

J*S

JOURNAL

JULY, 1958

J.S. Journal

HOUSE MAGAZINE OF J. SAINSBURY LTD.

JULY, 1958

NEW SERIES, NO. 52

Contents

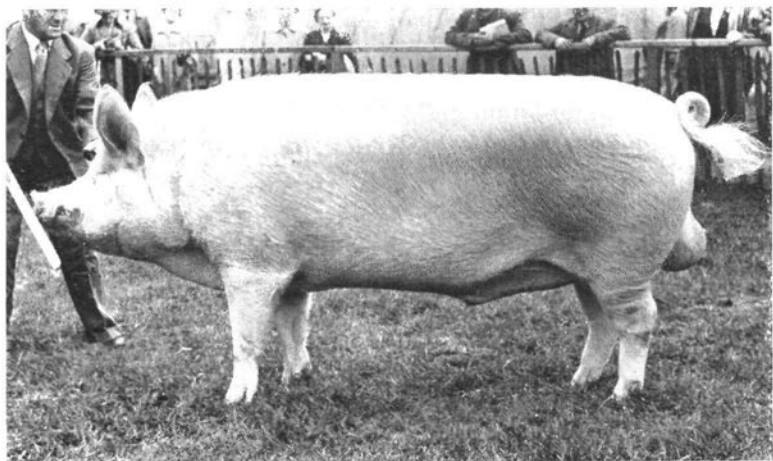
Pigs to Market	1
The Well Bred Pig	8
The Wild Boar	9
Verbal Difficulties	10
West German M.P.s Visit Blackfriars	14
Ilford's New Look	15
S.S.A. Section 'R'	19
The Queen at Crawley	24
Joiners	26
Down Memory Lane	33
Picnic Hamper	34
How to Improve Your Tennis ..	36
? What	39
High Jinks at Barnet's Dance ..	40
New Appointments	42
J.S. Staff News	44
Farewell Party at Southampton ..	46

If you can write a letter you can probably write an article or a story for *J.S. Journal*. There are no limitations on subject matter though we suggest that writers should stick to personal observation or experience for their material. For contributions from J.S. staff we pay at the rate of £2-2-0 for every 750 words published. For photographs by members of the staff we pay 10/6 for each print published.

Send your manuscripts or your photographs to :

The Editor, *J.S. Journal*,
Stamford House, Stamford Street,
London, S.E.1.

A lot of hard work, a lot of hard thinking
and the gift of prophecy combine to bring in
£150 million a year to a quarter of a million
pig producers.



A Large White boar at a show. In general Large Whites make up the greater part of Britain's pig population.

Pigs to Market

IN round figures 250,000 producers sell nine million pigs each year and receive £150 million in payment. Pig breeding and fattening is carried out in units of every size by farmers, farm workers and many people who are otherwise unconnected with agriculture, including politicians and boxers. For a man with little or no capital, pigs may pave his way to farming proper. On the other hand an industrialist may pour a small fortune into pig breeding and lose much of it by expecting nature to comply with the rules in his factory.

The task of producing pig meat is most easily considered in

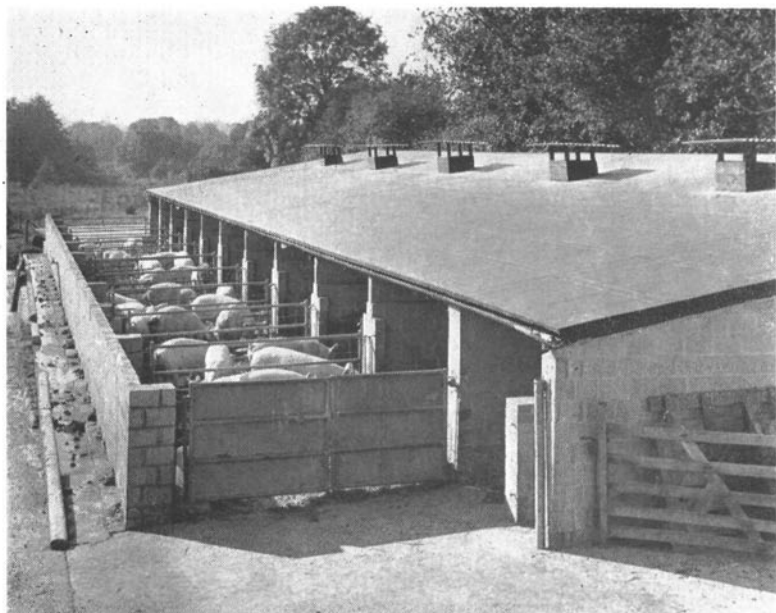


Self-service A pure bred Wessex Saddleback litter suckling the sow.

two stages—breeding and fattening—although the same producer may carry out both jobs. The breeders' problem is to select suitable parents to provide little pigs which will satisfy the fattener and later the butcher or bacon curer, and to nurse the sow and little pigs through birth and infancy. The successful breeder must therefore be something of a prophet, gambler, midwife and child's nurse. A female pig for breeding costs upwards of £25 and another £30-£40 each year to keep: she can have her first litter of pigs at the age of 12-14 months: each pregnancy lasts about four months: she can be mated again within a few days of weaning a litter: an average size litter is eight but the number can vary greatly. The breeder must therefore mate boars and sows which provide the best compromise of large and frequent litters, and heavy, hardy pigs of a shape which will grow on quickly with the minimum expenditure on feed to provide carcasses which the butcher wants. The breeder can select his stock from a number of different breeds which are distinguish-



Pigs' Riviera A litter of very young pigs lying under a heating lamp. This is one of the ways of promoting growth under controlled conditions.



able by their colour or by the shape of their ears. He may decide to breed pure, or to cross-breed by mating a boar of one breed with a sow of another: he will probably consider the strains within a breed are more important than the breed itself.

After selecting his breeding stock and mating the sow, the latter will probably be allowed to run outside in a paddock with a rough shelter and a limited amount of hand feeding. A week or so before she is due to farrow (give birth) she will be moved to a better and warmer hut on her own. The litter will be born, each little pig will weigh two to three lb. at birth and they will soon start to suckle the sow with whom they will remain for about eight weeks. They will begin to eat some solid food and may be given a grass run sometime during the first three weeks and they should weigh about 40 lb. at weaning when they will be worth £5-£6 each. Warm, dry, clean houses and access to grass are a great help in keeping the pigs growing and healthy at this stage. Breeders' methods vary a lot: in some cases the breeding

Opposite

Home Ground

A pig-fattening house with dunging yard attached. The gates can be opened to make cleaning easy.

