business was acquired in 1920 and he remained in that position until his retirement in September, 1945. His son was also in the employ of J.S. for several years.

News of J.S. Staff on National Service

The following notes are from letters we have received from our National Servicemen:

I. A. BOOKER, *Hayes*. Yeovil (Army). Is training to be a fire-fighter driver and although he has not found it too bad so far, he expects that the worst is yet to come. He is endeavouring to join the camp Military Band.

J. B. DAY, *Oxford*. Lichfield (Army). Has now completed his basic training and has just started a cookery course.

J. W. FINCH, *Peckham*. Cyprus (Army). Has now been promoted to sergeant and for the past few months has been extremely busy.

P. J. GREENOP, *Watney Street*. Mediterranean (Royal Navy). Is aboard an aircraft carrier and has had some exciting times lately in the Mediterranean. His job is to arm planes with rockets, etc.

A. J. HOLLOWAY, *Kingsbury*. Windsor (Army). Recently embarked for Egypt and was given a good send-off complete with band. The ship moved about 50 yards out and then came back again. That was as much as he saw of Egypt.

M. W. MUMFORD, *Romford*. Credenhill (R.A.F.). Has passed his interim examination and is now studying for the final test. If he is successful he will be sent to either Germany or Cyprus as a typist.

D. J. SKUCE, *Muswell Hill*. Wattisham (R.A.F.). Is employed as a cook and after two months in the sergeants' mess is now doing the cooking for the Group Captain. He is able to get home every other weekend.

N. E. STEAD, *130 Faling*. Germany (R.A.F.). Has travelled around Germany quite a lot—about 2,700 miles in the past six months. He was in charge of a small cookhouse in Bavaria and has recently been posted to Sylt.

M. STEWART, *7 Palmers Green*. Andover (R.A.F.). He is now working for the Commander-in-Chief of Maintenance Units doing general house duties. He is still interested in boxing and expects to box for the R.A.F.

F. BATCHELOR (*H.O.*). Ipswich (Navy). Aboard H.M.S. *Ganges* and, unfortunately, had to remain in camp over Christmas while the main ship's company went on leave. Enjoys the friendly atmosphere.

M. J. BATES (*H.O.*). Wildenrath (R.A.F.). Was unable to come home for Christmas but spent the holiday period with some Dutch friends at Venlo. Has sold his car as he might be posted but talks of soon buying a Peugeot. Hopes to have some leave in June.

P. D. BUTSON (*H.O.*). Famagusta (Army). Appears to have had a pleasant, if lazy, Christmas, with plenty of Christmas fare.

M. BUTTERWORTH (*H.O.*). Germany (Army). Promise of leave in the New Year afforded some compensation for having to spend Christmas away from home. Is taking a course in advertising which he finds useful and interesting, while he has noted many details of retail practice in Germany which differ from those in England.

A. CREIGHTON (*H.O.*). Germany (Army). Stationed near the site of Belsen Concentration Camp. Soon hopes to take a Gunnery Induction Course after which he will be due for some leave in England.

D. J. DRUMMOND (*I.O.*). England (Army). Has now finished his Driving Instructors' Course and hopes to start an N.C.O.'s cadre course which, if he passes, will mean his first stripe.

M. J. FISHER (*I.O.*). England (R.A.F.) Still doing his basic training but will soon pass on to his trade training as a Clerk in Equipment Accounts.

M. PAIRPOINT (*I.O.*). Germany (R.A.F.). Enjoying Germany, where he spent a white and enjoyable Christmas, though, naturally, he would have preferred to be home.



From Mr. A. E. Flint of Norbury comes this wintry scene, taken in 1922, of 'J' Section's cup-winning team and their supporters at Dulwich.



We would like to draw our readers' attention to a recent increase in fees to be paid for articles published in the *Journal*. Written contributions by members of J.S. Staff accepted for publication in the *Journal* will be paid for at the rate of two guineas for 750 words. We are always interested in long or short articles and features of general interest based on personal experience or knowledge of the writer. We like them to have some connection, however remote, with the firm or with one of the many aspects of the food trade. The fee of 10s. 6d. for each photograph by a member of J.S. Staff which is published remains unchanged.