



J*S

JOURNAL

AUGUST, 1957

J. S. Journal

HOUSE MAGAZINE OF J. SAINSBURY LTD.

AUGUST 1957 NEW SERIES, NO. 41

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OUR COVER PICTURE

*Mrs. E. Bramwell of
43 Islington. See page
9 for our feature on
the J.S. Branches at
Islington.*

J.S. JOURNAL wants articles, stories or features of any length by members of J.S. Staff. There are no limitations on subject matter though we prefer material based on personal experience and connected, however remotely, with the firm or with one of the many aspects of food. If you can write a good letter you can write for the JOURNAL. Contributions from J.S. Staff which are published will be paid for at the rate of £2.2.0 for 750 words. For photographs by J.S. Staff the JOURNAL pays 10s. 6d. for each print published.

All communications should be sent to

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

Mr. James Sainsbury Elected New Chairman of the London Provision Exchange

On July 17th Mr. James Sainsbury was elected Chairman of the London Provision Exchange. He has, for the past year, served as Vice-Chairman for the Exchange and, as we reported in the *J.S. Journal* of March, 1957, made a speech as Vice-Chairman at the Annual Dinner of the London Provision Exchange. His term of office is for one year. Mr. James is the first member of the family to serve as Chairman of the committee of the Exchange. Mr. George L. Jones, Managing Director of Messrs. Henry A. Lane & Co. was elected Vice-Chairman for the year.



Mr. James Sainsbury.

J.S. at the "Royal"

THIS year it was the turn of the Royal Norfolk Agricultural Society to be host to the Royal Agricultural Society of England and because of the firm's long association with Norfolk we took a stand at Costessey. This is the county's permanent seventy-acre ground close to Norwich, enlarged to a hundred and fifty acres to house the exhibitors at the "Royal". Norfolk has been host to the R.A.S. four times during the hundred and nine shows held since 1839. The last time was in 1911 when the exhibits covered one hundred and eight acres.



The Firm's Stand

Our Marquee at the Royal Show, where the firm met, entertained, talked to or did business with several thousand visitors in the course of four days.

Work started on getting the grounds ready nearly a year ago. The needs of the show in terms of light, heat and water supplies are roughly equivalent to those of a small town of five thousand inhabitants. Between them, the animals and the human beings can use up to fifteen thousand gallons of water an hour in the show and, with temperatures as they were in early July, this estimated figure was probably far below the actual consumption. To provide electric power for lighting, cooking, heating and driving the many appliances in use and on show, four sub-stations had to be installed and fifty-five miles of cable and wiring were needed to supply it to users.

The show opened on July 2nd and by the time it had closed on July 5th, 135,621 visitors had attended. They saw, if their energies were equal to the scale of the show and the sweltering heat, a panorama which reflected the many-sided character of



The Firm's Story Feature of the firm's stand was the photographic display which tells the story of the growth of J.S. and shows the many aspects of its work today. Mr. J. H. Gibbins of Aylsham Egg Packing Station talks to visitors about our egg-collecting and packing organisation.

British agriculture. In spite of mechanisation, horses still play a part in our agriculture and of course show-jumping (since T.V., an international mass-audience sport) was a big attraction in the Grand Ring. Cattle, goats, sheep, poultry, pigs, together with the horses, took the entries in some 800 livestock classes up to the four thousand mark.

Bee-keeping, cheese making, forestry, education and, most popular of all, a vast fruit, flower and vegetable display housed in the largest marquee in the world attracted streams of visitors.

Since British agriculture is the most highly mechanised in



Above, left, are some of our staff from East Anglia. From left to right, Mr. W. C. Humphrey, Egg Office, Mr. A. Rawlinson, manager of Kenninghall Egg-Packing Station, Mr. G. L. Letch, one of the firm's Pig Agents, Mr. J. A. Pope, of Haverhill Office, Mr. A. E. Catchpole, manager of Wisbech Egg-Packing Station, and Mr. E. Thackery, manager of our Egg-Packing Station at Fordham. On the right are Mrs. McKenna and Mrs. Leek of our catering staff who all worked so hard to make a success of our buffet which was run by Miss Jakeman of Blackfriars. We catered for some ten thousand guests in the four days, and were able to extend our hospitality to many of the local farmers and their families. Guests were really appreciative of our efforts. Some of them are seen below.





Demonstration There was great interest shown at the stand, in our new display which, in a darkened room, allows visitors to see what the candlers at an egg-packing station are looking for.

the world the machinery section got plenty of attention from farmers. All the many machines used in sowing, cultivation and harvesting were on show as well as the latest developments in farm buildings and their equipment.

It costs the Royal Agricultural Society about £150,000 to put this show on for four days and they are almost certain to lose money on it. The point of the show is not, however, to make a profit but to provide a meeting place for the exchange of ideas among the many people and firms who make up what is Britain's largest industry.

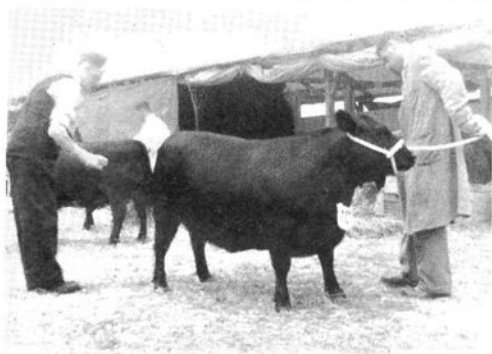
Right is Mr. F. W. Salisbury (centre) with Mr. R. D. Iles (left) General Manager of the Canterbury Frozen Meat Company of Christchurch, N.Z. On the right is Mr. S. A. Chisholm, British Representative of the N.Z. Meat Producers Board.



J.S. Cattle at the Royal Show

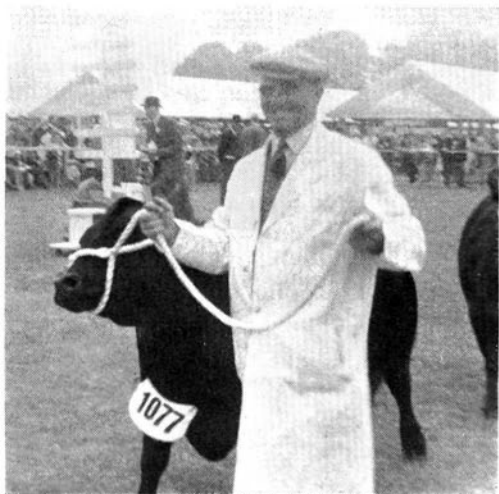
Pictures on this page show some of the cattle from Kinermony which were shown at Norwich this year. Left is Elorica of Kinermony, 4th in class, being shown off by Mr. Charles Edward, manager of Kinermony.

Below is Pronella of Kimermony, 8th in class. With her are Mr. A. Geddes and Mr. Edward junior.





Cattle Parade Our picture shows the cattle parade at Costessey. The cattle entry this year numbered 1,504. The livestock entry totalled 3,834 and to feed them 200 tons of fodder were stored on the ground.



Mr. Edward leads in Idacora of Kinermony, which was placed 4th in class.



Mr. H. Bruty.