Right

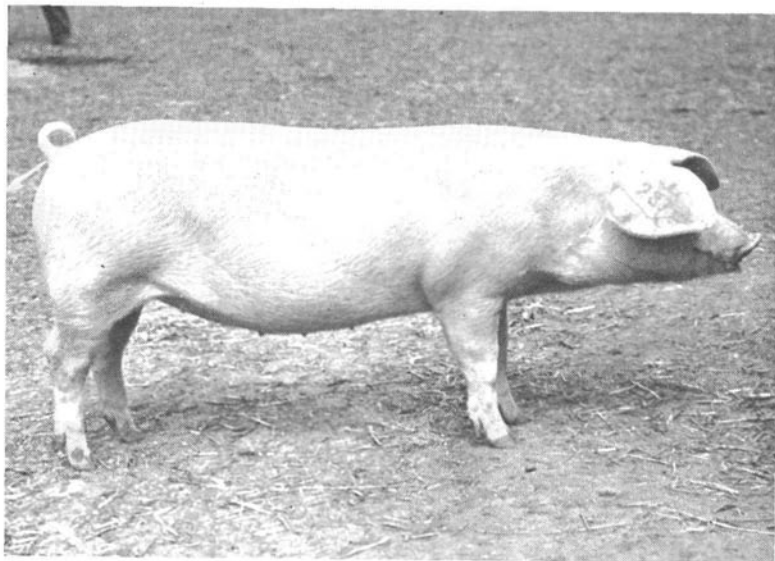
Watching Waist lines

A pig being weighed on a portable scale to check its rate of growth and feed conversion.



stock and little pigs are kept indoors throughout, in other cases pigs are weaned from the sow at 10 days of age and are reared under heating lamps.

The fattening period starts at eight weeks when the pig weighs 40 lb. and, depending on the market, ends when the pig weighs anything from 100 to 300 lb. A pig gains some 10 lb. in weight each week, so the fattening period may vary from two to six months under reasonable conditions. After the first eight weeks pigs are less liable to pick up infections, and the main task is to increase their weight as quickly and as cheaply as possible and to ensure that this increase in weight is achieved in the desired proportions of bone, muscle and fat. The house must be dry and must avoid extremes of temperature and high humidity. The pig man must be able to feed the pigs and to remove the dung easily. In practice many types of building are used from small wood and tin hovels, holding one or two pigs, to "pig palaces" for several hundred pigs, with heated floors and



A Landrace Pig This shapely pig is one of a breed developed in Denmark and used mainly for bacon production.

forced ventilation. Generally, the difficulty arises in finding a compromise between warmth and humidity which tends to be high as pigs are not house trained in the accepted sense. They are not, however, the dirty animals which some suppose and, if provided with a bed/dining room and a latrine (dunging passage), they do not like poultry confuse the two.

Feeding accounts for a large part of the cost of the fattening. The producers' problem is to feed the pigs with a food which is palatable and cheap, which enables them to grow quickly and in the correct proportions and which the pigs can convert into body weight most efficiently. Here again a compromise must be sought: grass is cheap, but the pig's stomach is not designed to handle large quantities, and the finishing process on a diet of grass would be very lengthy and unsatisfactory. For all the writer knows, caviare might be a way of fattening pigs very

rapidly, but this food is again a non-starter. In practice pig meal costing about 30s. per cwt. is made from cereals (barley, wheat, maize and oats), beans and peas, oil cake (the residue after the oil has been extracted from oil seeds such as monkey nuts), and dried fish waste: skim milk is sometimes added. The foods with a high protein content (milk, fish meal, oil cakes) are much more expensive than the starchy foods (cereals), but a proportion is necessary for satisfactory muscle formation. Pigs can be rationed and fed twice each day or fed "ad lib": the latter saves labour but tends to be wasteful. Pig meal can be fed dry or mixed with water or milk. Whey from cheese factories is widely used to supplement pig feed. Skimmed milk from butter dairies (the milk that is left after the cream has been taken for butter making) is also used both here and on the continent.

At light weights two pounds of feed will increase the pigs weight by one lb., whereas at heavy weight six pounds of feed may be necessary to achieve the same increase: this fact and the cost of the weaner will influence the weight at which the producer sells the pig for killing. A pig weighing 200 lb. is currently worth about £17.

The pig industry likes to confuse the general public. Pigs are hogs to Americans, to old-fashioned butchers provided they have been castrated, and to scientists in so far as they are male pigs: pigs are swine in the Bible: gilts are female pigs before they have had a litter and government securities: boars are male pigs for breeding or pigs which people hunt or shoot: there are also rigs and runts and many other terms which are very complicated.

An Essex Boar

Originally known as the old English Forest Pig, this breed produces good porkers and good bacon pigs.





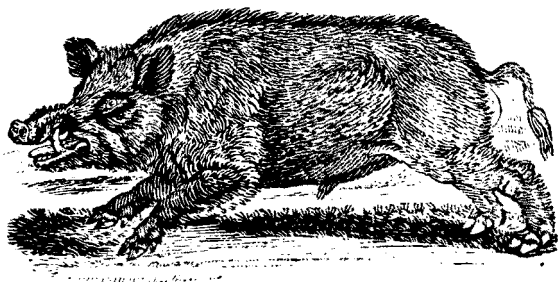
The Well Bred Pig

BETWEEN one Christmas and the next the average British family of father, mother and a couple of children eat about 170 lb. of pig-meat. That's roughly a carcass and a quarter. Assuming that they all like it equally and get fair shares all round, each one of the family consumes some 25 lb. of bacon and 17 lb. of pork in the 12 months.

To provide these meals the U.K. has to find 15 million pigs every year. Over ten million of them are produced at home and the rest come in from abroad, mostly in the form of bacon.

The ten million pigs are produced in the U.K. by about 750,000 British sows who can have (under normal circumstances) up to two litters each year of ten piglets each. Out of each litter two piglets will die before they reach slaughter weight. This melancholy but inevitable moment is reached at four to five months in the case of pigs used in the pork trade and six to seven months in the case of the heavier pigs used in the bacon trade. These latter weigh about 200 lb. just before they are killed and should provide two sides of bacon of about 60 lb. each.

All these additions and subtractions keep the population of pigs in the U.K. at about six million. This is the third largest pig population in the Western world. The biggest is in the U.S.A. who have 52 million pigs and the second in Western Germany who keep 14 million.



The Wild Boar

“WILD Boars are not gregarious; but while young, they live together in families, and frequently unite their forces against wolves or other beasts of prey. When likely to be attacked they call to each other with a very loud and fierce note; the strongest face the danger and form themselves into a ring, the weakest falling into the centre. In this position few beasts dare venture to engage them, but leave them to pursue a less dangerous chase. When the Wild Boar is arrived at a state of maturity, he walks the forest alone and fearless. At that time he dreads no single foe; nor will he turn out of his way even for man himself.

“The hunting of the Wild Boar is a dangerous but common amusement of the great, in those countries where it is to be found. The dogs chiefly used for this sport are of a slow and heavy kind. When the Boar is roused, he goes slowly forward, not much afraid, nor very far before his pursuers. He frequently turns round, stops till the hounds come up, and offers to attack them; after keeping each other at bay for a while, the Boar again goes slowly forward, and the dogs renew the pursuit. In this manner the chase is continued till the Boar becomes quite tired, and refuses to go any farther; the dogs then attempt to close in upon him from behind; and in this attack the young ones, being generally the most forward, frequently lose their lives; the old seasoned dogs keep the animal at bay until the hunters come up, who kill him with their spears.”