J.S. Jobs

Number 6. New Series

MR. BRUTY is probably one of the best-known of all regular visitors to J.S. branches. He joined the firm in 1923 and ever since then he has been looking after the slicing machines we use for cutting bacon or cooked meats. In the course of a year his van covers 20,000 miles in making routine calls interrupted

from time to time by demands for urgent attention when a machine breaks down. Mr. Bruty can claim to have spent a longer time looking after slicers than anyone in this country. He started with Berkels, the slicing machine manufacturers, longer ago than he likes to remember and from the beginning was in the slicer business both here and in Rotterdam. He spent three years away from his machines during the first world war, serving with the Royal Naval Air Service (now the Fleet Air Arm) first as a mechanic then as a pilot flying Avro biplanes. We asked him what it was like and he gave us a rather grim smile and said : "I was glad to get out of it." He rejoined Berkels and then in 1923 had his first interview with Mr. John and came to work for J.S. In those days there were only bacon machines to look after. Hams and other cooked meats were hand carved, a great deal of skill and flourish going into the job. Our first cooked meat slicers were put in by Mr. Bruty in 1938 and he has installed most of the slicing machines in old and new branches since then. The maintenance of slicers is largely a matter of keeping the knives sharp since a blunt knife leads to wastage. Breakdowns are few but knives become dull edged usually because the little sharpening stones on which the rotating knife blade should renew its edge are allowed to become clogged with grease. It's a simple matter of cleaning the stones at the end of the day but, asks Mr. Bruty, "Do they do it ?"



ROUND THE BRANCHES

The Islingtons

43

48

76

IN LONDON'S ONE-TIME DAIRY

CHAPEL STREET, as Chapel Market used to be called, was almost certainly named after St. James's Pentonville, a church in Pentonville Road which started life as a private chapel in 1790. The church is widely known as the burial place of Joseph Grimaldi, the clown who made his first appearance on the stage of Sadler's Wells in 1783 at the age of three, dressed as a monkey.

The street lies on the borders of Finsbury and Islington in a district rich in history. Islington was once London's dairy. The Elizabethans knew it for its "frumenty, unchalked milk, pure cream and fresh butter for pasties," and went there to walk, to practise archery and to breathe what Stow called its "sweet and wholesome air."

The district is also interesting and important as the site of the New River Head where London's first pure water supply was concentrated in the early 17th century by Sir Hugh Myddelton.

In 1683 a Mr. Sadler discovered a spring on his land, gave it a history of miraculous and sanctified healing powers, opened a theatre and made a name for the place. Fashionable London flocked to Islington to drink the waters, listen to the music, watch the shows and risk being robbed by footpads on the way



Half a Century Ago in Chapel Street

The photograph above dates from the early days of the firm's venture in Chapel Street. It shows 48 Islington. The butcher's shop next door is gone now, replaced by Marks & Spencer. The widow of the former proprietor is still living in Highgate.

home. The theatre was rebuilt in 1765 and, later, saw performers like Grimaldi, Miss Richer the slack-wire dancer and Joseph Dotor who "drank a glass of wine backwards from the stage floor beating a drum at the same time". Mrs. Siddons' husband was proprietor for a time and Charles and Thomas Dibdin ("Tom Bowling" and "Black Eyed Susan") also ran the place. It became, during the Napoleonic wars, a centre for aquatic displays, using the New River water to fill a vast tank in which, besides naval bombardments, "appalling incidents were exhibited such as a child, thrown into the water by a nurse who was bribed to drown it, being rescued by a Newfoundland dog."

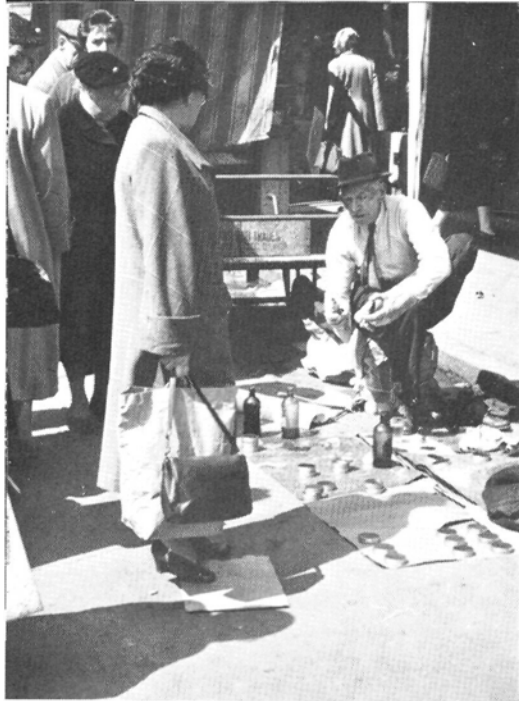
From being London's holiday and recreation centre, Islington grew into a sprawling residential suburb. But its Georgian



Chapel Market Today

In some respects the market hasn't changed very much in the past couple of generations. Our photograph was taken on a quiet mid-week morning. On Sundays you can't see the stalls for the shoppers.

houses were not attractive to Victorians. Today, tastes have changed and there is a flow of new residents into the area. They have some colourful characters from the past to keep up with, such as Alexander Cruden, who wrote *Cruden's Concordance*, a detailed index to the Bible and became insane because of its poor reception. When he was released from Bethnal Green he assumed the title of "Alexander the Corrector," believing himself divinely inspired to reform a corrupt age. Charles Lamb the essayist who lived for a time at 45 Chapel Street and Edmund Halley the astronomer, Daniel Defoe and Oliver Goldsmith. But most spectacular of Islington's residents was Thomas Topham who in 1741, according to local historians, lifted three hogsheads of water weighing 1,831 pounds to commemorate the taking of Porto Bello by Admiral Vernon!

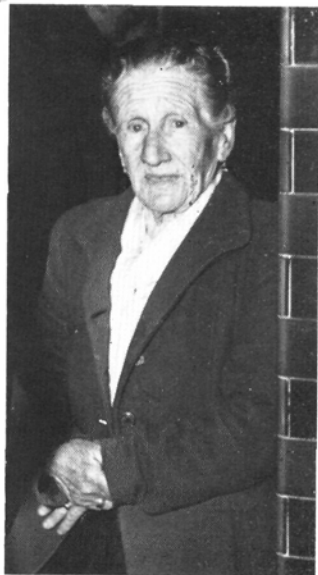


Shopping and Selling

The market has its regulars like the foot salve salesman who'll sell you a tin of comfort for your corns and show you how it works too, or Mrs. Dent below who has been selling mint outside No. 48 since she was fourteen. She's seen some Sainsbury men come and go in that time and remembers them all.



Competitor Mr. Yearley, who has a stall in Baron Street opposite No. 76, has been coming to the market for thirty or forty years and looks very fit on it too.



43

Our branch at 43 High Street looks out across Upper Street. It was opened in 1897. Today its manager is Mr. W.W. Lloyd who went there in February, 1955, from Drury Lane. He is seen on the right in the shop. Below, left, are Mrs. G. Wheatland, first clerk, and Mrs. K. Hulley. On the right are Mr. I. Davies, who plays football for Holloway and the Griffin's mid week teams, Miss E. Byrne and Mrs. R. Lorford. At the foot of the page are Miss E. Presswell and Mrs. M. Marshall and at the poultry bench Mr. R. Marr and Mr. D. Whitfield.





Mrs. M. Jessop, housekeeper at 43, gets on with the cooking while Mrs. E. Hooper washes up.

48

Smallest of the three Islington branches is No. 48 Chapel Market, which was opened in 1906. Our first branch in Islington was at No. 44. It opened in 1880 and closed in 1916. Below, in a general view of the shop, are Mrs. D. Caulfield and Mr. P. Nelson.