From A GENERAL HISTORY OF QUADRUPEDS by Thomas Bewick

Verbal Difficulties

*An Australian housewife
finds some unexpected difficulties
when she shops in England.*

As an Australian spending 11 months in Great Britain, I find housekeeping more of a problem than expected and chiefly because of nomenclature. A rose by any other name may smell as sweet, but it is very often difficult to agree with the Bard when the shopkeeper insists that you are asking for an onion.

Our arrival in the market-town which was to be our abode took place at 4.30 on a Friday evening, and immediately I was beset by language difficulties. Being January it was quite absurdly dark, so, not daring to venture alone, we asked a taxi-driver to take us to the butcher's. Totally unaware that shops not only opened on Saturday morning, but actually stayed open all day, I was convinced that this was my last opportunity to buy all my week-end meat and that I must order in quantity.

Transfer to Beef

Leg of lamb was my first choice, and here my trouble was not one of words but of values. The butcher did know what was meant, although he seemed puzzled that I should require a whole leg and not half a leg. But the price, 21s.! Before my eyes floated tempting vistas of Australian butchers' shops with



sides, whole sides of lamb, for 21s. As we were no squatter family nor had we benefited by the gold rushes of the fifties, timidly I transferred to beef, and there I met my undoing.

"No thank you, not the lamb, just a nice piece of beef."

"What coot, dook?" I gaped. Then, remembering Stanley Holloway with gratitude, I murmured: "Oh, a piece of corned beef, three or four pounds."

"Don't sell it, dook," was the laconic reply. Normally I object to being called "duck" by the opposite sex, but his endearments seemed too casual for me to take offence. "What, you don't sell CORN beef?"

"No, we don't carry cooked meats. Shop opposite has them." "But I wanted uncooked cornbeef."

"Uncooked cornbeef. Coo, you're joking dook." The "coo" seemed highly suspicious to me. In Australia it was relegated to Billy Bunter books and stayed there. However, I kept my patience. "No, I mean a piece of sirloin beef soaked in brine."

The butcher's mirth was so great that he needed to hold his anatomy in position. "Ah, salt beef, dook. Why didn't you say so?" I took the salt beef. I had negotiated my first language hurdle.

Cooking Salt

Salt presented my next major problem, ordinary common salt. Table salt I could get, but not what we called "cooking salt," nor could I explain the term to my grocer. A miniature Dead Sea of all the brands in England accumulated on my pantry (pardon me, I should say larder) shelf, until the day we had our first snowstorm and the milkman apologised for arriving late.

"Got here at last, dear." My husband had ceased to desire pugilistic exercise when he heard me called dear. After all, in my hearing, he had twice been called love by two buxom ladies in the market. I gave a sympathetic reply to the milkman. "Lucky I carry rocksalt, dear."

A gleam of hope flashed across my horizon. "Rocksalt," I thought, "I haven't tried that." I grasped the milkman's arm and in spite of snow and all, I pleaded: "Please, please let me see it." Slipping and sliding, he led me down the garden path. There it was, not in grains the way I buy it in Australia, but a solid block of the coarse cooking salt I had wanted!

After that, instruction in the English language was rapid. I called beef sausages "chipolatas" instead of "snags" but, on eating them, considered the English version equally deserved the Australian name.

"Spring greens" was English for vegetable tops of various varieties, and they were not reserved for pet cows and vegetarians but were consumed with relish by even the wealthiest Englishmen. On the other hand "pumpkins," which are the Australian staple yellow vegetable throughout the year, conveyed nothing to the English greengrocer, as they were mere cattle fodder.

My Waterloo

At last, however, my mistakes became so few that shopkeepers only laughed at me once a week. My pride told me that at last I had won the day, but today I met my Waterloo.

It all began a week ago, I acting merely as the obedient little wife. At breakfast last week my husband presented me with a battered tin-can and casually remarked, "Could you get that filled with kerosene by next week?" Now in Australia service stations (or should I say garages?) sell kero, so, when next at the local petrol pump, I casually exclaimed: "I've brought my tin. You do sell kerosene, don't you?"

"No, not here." One reason I patronise this garage is that the attendant is apparently unaware that the Englishwoman needs affection. "Could you tell me which garage sells kerosene?" says I very sweetly. "Not garages. Try somewhere else."

Mentally I rejected florists, greengrocers, household wear, foodshops and newsagents, and tried the grocers. "Kerosene, never heard of it in a grocer's shop!" "Could you please tell me where I do buy it, then?"

"Try the hardware, love. They keep everything." I tried three hardwares, but they did not keep kerosene. D-day dawned today.

This morning I entered the biggest hardware store in town and tried again. "Do you sell kerosene?" I asked the charming salesgirl. "I don't think so, but I'll ask the manager."

The manager strode the length of the shop, beaming his welcome. With true English reserve, I froze. He stretched out his hand. I reluctantly shook the tips of his fingers. "Pleased

to meet you, madam. Been over long from the States?" "I do not come from America," said I icily. "I come from Australia."

"Sorry, madam, thought you must be a Yank. Kerosene is their term for paraffin oil."

"Oh, no," protested I very firmly, "I don't mean paraffin oil. My brother had that three times a day before his appendix operation. We rub that on babies at home. My husband takes it for his piles."

"Oh, no, madam," the manager was most solicitous, "that's medicinal paraffin. You want paraffin oil."

"I want to light a Primus stove," said I with inspiration born of desperation. "Could you please supply me with a gallon of fluid?"

At last there was complete understanding. I said I came from Sydney and he wondered if I knew his friend's brother-in-law who lived in Perth. I told him Perth was 5,000 miles from Sydney. It was his turn to feel foolish. But I still had another purchase which I hesitated to make, even though the tide of my affairs seemed to be rising. But realising what a simple matter my husband imagined housekeeping to be I took my tide at the flood and it did lead to fortune. "I wanted a pint of methylated spirit, too, please."

"Certainly, madam. The girl will get it for you. Anything else?" Good old metho, apparently the same name everywhere.

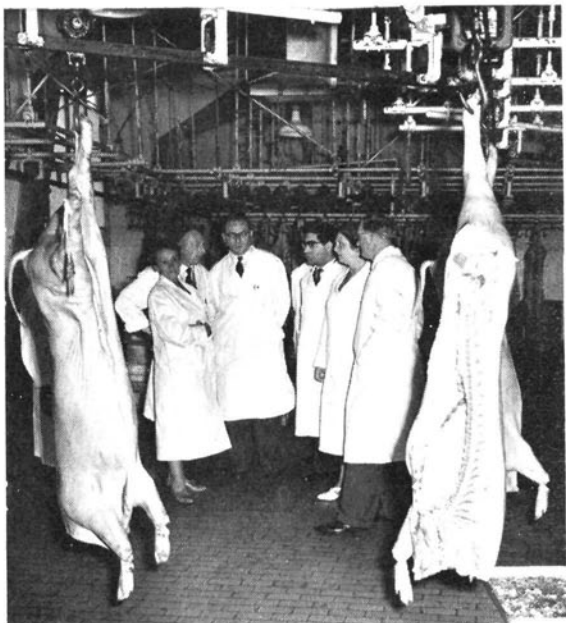
With my purchases tucked away, I was given almost a royal farewell.