Manager at 48 is Mr. J. Barker, who started with J.S. in 1927 at 151 Queen's Crescent. He has been manager at 48 since November, 1947. Below is Mrs. A. Lloyd, who has been at the branch for over 12 years.



On the left, Mr. R. Griffiths and, below, Miss I. Rogers and Mr. I. Jones.



The third of the Islington's stands at the corner of Chapel Market and Baron Street. It was opened in 1898 and the heading to this article (on page 9) is from the mosaic floor at the entrance to this branch. Like the other branches down the street it is hemmed in by what must be some of the keenest competition in North London. And like the others it seems to be full of bustling shoppers all the time.



Above, a view of the interior of 76. From left to right our staff are Mrs. E. Heath, Miss B. Andrews and Mrs. S. Ellis.

Manager at 76 is Mr. A. C. Biggs who started as a junior at No. 48 in 1921 and by now has a wide experience of J.S. branches, particularly those in North London. He became manager at 76 in July, 1953.





Below, Miss B. Langley and Mr. D. Jones at the egg and butter counter.



On the right are Mr. G. Muir, leading Salesman, who has been with J.S. for 10 years and Mr. P. Martin the branch porter.



..... and so we leave Chapel Market in good hands.

Meet Your Contact Clerks

A *J.S. Journal* Feature to help you know to whom you are talking when you make a call to the Sales Office



The A group of J.S. self-service branches have for contact clerk, Charles Putt (on the left in our picture). Mr. Putt joined the firm in 1937 straight from school. He served with the R.A.O.C. from 1942 to 1947 when he returned to the Sales Office. In 1954 he joined the Merchant Navy and spent two years seeing the world before the mast but in 1956 decided to return to J.S. He's a keen sportsman taking an active part in Griffin sports. His assistant, Ronald Graves (right) joined J.S. in October 1956. He was previously a local government

clerical worker. He tells us he finds his present work more satisfying because he can see more results for it. John Bell in the centre joined the firm in January 1957. He plays chess with the SSA Chess group and though he plays darts he wouldn't claim to be in the same class as his brother (see page 29).

The branches in this group are :

Grange Hill	Debden
Harold Hill	Oxhey
Collier Row	Lewisham
Aveley	Hemel Hempstead



District 10's contact clerk is Miss Barbara Taylor (centre) who joined J.S. in 1952 and has been working in the Sales Office ever since then.

She has a sister who works in the J.S. Personnel Department. She told us she is a keen photographer, plays table tennis, collects gramophone records and likes both classical music and jam sessions. She is a keen "O" section football supporter and won't miss a game if she can help it. Miss Valerie Lane, on the right, is a relief contact clerk who came as a trainee in 1953 and has been in the Sales Office for nearly two years now. She likes ice-skating and theatre-going. Favourite actor is Sir Laurence Olivier, but she thinks the St. James's

Theatre should come down provided a modern theatre is built to replace it. Mrs. Condon, on the left, joined J.S. this year. She has two children so she doesn't find much time for hobbies.

The branches in this district are :

Rye Lane	122 Croydon
Blackheath	Addiscombe
Lee Green	68 Croydon
58 Catford	73 Croydon
Catford Corner	Coulsdon
193 Catford	Caterham
Forest Hill	Selsdon
Sydenham	Ashford
Beckenham	Folkestone
Elmers End	Hythe
West Wickham	

East Harling Cricketers at Dulwich



On July 7th, a day of perfect weather, East Harling cricketers paid a visit to Dulwich and met a Club XI there. The visitors made 136 to which the Club XI replied with 139 for 7 wickets. Our pictures show spectators, consumers and players.





The Visitors East Harling made a day's outing of their visit and brought along the family to see the match. Above they are grouped for the camera. Below is the Griffin ground looking its pleasant summery best. F. Floodgate has just bowled to P. Rudd.



Making Vinegar

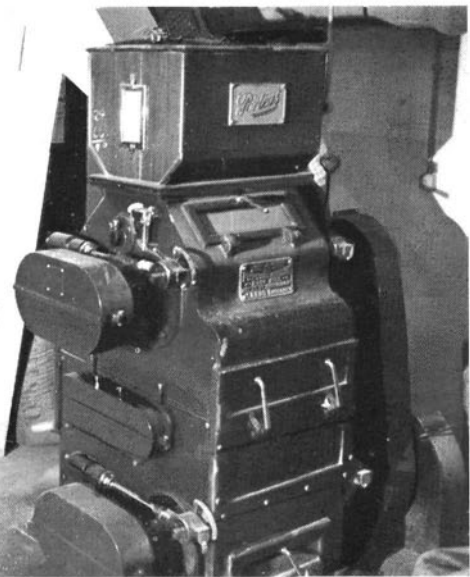
Every week thousands of bottles of vinegar are sold at J.S. branches. Our pictorial feature describes in simple outline the many steps in producing malt vinegar.

Making vinegar is one of those very old processes whose origins are lost in history. There are Babylonian records of vinegar five thousand years old. The Bible contains many references to it and it crops up in other ancient literatures frequently enough for us to assume that making vinegar was known to men almost as soon as they settled down to agriculture. The process is a natural one and, as in the case of many such traditional processes, our scientists can now explain a great deal of what is happening, but are constantly gaining new knowledge of the principles involved. There are many types of vinegar. Wine vinegar is made from grapes, others are made from grain or potatoes, some are flavoured with herbs. In England most vinegar is made from malt and barley.



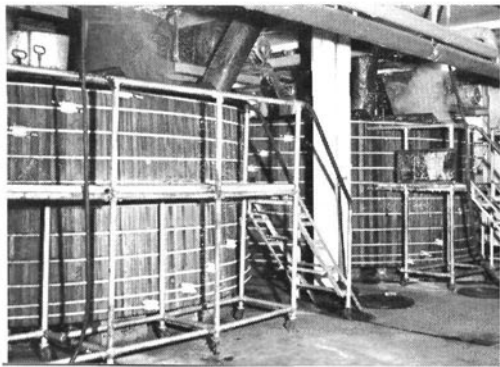
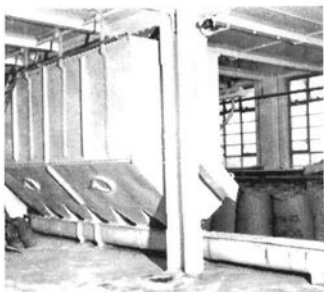
The Malt

Malt is partly germinated barley. The barley is steeped in water, spread out on a floor in a moist, warm atmosphere and allowed to start germination. The corn puts out tiny roots and a shoot begins to grow, but before this sprouts out of the grain, growth is arrested by heating and drying. The barley is then malt. It is friable, easily broken up and is chemically different from barley because it now contains more sugar and is richer in diastase, the natural ferment which changes starch into sugar.