Reprinted with permission from THE TIMES



West German M.P.s Visit Blackfriars

Last June 6th five members of the West German Federal Parliament paid a visit to Blackfriars. They were guests of the Foreign Office and came to us to see something of our methods of processing foodstuffs. On the right they are in the butchering section of the factory and below they are watching some of our staff making sausages.





Ilford's New Look Above is the new branch (left) in Cranbrook Road which was completed this summer. Our older branch on the right of the picture opened in 1930

Manager

Seen here at the cheese counter is Mr. L. W. Squires manager of the branch. Mr. Squires joined J.S. in 1923, has been manager at Watney Street, and Dagenham. He has managed this Ilford branch since 1947.





The New Shop

This view from the back of 261 shows the front end of the Grocery Department and the new biscuit display fitting. J. S. staff in this picture are clerk Mrs. J. R. Doyle changing the audit roll (near window) and Mrs. M. Hay serving biscuits.



Above: Cooked meats preparation room showing air conditioner. Assistant Manager Mr. Finch and Mrs. D. H. Deane, Left: Mrs. E. M. Liddiard operating a push-up supplying the dairy counter.



The rear of the new shop. J.S. staff behind the biscuit display counter are Mrs. M. Hay and Miss B. A. Golding. In the foreground Mrs. H. L. Creswell and Mrs. D. A. Leggett.

Below. The bacon preparation section in 259. Mr. Murphy at the slicing machine.

Left, Butter preparation.

l. to r. Mrs. Lock, Mr. Orchard and Mrs. Meadowcroft.





A general view of the dairy preparation room and, below, the older shop. The doorway to the new shop is visible on the left. Behind the counter are Miss Andrews, Miss Stone and Mr. L. W. Squires.



Third in a series
of accounts of the sections
of the Sainsbury Staff Association.

S.S.A. SECTION 'R'

Ruislip
Eastcote
North Harrow
South Harrow
357 and 367 Harrow
Pinner
Hatch End
Belmont
Wealdstone
Kenton
40 Avenue
Wembley
Northwood
Joel Street

CONTINUING our visits to the S.S.A. sections we called in recently to talk to the people who have been running 'R' section—it includes the branches listed above, all of them in the North-West outskirts of London. The district is going through a second spell of expansion. The first was in the nineteen-thirties when Metroland villages, like Ruislip and Kenton, grew into small townships and gradually became knit into a close-packed residential and dormitory area. Today the builders are busy everywhere.

Our S.S.A. section there has had a lively history. It is one of the three sections which, together, hold an annual dance at Wembley Town Hall and it has, until recently, had a very good football team, which won the Mid-week Knock-out Cup in 1957. The team has been disbanded now that there is no Wednesday League, but some of the players are playing for Ealing. The loss of the football team is generally regretted. Besides playing in the Griffin competitions the team used to put up a good



performance in friendly matches with the local Police, Post Office and Fire Brigade teams.

The membership of the section is about 300 and the present secretary is Mr. Ian Jamieson, who joined J.S. in 1947 and is a leading salesman at Northwood. He took over from Mr. Butler, who was a roundsman and a very active secretary until pressure of work and domestic affairs made him give it up. He's vice-chairman now and still takes an active part in the section life. Chairman of the section is Mr. S. G. Cudmore, manager of Hatch End branch. He came to Harrow in 1941 and has a long experience of the district.

The joint dance is the big section event each year. The event arose through Mr. Biddlecombe's former association with 'R' section. When he moved to Ealing he kept up old friendships and the dance evolved. A joint committee is set up for each dance with representatives of 'K,' 'Y' and 'R' sections. Each section pays an equal share of the cost and takes an equal share of the profit. There are, of course, local dances at the Headstone Hotel in North Harrow which are run by 'R' section and are popular. They just about pay their way with 120 to 140 guests. The section



Off to the circus.

Opposite

S.S.A. members and friends line up before setting out for a day at Brighton on June 12th, 1949.

Darts winners

Mr. Leach presents the Shippides Cup to Mr. Courtness, who is receiving it on behalf of 357 Harrow who had won this inter-branch trophy.



Champions 1957

The Harrow football team who won the Mid-week Knock-out Cup in the 1956/57 season. In the picture are, standing l. to r.: R. Johnson, L. Gibbons, A. King, F. Butler, L. Hall, A. Johnson, D. Verlander, N. Martin, J. Spicer, W. J. Courtness, S. G. Cudmore and Mrs. Cudmore. Front row: R. Burn, K. Colston, A. Sewell and P. Noyes.



Johnny Groves, formerly of 357 Harrow, and popular goalkeeper for 'R' section, does a stint at the mike at a section dance.

*anything Johnny Ray
does we can do better*

organises the programme and raffle and spot prizes and the Hotel provides the band, the eats and of course, the drinks.

The treasurer of the section is Mr. W. J. Courtness, a senior leading salesman of 357 Harrow, who also runs the darts' competitions. Besides the usual entries in the Gurr and Arcady competitions there are the Lamb Cup and the Shippides Cup to be competed for in the area.

The section runs plenty of theatre outings which are very popular with the members. There's never much difficulty in



Secretary
Mr. Ian Jamieson



The grand chain at Wembley Town Hall where the joint 'K,' 'Y' and 'R' dance is held.

filling a coach for a film like "Round the World in 80 Days" or a show like "The Pleasures of Paris," and at the Empress Hall Spring Ball this year there were three coachloads of 'R' section members, friends and relatives. Mr. Courtness is planning to take a coachload of darts' players and supporters as far afield as Winchester.

One way and another 'R' section manage to keep themselves very much alive winter and summer, whether it's Mr. Courtness' whist drives at Harrow once a month or the darts' match with Edgware Lawn Tennis Club that is becoming a regular social event. And if football is in eclipse there are efforts to start a tennis section and, so we heard, golf is becoming a popular sport.

Prize

Mr. Lamb, Area superintendent (right), presents a prize at Wembley Town Hall. Mr. Biddlecombe, of 'K' and Mr. Cudmore are in the centre.





The Queen at Crawley

Her Majesty The Queen and Prince Philip visited Crawley on June 9th.
The whole town turned out to greet them.

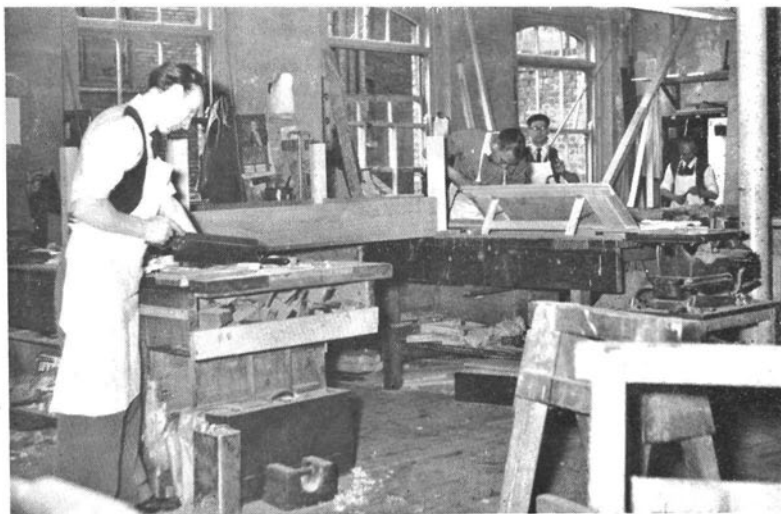
The picture above, taken in Queen's Square (where commemorative trees were planted by the Queen and Prince Philip), shows her with Sir Thomas Bennett, Chairman of Crawley Development Corporation.