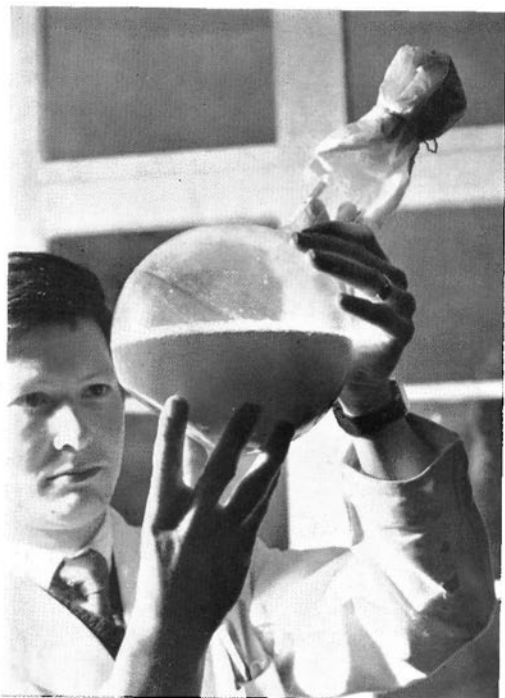
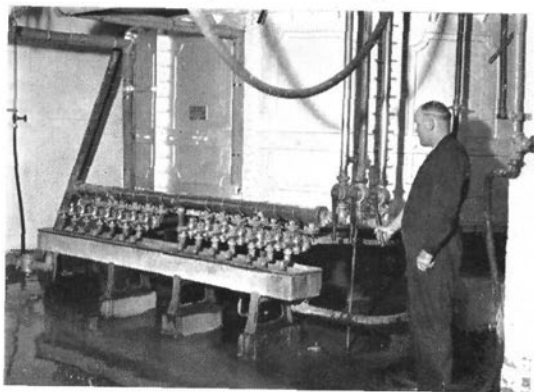
The Mash

The crusher above is used to break the malt and barley grains into grist. Thus prepared for mixing with water it drops first into the hoppers seen below right, and is fed from there into the mash tub where it is mixed with hot water. At first it is thick and porridge like. Gradually the diastase in the malt works on the starch in both malt and barley and converts it into maltose sugar. This dissolves and leaves a thin liquid in which the husks are floating.



Clarifying

The contents of the mash tub are piped into this clarifying vessel where the liquid is separated from the husks. There is a 3-foot thick layer of husks inside this vessel and the liquid is filtered through them. After washing and draining the husks are removed and are sold as cattle feed.

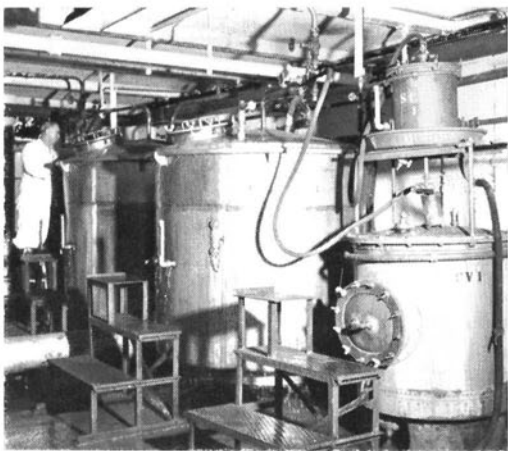


Yeast

The clear liquid containing maltose sugar in solution is now ready for fermentation. This is done by the addition of yeast. On the left is a yeast culture bred in a laboratory and from which a strain of yeast will be grown under controlled conditions.

Yeast Vessels

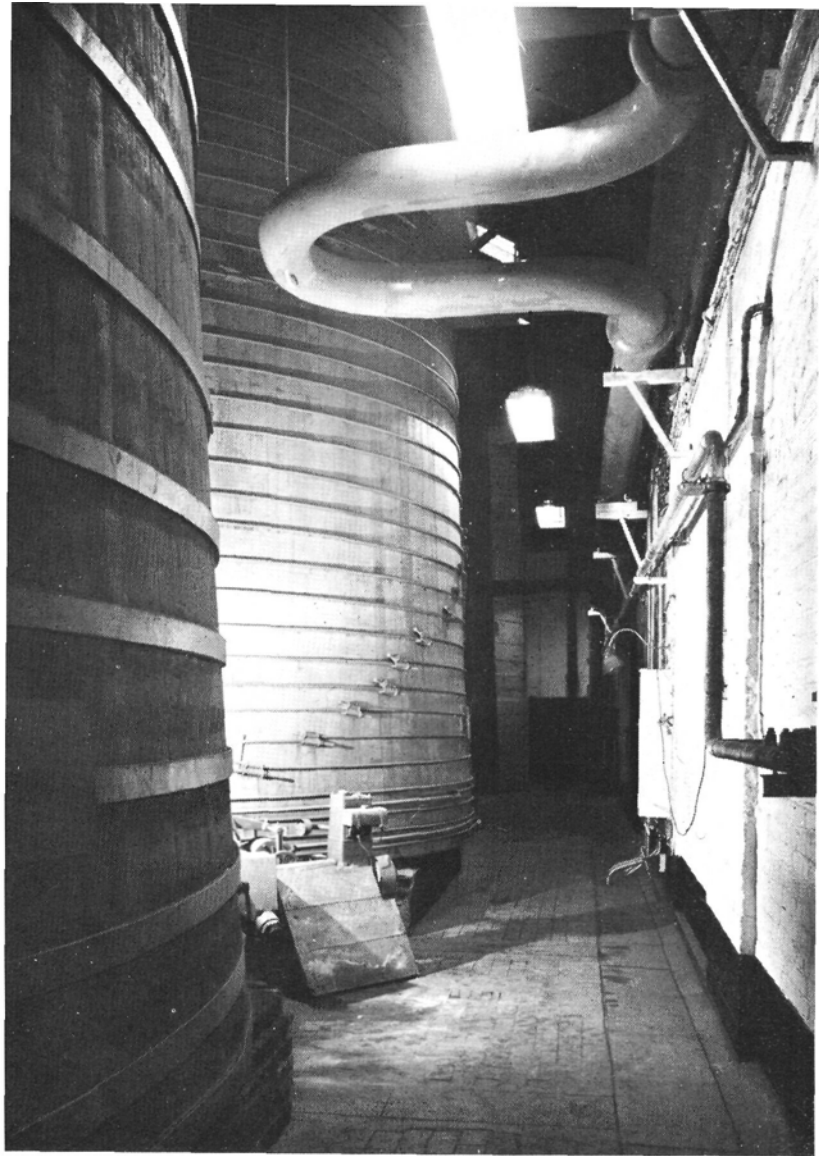
In modern vinegar making the quantities made are large and strict control must be maintained at all steps in the process. These yeast vessels are of stainless steel and provide aseptic conditions in which the yeast culture chosen in the laboratory can grow at controlled temperatures. They eliminate the danger of wild strains of yeast developing and adversely affecting the product.



In this 10,000 gallon tank the fermentation process turns sugar into alcohol. The liquid from the clarifying vessel has been cooled and yeast is piped into it from the yeast vessels. As the fermentation goes on, carbon dioxide is released and causes the foaming on the surface of the vat.