The Queen meets some of the people of Crawley.

The new fountain in Queen's Square.



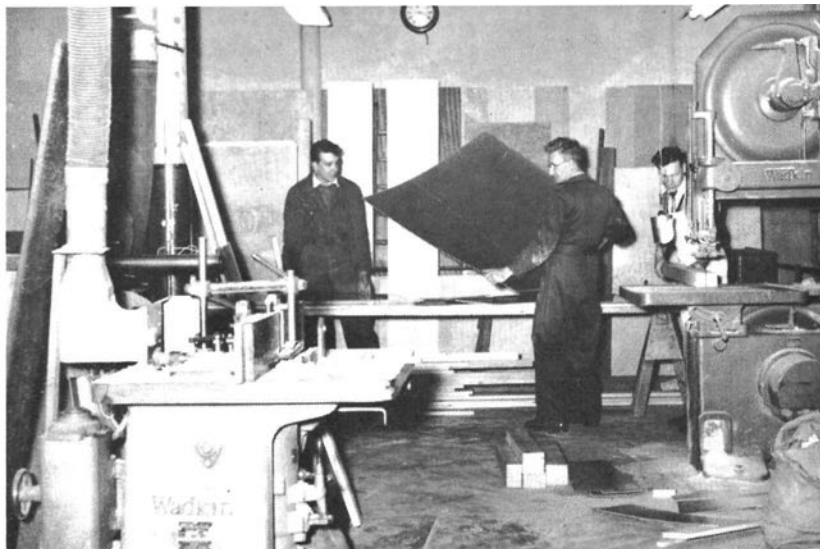


Part of the woodworking shop in Bennett Mews.

Joiners

THE origins of the J.S. joiners' shop lie back in the 1880s, when Mr. J. J. Sainsbury, the founder of the firm, took on a Mr. Robertson when he was getting ready to open the branch at 9/11 Croydon. He ran the joiners' shop till he was succeeded by Mr. Dermott, who was in charge of it for 40 years. But, though the first few branches had all their mahogany counters and woodwork made in the firm, later shops were put out to contract.

By the early 1930s the joiners' shop was in No. 34 Railway Arch on the corner of Pocock Street and Gravel Lane. In those



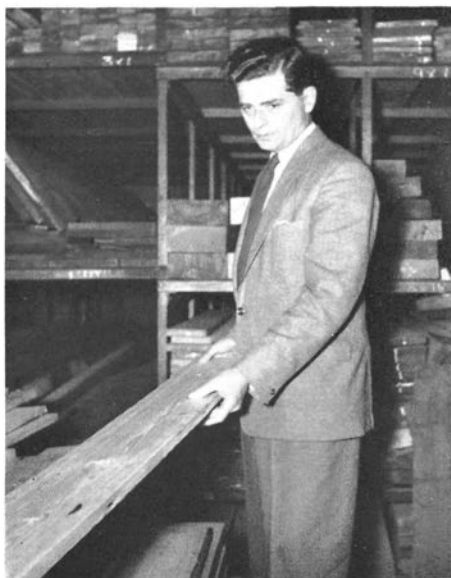
The Machine Shop

On the right a power-driven bandsaw and, left, a planing machine. Dust and shavings are removed by suction along flexible pipes like the two seen on the left.

days there was no mechanisation in the workshop and every job was done by hand. The joiners used then to turn out our butter boards, steak cutting boards, poultry racks and to look after some shopfitting and all maintenance, working either in the workshop or at the branches. When the war came, they were kept busy on repairs to branches which were damaged in raids. Some of our present staff worked through those times and they sometimes didn't get home for days, what with the fire-watching and the repairs after air raids.

The joiners' shop today is on two floors of Rennie House. There is a machine shop, a woodworking shop, stores and accommodation for polishing and upholstery. The post-war years have seen great changes in the kind of work done in the shop. Plastics have come into general use for counters, shop shelves and kitchen equipment but, whatever has to be made for the branches or the depot, the joiners' shop is capable of handling it.

Mr. H. Donovan joined J.S. in 1931 when the joiners' shop was in a railway arch near Union Street. He is responsible to Mr. N. Johnson for general supervision of work carried out by the joiners' shop, either at Blackfriars or at branches, in connection with maintenance of shops or installation of new work. Mr. Donovan is a tennis and cricket player and served for six-and-a-half years in the Navy during the last war.



The craftsmen who work for us have been chosen for their skill, and they take a great pride not only in the quality of the work they turn out but in their ability to cope with the wide variety of work that comes within the joiners' field.

J.S. joiners have varied interests, but the most popular game is darts and the shop is the present holder of the Meredith Cup. This trophy was given by Howard W. Meredith and Son, Ltd., a neighbouring firm. Four firms associated with Merediths compete for it every year and the joiners' shop qualify as good neighbours. Naturally, they take a big part in "V" section's darts team and one of them, Mr. R. Browning, captained the team which was runner up for the Arcady Trophy this year. Besides taking part in S.S.A. activities, the joiners' shop always puts in a lot of extra work for the fêtes at Dulwich. There are, in fact, very few aspects of the firm's work or social life that aren't somehow or other touched by the men who work in our joiners' shop.



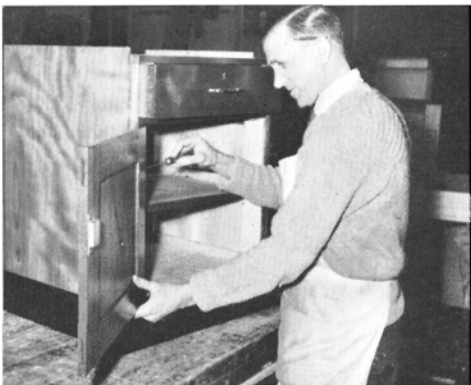
Mr. H. Woolley joined J.S. in 1947. He is shop foreman in charge of the woodworking shop. He was Griffin champion of men's singles tennis in 1955, is captain of "V" section football team and winner of several cups for swimming.



Mr. R. J. Brickwood joined J.S. in 1939. He has been in the trade for 37 years and worked on the building of Britain's first Milk Bar, which was, surprisingly, in Fleet Street (it's still there). Today he is in charge of the machine shop.

Exhibition Stands are among things the joiners' shop is called on to build. This one constructed to a design of Leonard Beaumont, F.S.I.A., won for J.S. for the second successive year the *Farmer and Stockbreeder Challenge Trophy* for the best exhibit at the Dairy Show of 1950.





Jock Kydd came to London from Wishaw in 1946, joined J.S. in 1949, and is now a leading-hand. He is seen working on a desk for the J.S. branch at Stevenage. In his spare time he draws landscapes and portraits.



Dave Thorp came to London from Yarmouth ten years ago to join J.S. A keen cricketer and Essex supporter he has played for "V" section and for the firm.



L. Daly (left) joined J.S. in 1951. He is now a leading hand. A keen motor cyclist he has made his own side-car to take his wife and family out on week-end trips. As you can see in the picture he's left-handed. Ted Tilley (below) joined J.S. in 1949. He has been 40 years in the game and enjoyed it all—even when he broke his apprenticeship to join the R.A. in 1914 as a driver. A popular figure in the shop and for several years a keen member of Secoy, he's seen here working at our Gloucester Road branch.

R. Browning (below) joined J.S. in 1945 as a lad. Now he is married and has two boys and a girl. Well known in Griffin sports he captains "V" section darts team.





C. Risley joined J.S. in 1952. He's working on a cutting board for the factory. These boards are all hand finished by plane and are never touched with glass paper.

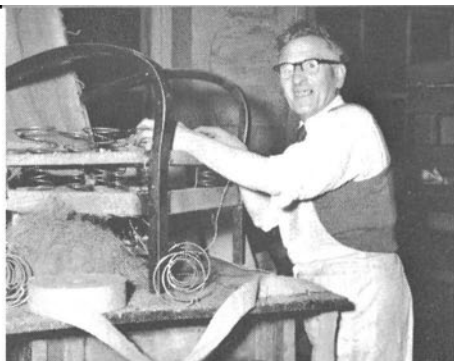


N. J. Cruttenden joined the firm about a year ago. He was an armourer in the Army and has taken up shooting with Secoy. Mrs. Cruttenden was in J.S. Sales Office for nine years (*J.S. Journal*, November, 1957). In our picture he's working on a new office fitting for 13/15, Stamford Street.

G. Strange came to J.S. in 1950 straight from the R.A.F. He has been married for six years and spends his spare time re-modelling his home, panelling doors and modernising kitchen and bathroom. Below, he is making a sturdy table to carry brine vats.

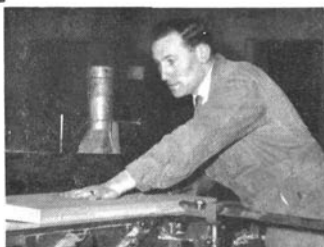


Bill Conway, who has been with us since 1928, is the senior polisher at Blackfriars. He told us he always wanted to be an engine fitter and so he takes it out on the cars he buys (three to date). In spite of this he likes walking anywhere in Sussex or Surrey.



John Follett (below) joined the firm this year. He works as a machine hand preparing timber for the joiners upstairs and runs a 1937 Austin 7 to take his wife and three children out at week-ends.

James Crowley came to work at our warehouse in 1940 because the bottom fell out of the upholstery business when war began. He was one of the permanent night staff at Stamford House and saw most of the local fireworks in the war years. About ten years ago he went back to his trade, this time in our joiners' shop. He upholsters anything from a stool at the branches to a director's chair, lays lino and runs the outings for the shop. He's been married for 36 years but to his wife's despair doesn't want to know about upholstery at home.



And finally, but not least in importance, A. McQuillan (left) and S. Harvey who are familiar figures at our branches. They've recently covered six or seven thousand miles travelling round fixing locks on doors. Harvey joined us in 1947. He was with No. 8 Beach Group attached to the Canadian Forces during the war and saw a lot of cross-channel raiding. McQuillan came to J.S. as a lad in 1943. His father is with the firm and so is his twin brother, who works in the garage at Sail Street.



Oh for another Day at Margate!

Just over 20 years ago the Depot Staff set sail in the *Royal Eagle* from Tower Pier on the morning of June 12th, 1938, for a day's outing to Margate. Our pictures on this page come from the booklet published as a souvenir of the day. They show a tug-of-war under difficulties and a balloon blowing-up competition.



Picnic Hamper



Food eaten out of doors, even in your own garden, always tastes twice as good. A popular belief, which is apt to prove a fallacy when the food consists of dry sandwiches which taste more of pine needles or sand than of the filling!

Here are suggestions for a really substantial picnic meal which is neither dry nor stodgy and can be safely carried without losing its freshness.

Crisp, fresh salads are no trouble to take in plastic containers. Wash and shred and pack in an upright container. But don't slice your tomatoes and pack the dressing (if any) separately.

Fresh bridge rolls are much better packed uncut and filled on the spot with ready sliced cheese from a packet of processed cheese. A dab of mayonnaise can be added as well as butter. Wrap the rolls firmly in paper serviettes.

A roll of aluminium tinfoil can be put to good use on a picnic. Anything that is liable to get sticky or squashy can be wrapped in it and if the edges are firmly pressed together all the flavour and moisture of the food is sealed inside the wrapping.

And don't forget when you go on a picnic to take plenty to drink. Tea and coffee will taste better from a vacuum flask if you carry the milk in a separate bottle.

Try these for your picnic spread.

Cheese and Bacon Rolls: 2 oz. puff pastry, 4 rashers bacon, 1-in. knobs of cheese, grated cheese, egg for glazing. Roll the pastry out $\frac{1}{8}$ in. thick. Cut into strips 4 in. by $1\frac{1}{2}$ in. Place a strip of bacon on each piece, put on a knob of cheese and roll up. Brush over with egg and sprinkle with grated cheese. Bake on a greased tin in hot oven, Reg. 8 (500°), for 10 minutes, until they are brown and crisp.

Veal and Mushroom Pastries: $\frac{1}{2}$ lb. short pastry, $\frac{1}{2}$ lb. cooked veal, $\frac{1}{4}$ lb. mushrooms, salt and pepper, slice of cooked ham, 1 egg, 1 oz. butter. Roll out the pastry about $\frac{1}{4}$ in. in thickness and cut into squares of about 6 in. across. Cut the veal into thin strips and mince ham finely. Peel and wash mushrooms and fry in the butter for five minutes. On each pastry square put a layer of veal strips, a sprinkling of ham, sliced mushrooms and salt and pepper. Moisten with a little gravy. Brush the edge of the pastry with beaten egg. Fold over and pinch together firmly. Brush over with beaten egg. Bake in hot oven, Reg. 7 (450°), for 20 minutes.

Variety Sandwich Loaf: 1 sandwich loaf, 5 oz. butter, 4 oz. liver pâté or liver sausage; 2 hard-boiled eggs, 1 tin of sardines, 1 small pot sandwich spread. Cut the crust off the loaf lengthways, then cut the loaf through again three more times to make five layers. Starting with the bottom layer, butter thickly, spread with liver pâté. Repeat with other layers using mashed sardines; peeled and mashed eggs; and lastly the sandwich spread. Wrap the loaf tightly in a sheet of aluminium tinfoil and put a weight on top for several hours. The loaf will keep moist if made up overnight. When required to serve cut in fairly thick slices.