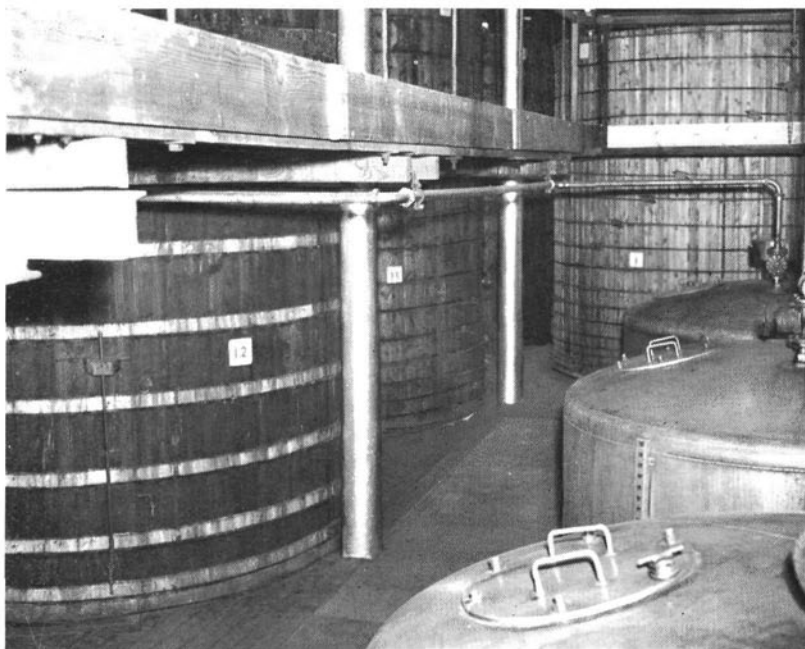
Fermentation



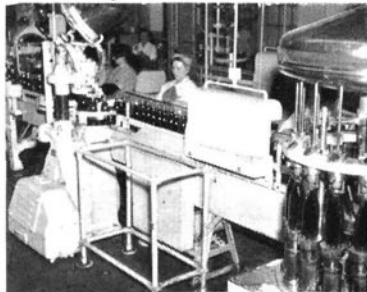


Storage

These immense vats each contain 65,000 gallons of fermented liquor maturing for several weeks before it is ready for the acetification process. Filling and emptying are done by electric controls operated from floor level.



Acetification The next process is to turn the alcoholic liquor into vinegar. The vats shown above are called acetifiers and contain birch twigs inoculated with acetic bacteria. As the wash passes over the twigs the bacteria oxidise the alcohol and gradually, as the wash is recirculated, it turns to vinegar. Samples are taken at intervals and laboratory tests show when the process is complete. The vinegar is pumped to huge maturing vats. Only after many months of storage is it ready for the final processes of filtering and pasteurising, after which it is filled either into casks or bottles.



Darts Finals

At the *Robin Hood* in Potters Bar, on Thursday, July 4th, some hundred and forty players and spectators turned up to see the finals of the Hedges Individual Trophy, the Snow Area Cup and the presentation of the Snow Cup. They joined in a gay social evening after the matches were played off.



Somers Town—Winners of the Snow Area Cup

Somers Town carried off the Snow Area Cup, beating Berkhamsted in two straight games in the final. Somers Town are seen above. From l. to r. they are Messrs. G. G. Wilson, M. K. Duncan, D. J. Graham, A. R. Coe and O. D. Spencer. Berkhamsted are seen in action at the foot of page 29. They were Mr. E. Garrod, Mr. R. Pope, Mrs. M. Dell, Mr. A. Cole and Mr. R. Brooks.



Mrs. Hedges presents the Snow Cup to Mr. A. Harding of Whetstone (above).



Winner and runner-up in the Hedges Individual Trophy. Winner was Mr. E. Hyde of Coventry (right) who beat the holder, Mr. A. Bell of Mill Hill. Below. The evening wound up with a dance.



When the Darts presentations were over Miss E. Allum of High Barnet presented a pot plant to Mrs. Hedges on behalf of the area.



Many thanks to the ladies of High Barnet who provided supper for the guests.

The Pagphilam Cup won by Elmers End

The Bedford Hotel, Brighton, on May 29th saw Elmers End win a well-deserved victory. On the right, Mr. Pagden presents the cup to Mr. Wrightworth, the winners' captain.

Grierson



The Winners Elmers End team, left to right, Messrs. Grierson, Wrightworth and Rodgers.



Runners Up No. 3 Brighton's team. Left to right, Messrs. Lewry, Phillips and Blake.



Supporters from Elmers End look highly pleased at their team's victory.

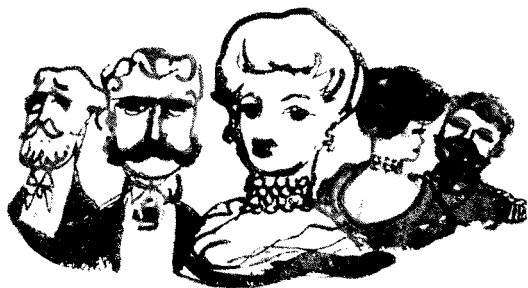
Brighton's Social

Our pictures from Brighton's social a week later at *Arnold House Hotel* show them to have recovered from their defeat. Looking for a lucky number on the right is Miss Orphin of 3 Brighton. Mr. Johnson of Portslade is holding the basin. On the left is Mr. Stewart of 24 Brighton, who is S.S.A. Secretary for the Section.



César Ritz

from peasant boy to friend of princes



Demolition of the Carlton Hotel on the corner of Haymarket and Pall Mall removes from London a landmark associated with César Ritz, the astonishing genius, who was responsible for the creation of the modern luxury hotel. Our article outlines the career of this Swiss peasant boy who became the friend of princes, and left a name which is synonymous with luxury.

He was the thirteenth and last child of poor Swiss peasants from Niederwald who christened him César. At fifteen his father put down 300 francs to have him taught the hotel business at Brieg. His teacher turned him out at the end of a year and told him he had no flair for the job. At seventeen he was a waiter in Paris. He broke too much china, was vain and extravagant, fell in love with a Russian Baroness, became a restaurant manager and then threw up the post to become a simple assistant waiter at Voisin's.

This calculated demotion put him in contact at a very early age with the rich and powerful men of the time. He stayed at Voisin's throughout the siege of Paris in 1870, serving rats and cats and elephant's trunk to the hungry customers. He quitted Paris as soon as he could but by 1872 was back again.

In 1873 he was in Vienna and there, for the first time, he met and studied Edward, Prince of Wales. It was the start of a long, amiable and useful relationship. Ritz learnt the Prince's tastes in food, wine, tobacco, music, women, conversation and entertainment. He noted his passion for roast chicken, for Laurens Egyptian cigarettes, Tzigane orchestras ; in fact he learnt the Prince by heart.

He left Vienna to become restaurant manager of the Grand Hotel de Nice and from there, went to manage the restaurant at the Rigi-Kulm Hotel in Switzerland, where the sunrise had become a tourist "must." From Rigi, Ritz went to the Grand Hotel at Locarno, but even his talents were not equal to the problems created by the manager a Herr Wagner who lived on raw ham and red wine, and added rich variety to the guests' holidays by ringing the dinner bell at 5 a.m. and chasing his wife through the corridors, firing inaccurately at her with a huge, old army pistol.

Establishing a Reputation

From 1877 to 1887 Ritz spent his winters in the Riviera and his summers managing the Grand Hotel at Lucerne, an hotel designed and built by a Colonel Pyffer to resemble an Italian nobleman's palace.

In spite of its noble pretensions the hotel was dull, the interior dilapidated and the staff undisciplined. Ritz spruced it up, wrote to everyone he had ever known or served, coaxed in a few guests and finally shamed the chef into displays of skill. By August the place was full and for ten seasons Ritz kept it packed with Italian Counts, American millionaires, Russian Princes and English Duchesses. He put on a series of superb, extravagant parties, lit bonfires for birthdays on the mountain peaks surrounding the lake and floated orchestras out on to the water.

In Monte Carlo he ran the winter seasons of the Grand Hotel in successful competition with the new and sumptuous Hotel de Paris. His rivals bribed away his cook. Ritz replied by hiring the man who had trained that cook and began in this way his long partnership with Escoffier the brilliant chef who, in a few years, transformed hotel catering by introducing light, individually prepared dishes in place of elaborate set menus. And here once more he entertained the Prince of Wales.

In 1888 Ritz married Marie Louise, daughter of the proprietor of a small hotel, who had first seen him ten years before when she was eleven years old and had gazed popeyed at the "terribly elegant young man with his brown side whiskers and his beautifully tailored clothes." His elegance developed as time went on. His valet, John, looked after 300 ties, 42 fancy waistcoats, 50 pairs of shoes, 8 silk hats and 8 frock coats. Ritz was self-conscious about what he called his "peasant hands and feet." His shoes were always made too small for comfort.

Success at the Savoy

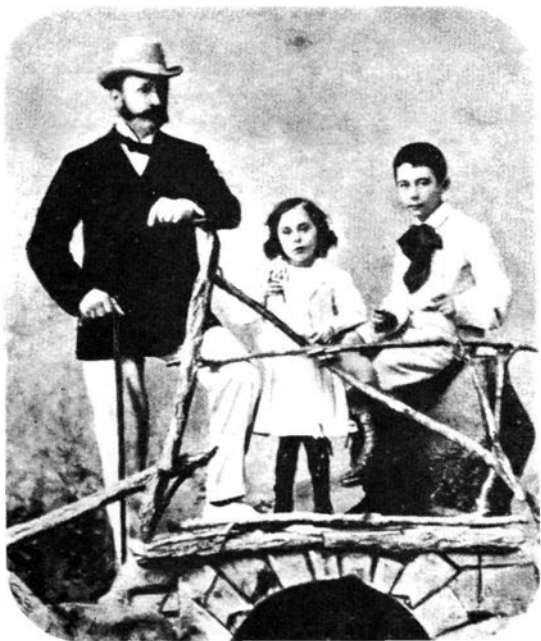
By 1889 D'Oyly Carte, the Irish impresario, was begging Ritz to manage the wonderful hotel he was building overlooking the Thames in London—the Savoy. He was cautious about the Irishman's offer. In the end he agreed to go for the opening and spent a fortnight in August 1889 in London. He went back to the Continent impressed by the wealth of the English clientele who he said, "would pay the limit for the best that could be had." Six months later D'Oyly Carte asked him to name his price and take control at the Savoy which was doing badly under second-rate management. Ritz came to London and brought his own staff—his Academicians he called them. Escoffier, dapper brilliant chef; Echenard, connoisseur of wine, Henry Elles, restaurant manager; Rainjoux, *maitre d'hôtel*, and sad, ill-fated Agostini his cashier who could look after other's money but not his own and who later took his life rather than reveal the penury to which he was reduced.

They conquered London. Johann Strauss was brought from Vienna to conduct the orchestra, Escoffier performed marvels in the kitchens, the Prince of Wales and his Marlborough House set were there, Barney Barnato, South African millionaire, dined there and, while he dined, played with a pocketful of uncut diamonds. For Sir Alfred Beit, Ritz flooded the courtyard with three feet of water and served a fabulous dinner to guests in gondolas entertained by waterborne Venetian tenors.

The popularity of the Savoy grew among all with money to burn. The town's street-walkers invaded the place so Ritz made a rule. A flexible rule, since, while too many of these ladies "of doubtful reputation and uncertain revenue" would drive away his custom, some of them brought their current

grand-duke or millionaire. Ritz insisted on evening dress and escorts for all ladies. "You can lay the law down now" said Liane de Pougy "for you have reached the height of your career in your profession—as I have in mine."

"Alas," replied Ritz, "I am afraid with far less pleasure and far more trouble than you have experienced mademoiselle."



Cesar Ritz with his two sons circa 1897.

A group of financiers floated the Ritz Hotel Development Company which planned to build Ritz hotels in Johannesburg, Madrid, Cairo, New York, London and Paris. The men who put up the money were habitués of the Savoy and had seen Ritz in action. The first hotel was opened in Rome. Ritz then began to explore Paris for a good site but the only one he found

was in the Place Vendôme. His backers said it was too small. Ritz was, as always, obstinate and found another backer. It was Marnier Lapostolle a distiller who years ago had approached Ritz for advice about a new liqueur. Lapostolle was a tiny man and after he had handed Ritz a glass of the new product he gazed up at him and asked, "What shall I call it?" Ritz not without irony smiled down and replied, "Call it *Le Grand Marnier*." Lapostolle was always grateful for what he took as a contribution to the success of his liqueur and when Ritz asked for backing for the Place Vendôme purchase he gave it readily.

The site was small and Ritz wanted perfection. His architect, Mewes, did a wonderful job on the plans and an even more remarkable job on Ritz himself. He spent days educating him in museums until his pupil began to form a real taste for furniture, fabrics, carpets, cutlery, linen and all the things which in the end made the Ritz hotel in Paris the most perfect of its kind.

When it opened after feverish crises and last-minute changes (on the opening day, Ritz sent all the restaurant tables back to have an inch taken off their height; they were returned only just in time to be laid), the international fashionable world turned up in a solid phalanx, all coronets, decorations, dollars and décolletage. The hotel was smothered in flowers, the approaches blocked with carriages and everyone was enchanted. It was the most modern, elegant and expensive hotel in the world and Ritz had created it.

Teaching the World

It was at the opening of the Paris hotel that Henry Higgins, the Life Guards officer who lost so heavily on the turf that he turned to law and became London's most fashionable solicitor, said to Ritz, "Kings and princes will be jealous of you Ritz. And they will copy you. You are going to teach the world how to live." To a very great extent this was a true summing up of Ritz's function in nineteenth century life. The decorations and the facilities which he provided for his guests were exceptional luxuries to dwellers in vast country houses without bathrooms or adequate sanitation and with cooking methods that had hardly changed since Elizabethan times. Until 1898 when Ritz opened his "inn" as one Central European Princess

called it with grotesque snobbery, the Bristol hotel in Paris was the last word in luxury. It had one bathroom on each floor !

In 1899 the Carlton opened in London. This hotel, whose interior is now being exposed by demolition gangs, was the climax of the Ritz career. The hotel maestro descended on it with his academicians, demanded staircases for the ladies to parade their dresses, false windows in the grill rooms, more bathrooms, better kitchens and, having got them, opened on July 15, 1899, when the carriages of the fashionable blocked Haymarket as far as Piccadilly Circus. No mean feat at a time when motor-cars were rare and dangerous.

The Carlton was an enormous success. Ritz was forty-nine and the years of careful cultivation and study of his wealthy and influential clientele were paying off. The Prince of Wales had abandoned the Savoy when Ritz left. "Where Ritz goes we go," he said. At the Carlton he actually dined in public, which packed every table with guests more than conscious of doing the right thing.

The Coronation Disaster

In 1901 Queen Victoria died and Edward became King. It meant that he might never dine at the Carlton again but the Carlton was solidly established by then and the Edwardian court would be rich, gay and ostentatious. The Coronation date was fixed for June 26th, 1902, and Ritz worked at high pressure wearing himself out in the frantic transactions preceding the great event. On June 24th the announcement of the king's appendicitis was made. Ritz, who was in a state of extreme nervous tension, called the staff together and announced the news in a dejected voice. "Ritz, it seems, had remained very calm—too calm," his wife wrote later. He went on working swiftly and surely, issuing the necessary counter-orders until that afternoon in the middle of a conversation when he fainted. He was revived in delirium.