Coffee Drops: 6 oz. S.R. flour, 3 oz. margarine, 2 oz. castor sugar, 1 egg, 1 dessertspoonful coffee essence, few drops of vanilla. Beat the fat and sugar to a cream. Sift the flour. Whip the egg and mix the flavourings with it. Beat the egg into the creamed mixture, add the flour. Mix well. Drop in small spoonfuls on a buttered baking tin and bake for about eight minutes in a hot oven.

Mint Cakes: Flaky pastry made with $\frac{1}{2}$ lb. flour, 5 oz. currants, 1 oz. chopped candied peel, 1 oz. butter, 2 oz. castor sugar, 1 table-spoonful finely chopped mint, a little beaten egg to brush over. Roll out the pastry and cut into rounds of about 3 in. across. Mix together the currants, the peel, the butter cut into small pieces, and the mint finely chopped with the sugar. Put a small teaspoonful of the mixture in the middle of each round of pastry. Draw the edges together, turn over and press into a flattened cake with a rolling pin. Place on a baking tin and brush with beaten egg. Bake in a hot oven, approximately 25 minutes, at Reg. 8 (500°).

M. J. HILLMAN.

How to Improve Your Tennis

No.1 of a series of short articles by

Tony Mottram

The Most Important Stroke in Tennis

THE service is the most important stroke in tennis. It is possible to do more and go further in the game with a first-class service, than with any other single stroke.

Championship and tournament play hinge more and more each year on service power, and the player with a strong serve will never lack the ability to give his opponent a tight match.

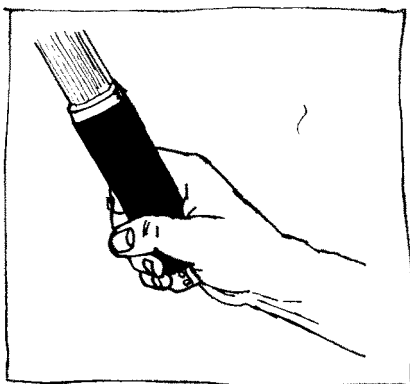
The basis of all good serving lies in the swing. If you can throw a ball easily and with a certain amount of power and accuracy, then you should have no difficulty in serving equally well. The two actions are so closely allied to each other.

If you find difficulty in picking up the service swing, or if your existing service stroke lacks power, I would urge you to first develop a smooth and rhythmic throwing action.

The Continental grip is the most flexible and best for serving. With this grip the wrist is on top of the handle when you look down, the racket strings being at right angles to the ground.

The Continental Grip

For service the racket is held close to its butt with the little finger against the rim at the base of the handle. The thumb is square across the handle and the wrist on top of the handle when you hold the racket with the strings at right angles to the ground.



Newcomers to this grip may feel as though they are trying to hit the ball with the edge of the frame, rather than the strings. Correct this by the use of the wrist—and persevere. Once gained, control and speed are both at their best with this grip.

Positioning of the feet, too, is important, as this controls the angle of the shoulders. As in throwing, these should be sideways to the net. Place your front foot in a comfortable position about three inches from the baseline, and your other foot 18 inches behind it.

One of the secrets of consistently good serving lies in throwing up the ball in the same manner and in exactly the same spot, each time you serve. Where it should be thrown depends on the type of service—and this can be found only by experiment.

Do not strive for too much speed at the start. Try to have two services nearly equal in speed and remember, you can always practise service without assistance.

The Forehand Drive

To most players and particularly beginners, the forehand drive comes more easily than any other stroke. At the start, it is natural for players to prefer this stroke. They probably feel they can develop more power on this wing than on the back-hand side. A strong forehand drive can take you a long way in the game, and players will be amply rewarded for taking the trouble to develop this stroke.

I strongly recommend the use of the Eastern forehand grip. This is obtained by gripping the racket in the left hand, putting the palm of the right hand against the racket strings, sliding the hand down to the end of the handle and then gripping the racket. Sometimes it is called the shake-hands grip.

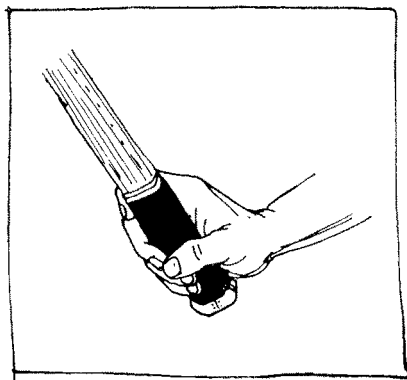
If you are already using a grip that is near to either the Eastern or the Continental, as explained above, and you feel that you are getting along with it satisfactorily, do not make a change.

The sideways position is the most important in making the forehand drive, and the secret of positioning yourself this way lies in your footwork. Your left foot must be well advanced as you shape up to hit the ball. This will automatically turn the body and the shoulders.

Never play the drive intentionally with your body facing the

The Eastern Grip

To make this grip correctly, hold the racket out before you, in your left hand, strings at right angles to the ground. Put the palm of your right hand on the strings and then draw it down the racket towards you. Make the grip just before your hand reaches the butt. The index finger should be well forward.



net. Learn to run clear of the line of the ball which approaches you from straight ahead. Move in towards it after first giving it room. In this way you will be able to play a free and unrestricted drive. As you move into the hitting position, you should have the feeling of stepping into the stroke with your left foot.

Do not over-elaborate the back swing of your stroke. A loop at the end of the back swing is a good thing as it helps to add rhythm to the stroke. But the long back swings one used to see in the forehand drive are quite unnecessary. Do follow through fully, however, as it is in this part of the stroke that control is developed.

Watch the ball all the time and avoid any inclination to lift your head as you hit the ball. If you don't this will tend to raise your shoulders which in turn means a mistimed shot.

Keep the head of your racket well in throughout the drive by holding your racket with a firm wrist.

It is also most important to keep the racket head well up when the ball is low. To get down to such a ball, bend at the knees, at the same time keeping your back straight.

In developing your forehand drive, seek for control rather than for blinding speed. Speed without control is useless.

Controlled speed gradually developed through practice will earn you victory in many matches.

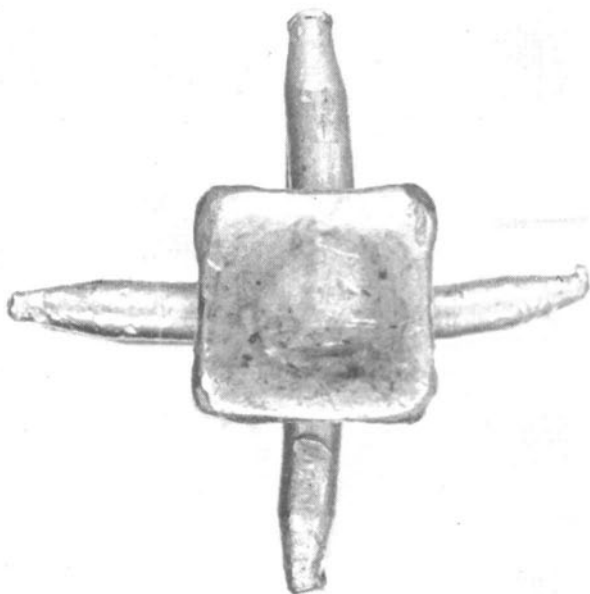
Can you identify the object in the picture below? For the first correct identification to be opened *J.S. Journal* offers a prize of a

£1 • 0 • 0 Premium Bond

Entries should be sent to *J.S. Journal*, Stamford House, London, S.E.1, marked "?What" and must arrive not later than August 8th, 1958.