It was the end of his career. His mind gradually slipped into a dream world in which he remained aloof and indifferent from his life's work. For the rest of his life the heavy darkness lifted only occasionally to relieve his inertia and indifference. At a private hospital on the shores of Lake Kussnacht, he died on October 26th, 1918.

J.S. Veterans spend a day of sunshine at Bognor



On June 25th, six coaches packed with J.S. veterans left Blackfriars for Bognor. Seeing them off in the morning were Mr. F. W. Salisbury (left hand picture) and Mr. J. D. Sainsbury (right hand picture). The day was perfect for a seaside trip.





Hats Off!

No doubt about the veterans enjoying their trip to Bognor...



... to relax in the sunshine and sea air.





More cheerful
faces
photographed on
the prom, and
on the beach.





South Coast Veterans

Two parties of veterans (above) joined the party at Bognor. One from Bournemouth and one from Hastings. The Blackfriars party stopped at the *Wheatsheaf* on the way back.

Below, facing camera, is Mr. John Dowling, our senior veteran.



Right. Mr. A. Kettley, S.S.A. Secretary, and James Boswell, *Journal* editor, with Mr. W. McGovern, Manager of the firm's Bognor Branch.

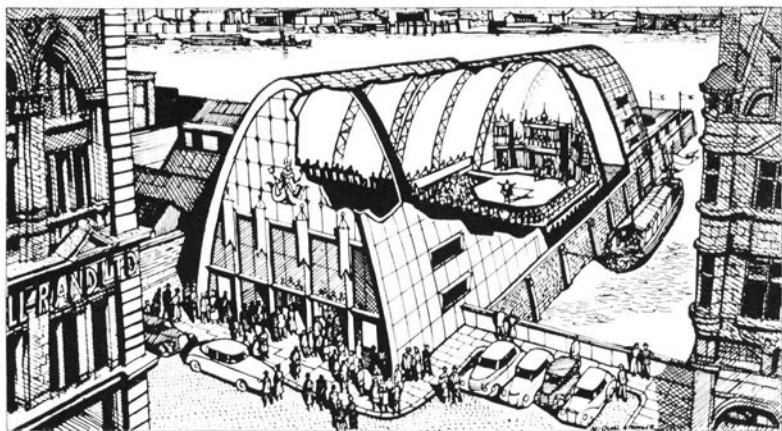


The City's New Theatre

Five minutes from Stamford Street

At Puddledock, just across Blackfriars Bridge and a couple of hundred yards east, work has begun on the building of the first theatre to be built *as such* in the City of London. The Mermaid Theatre grew out of Bernard

Miles' portable Elizabethan theatre which began life in St. John's Wood, was invited to the City for a 13-week season in Coronation Year, 1953, and was such a success that the Mermaid Theatre Trust was formed to provide City workers with a centre of entertainment and relaxation. The new theatre has been designed by Mr. Elidir Davies, F.R.I.B.A., and will be steel framed and aluminium clad.



The picture above shows inside and outside. The stage will be of the open Elizabethan type, there will be seats for 650 people and a riverside restaurant as well. So that City workers can take advantage of the shows the curtain will go up at 6.15 each evening and there will be film shows and one-act plays in lunch hours. The Mermaid's policy will be to put on a wide range of entertainment, ancient and modern, foreign and home-grown. Seats will cost from 2s. 6d. to 10s. 6d. and over half of them will be at 5s. The trust hope to make it possible for you to buy two seats and two square meals for £1 0s. 0d.

JS

Staff News

Movements and Promotions

We are very pleased to record the following promotions :

TO MANAGER

H. G. Crook	from Somers Town	to 98 Queen's Crescent
W. B. Mansfield		to Spare List

TO HEAD BUTCHER

J. H. Copeland	from North Finchley	to East Finchley
C. W. H. Downey	from Wood Green	to 43 Enfield

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

MANAGERS

L. Franklin	from Walsall	to Harpenden
S. D. Goddard	from Harpenden	to Spare List
G. Lomonaco	from 98 Queen's Crescent	to Spare List
G. Hewins	from 151 Queen's Crescent	to 159 Queen's Crescent
E. C. Woodrow	from Spare List	to 151 Queen's Crescent

ASSISTANT MANAGERS

H. B. Pendry	from Walsall	to Coventry
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HEAD BUTCHERS

E. M. Kaye	from Spare List	to Farnham
G. C. Ward	from Whetstone	to Potters Bar
D. C. Webber	from East Finchley	to Whetstone
W. T. G. Hanlon	from 43 Enfield	to Somers Town



Mr. H. G. Crook,



Mr. W. B. Mansfield,

Brides and Grooms



Above : Mr. K. Mann and Miss P. J. Wilson of 6 Norwich, married on June 8th, 1957.

Top right : Mr. J. L. Mephram and Miss J. W. Lander, both of Amersham, married on June 8th, 1957.

Lower right : Mr. L. Beecroft and Miss J. Fordham, both of Cambridge, married on June 22nd, 1957.



Unbeaten!

Norwich sends us this photograph of their ladies' netball team which at the moment has an unbroken record of victories. They are : Back—Miss E. Lark. Middle row — Miss G. Howes, Miss M. Elford and Mrs. S. Horton. Front row—Miss I. Middleton, Miss J. Wade and Miss J. Middleton.



Marriages (BETWEEN MEMBERS OF J.S. STAFF)

Very best wishes for their future happiness to :—

Mr. I. Hanson of Greenford and Miss A. J. Tyler of Hayes, who were married on June 29th, 1957.

Mr. J. W. Fulcher of East Finchley and Miss M. M. Miller of Ballards Lane, who were married on June 1st, 1957.

Mr. J. Gibson and Mrs. C. Rankine, both of the Factory, who were married on July 5th, 1957.

Congratulations and best wishes to

Mrs. E. Binns, of the Biscuit Department, who has just completed 25 years' service with J.S. She first joined the Firm in 1929 as a Grocery Packer and apart from two periods during the war, when she was employed at Saffron Walden and Bramshott, she has worked at Stamford House.



Mrs. E. Binns.



Rescue

At one o'clock during the lunch break on Thursday, July 4th, 1957, two Senior Trainee Butchers, Thomas Walker of Southampton branch (centre) and Brian Plunkett of Colchester branch (left) were returning to the Training Centre, when their attention was drawn to the fact that

an elderly woman was lying unconscious in the river. They immediately ran down Blackfriars steps, waded out 15 yards through knee-deep mud, pulled her to the bank and applied artificial respiration. An ambulance was called by Eric Napthine of Boscombe (right) and she was taken to St. Bartholomew's Hospital. Their action undoubtedly saved this woman's life.

Congratulations

Congratulations to the following successful candidates in the examinations held by the Institute of Certificated Grocers.

PRIZE WINNERS

P. N. Sargent, *Sales Office*, winner of the "Chivers Cambridge" Prize of £10 and bronze medal for knowledge of groceries.

A. T. Miller, *1/4 Ealing*, winner of the "J. Sainsbury" Prize of £15 and silver medal for salesmanship.

O. Randell, *Bedford*, winner of the £10 Second Prize (National) for general merit in the intermediate exam. for candidates under 24, and the £3 3s. Second Prize (National) for Junior Salesmanship.

ADVANCED EXAMINATION PASSES

F. H. Debonnaire, *66 Brighton*; M. Fairbairn, *Brent St.*; A. T. Miller, *1/4 Ealing*; P. N. Sargent, *Sales Office*; R. Saville, *Debden*; A. Stewart, *101 Golders*; G. L. Wiggins, *Sales Office*; A. G. Grey, *Blackheath*; F. L. Collick, *Derby*; J. Harrison, *Reigate*.



Mr. P. N. Sargent.



Mr. A. T. Miller.



Mr. O. Randell.

Congratulations also to the following members of the staff who passed the Institute of Meat examinations.

CRAFTSMAN'S CERTIFICATE

R. C. Day, 147 *Balham*; R. A. Finch, *Barkingside*; D. J. Graham, *Somers Town*; E. Hewitt, *Chelsea*; R. E. Perrin, 82 *Wimbleton*; J. Rawlings, 193 *Catford*.

MEAT TRADE'S DIPLOMA

B. M. Gilkes, 101 *Golders*; J. J. Jameson, *Fisher*; R. A. W. Shepperd, *Union St.*

News of J.S. Staff on National Service

The following notes are based on a few of the letters we have received from our National Servicemen :

R. E. FINDLAY, *Folkestone*. Bury St. Edmunds (R.A.F.). Has just returned from what he calls a "Cook's tour" of the Middle East. He is rather glad to get back, if only to escape from insects and the terrific heat.

J. R. GOOLD, *Highbury*. Malaya (Army). He is in the King's Dragoon Guards and travelled to Malaya via Cape Town, a city which he found most attractive. He is employed on patrols and food convoys, and apparently there are still quite a number of bandits in the vicinity. He found his J.S. training very useful on the ship as he was employed in the butcher's shop.

C. J. HODGSON, *Bexhill*. Malta (Royal Marines). He is in the Royal Marines Commando Brigade stationed at Malta and although he finds the training very hard at times, no work, apparently, is done during the afternoon. In spite of the fact that he has only been in the services for about seven months, he has already visited Sardinia, Naples, Sicily, Libya and France.

C. L. PALMER, *Seven Kings*. Gosport (Army). He finds life as a cook rather dull, particularly as the menu does not seem to change from one week to another. However, he holds the position of camp butcher and is, therefore, not so badly off as he could have been.

J. E. POINTER, *Feltham*. Germany (Army). He is at the moment stationed at Munster, but expects to move to another station in a few weeks' time. He is in the Royal Horse Artillery and is becoming quite fit through lifting 95 lb. shells all day. They seem to have good facilities for sport at his particular camp, and he is taking full advantage of them.

R. H. TAYLOR, 1/4 *Ealing*. High Wycombe (R.A.F.). He has now been promoted to S.A.C. having been successful in his trade and education tests. He has completed his first year and hopes that the second will pass just as quickly.

J. C. TOWNSEND, *Luton*. Blackdown (Army). He completed his basic training at Portsmouth, then moved to Blackdown where he has finished a driving instructor's course. In the next bed to him is another J.S. employee —D. Drummond of Head Office—who is also a driving instructor.

D. C. HARRIS, *Dagenham*. Germany (Army). He is stationed near Dortmund and finding life somewhat boring at the moment through having little to do in his spare time. He has had quite a spell lately going out on schemes which meant sleeping in trenches.

Nottingham at Blackpool for Whitsun

Nottingham's outing on Whitsun week-end took them to Blackpool for a day or two by the sea.

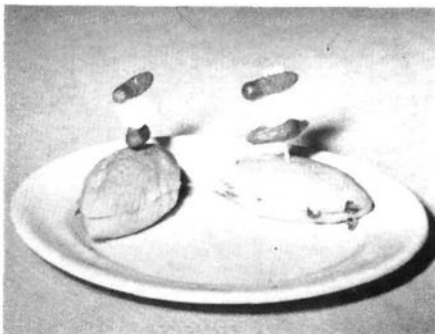


Photographed on the front are (above) Miss B. Warren, Mrs. B. Gough and a friend, Miss D. Wheeler, Miss J. Hird and Mrs. K. Jones. Top left are Mrs. B. Gough, Mr. E. Swinn, Mr. R. Brearley, Miss B. Warren and Mr. C. Crackle. Lower left

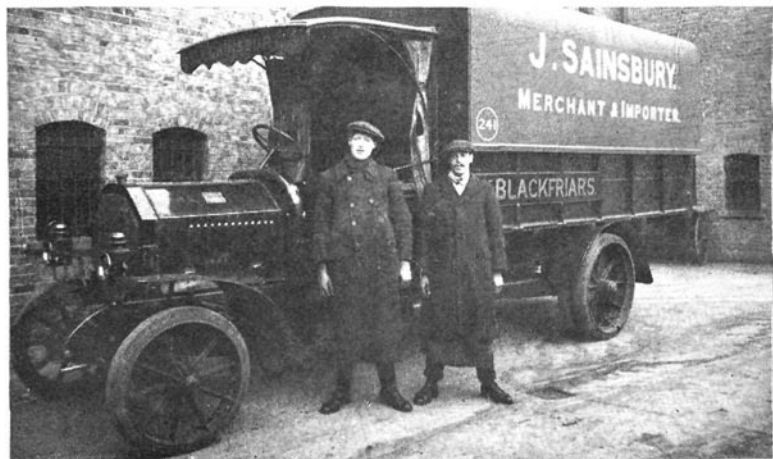
are Miss J. Hird, Mrs. Edwards, Nottingham's housekeeper, and Miss M. Pike. Just to prove he'd been there Mr. K. Jones, who works on bacon at Nottingham, took the picture above which shows Blackpool's world-famous tower. The trip was a great success in spite of rather windy weather.

What is it? Dept.

The constructions on the left are the work of the ladies of High Barnet who worked so hard to provide for the darts players and dancers at the Snow and Hedges darts finals. They christened these delicious snacks "The Mayflower" and so popular were they that there were only two left when our photographer pressed the button.



Down Memory Lane



Our picture, which was sent in by Mr. L. Bull of the Garage, shows one of the Milnes-Daimler 5-ton vans circa 1912, of which a number were used by the firm between 1909 and 1913. The van had a 35 h.p., four cylinder o.h.v. petrol engine, probably made by Mercedes. It had a spur gear final drive with radius arms and double-shackled rear springs. The cost of chassis (and those solid-rubber tyres) in 1912 was £760. Standing in front are Freddie Goodwin on the right and with him is Benjamin Lunn.



Remember the J.S. Journal Competition

You can win £25 for an account of your holiday. The competition is open to all J.S. staff and entries, which should be between 1,200 and 1,800 words, must be in the editor's hands at Stamford House by October 31st, 1957. There are two consolation prizes of £5 each.



The J.B. Sainsbury Cup

This magnificent solid silver cup, which was one of the trophies owned by Mr. John, has been presented to the Sainsbury Staff Association. In view of Mr. John's great love for his garden it has been decided to make it the top award for the Horticultural Group. The cup has been re-engraved and will be known as the J. B. Sainsbury Cup, being awarded to the competitor scoring the most points in the Flower, Fruit and Vegetable classes.

Horticultural Show 1957

Make a date to be at Dulwich on September 7th or 8th, preferably as a competitor, but if this is not possible, come along and see what the others have to offer.

The Guildford Cup will now be awarded to the competitor with the highest points in the vegetable classes, and the Lee Cup to the competitor with the highest points in the flower classes.

There will, of course, be the usual money prizes and the special prize for roses, inaugurated last year.