?

WHAT





High



Clog Dance
Competitors.



Mr. and Mrs. Gilbert.

Jinks



At the Barnet Drill Hall on Whit Saturday night "D" and "E" sections held an Empire Dance. The Hall was gaily decorated with flags and in spite of the bus strike about 200 guests turned up.



Mr. and Mrs. Surridge were kept busy.

at Barnet's Dance



New Appointments

Mr. Timothy Sainsbury



Mr. TIMOTHY SAINSBURY, having completed his period of outside training, commenced work in the Building and Engineering Division on May 5th. After spending a short while in each department he will take up the position of Administrative Assistant to Mr. Parker. In this capacity he will be concerned on behalf of Mr. Parker with the internal organisation of the Division, the co-ordination of work between the separate departments and the financial aspects of the work handled by the Division.



Mr. F. G. RUFF joined the firm on April 1st, 1958. He is working for Mr. N. C. Turner on problems connected with the receipt and collection of goods and their distribution to our shops, and on the future planning of the Depot organisation.

Mr. F. G. Ruff



Mr. H. Haslam



Mr. P. A. C. Snow

Mr. H. HASLAM. In view of the growing volume and complexity of our Produce trade and the consequent increasing demand on Mr. Harrison's time, a separate Produce Department has been created. Mr. Haslam joined the firm on May 7th, 1958, as manager of this new department.

Mr. P. A. C. SNOW, formerly Manager of Southampton, has been transferred to Blackfriars. Over the next few months there will be developed a new Retail Trading Department, of which Mr. Snow will be the head and which will be concerned with various matters coming under the general headings of Customer Relationship and the Firms Trading Practices.



Mr. F. P. FRANCIS joined the firm on April 5th, 1958, and has spent an initial period in the Personnel Department. For the next few months he will be assisting generally with the personnel work both in the Factory and the Depot prior to occupying the new position of Senior Depot Personnel Officer.

Mr. F. P. Francis

JS Staff News

Movements and Promotions

We are very pleased to record the following promotions:-

TO ASSISTANT MANAGER:

H. Jenkins	Paddington
E. Perou	Watney Street
R. Richens	Southall
E. Tyrell	51 Ealing

TO HEAD BUTCHER:

F. V. Booyes	Joel Street
--------------	-------------

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

MANAGERS

S. D. Goddard	from Spare to Stevenage for opening.
T. C. Howell	from 560 Leytonstone to Spare.
J. Bush	from 52 Holloway to Spare.

ASSISTANT MANAGERS

L. Jiggins	from Barkingside to 17 Forest Gate.
K. G. Evans	from Grange Hill to Stevenage for opening.
J. N. Daubney	from 9/11 Croydon to Stevenage for opening.

HEAD BUTCHERS

F. A. Ball	from 560 Leytonstone to Seven Kings.
H. L. Hill	from Seven Kings to 50 Goodmayes.
A. Sansum	from 50 Goodmayes to Stevenage for opening.
B. J. Johnson	from Forty Avenue to Marble Arch.
E. D. Green	from Joel Street to Forty Avenue.



Bride and Groom

Mr. F. A. Stittle and
Miss D. M. Drayton both of
Fordham Egg Packing Station
married on
January 11th, 1958.



Kenninghall Building construction on the new egg station commenced just before Christmas 1957, adjacent to the present station, which will be retained for storage purposes.

The new building, in addition to the factory area, provides offices and canteen facilities, and it will commence grading operations in the late autumn.

The structure has insulated walls and roofs with a framework of tubular steelwork. The photograph shows the dock area for J.S. collecting vans bringing in our eggs.

Obituary

We regret to record the death of the following colleague and extend our deepest sympathy to all relatives :—

P. Martin, who joined the firm in November, 1946, as a porter at 76 Islington. He later was transferred to Somers Town for six years but returned to his original branch in 1954. He died after a long illness.



Mr. P. Martin.

When Mr. P. Snow left Southampton the staff held a party for him and for Mrs. Snow. Our pictures show them both receiving gifts. A handsome canteen of cutlery and for Mrs. Snow a bouquet.

Farewell Party



at Southampton

Below are some of the party who stayed on for an informal dance after the presentation. Sitting in the middle of the front row is Mr. A. Booth formerly at Purley, who has taken over management.





Griffin Cricketers at Calne The team who went to Calne to play the annual match against a team from Harris of Calne. They are, from l. to r., back row: Messrs. F. Coombes, W. Marsden, L. Potter, F. Floodgate, E. Green, J. Seaton, R. Chowdbury, E. Spencer, F. R. Parker, F. Hall, D. Wall, R. S. Perry. Seated: S. Cooper, R. Whiting, A. Sampson, A. Harris. The match was the best of the series which began in 1947. On a soft wicket Harris of Calne won the game by one wicket. Griffin XI, 71, Harris of Calne, 72 for 9.

Presentation

When Mr. S. Sherman was transferred to 357 Harrow from 140 Finchley Road, the staff presented him with an engraved wooden musical cigarette box and matching table-lighter.



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:—

J. W. SALLIS, *Oxford*. Cyprus (Army). Is in the Army Catering Corps attached to the Royal Engineers. He has managed to get himself a position in the butcher's shop and finds his previous experience extremely helpful. So far they have not been allowed out of camp.

D. B. LOWER, 3 *Hove*. Wilmslow (R.A.F.). Is just completing his basic training and will then be transferred to Halton, Bucks., for a further 12 weeks' training in cookery. He has settled down fairly well in the R.A.F. but much prefers civilian life.

G. E. BALNAVES, *High Barnet*. Stafford, Staffs. (R.A.F.). He is still working in the Stores, but seems to think that there is every chance that he may be sent overseas. Each week an afternoon is devoted to sport and he has just commenced a course in Judo.

M. AUSTIN, 189 *Kensington*. Devizes, Wilts. (Army). He is in the Headquarters' Company of the Royal Army Pay Corps. Has recently been promoted to Lance Corporal and expects that he will be a full Corporal some time in August.

J. R. ELDERGILL, 158 *Catford*. Dover (Army). Has recently spent two weeks in hospital with a broken ankle. He still has a limp, but expects to be quite fit in a month or so. He is in the Army Catering Corps and is expecting to move to Germany some time during the next few months.

C. R. MOGGRIDGE, *Nth. Finchley*. Lydd, Kent (Army). He is in the R.E.M.E. attached to the Headquarter's Company and, although he is getting along quite well, he was somewhat annoyed at having his leave stopped to stand by for the expected petrol tanker drivers' strike.

We are pleased to welcome back the following men from National Service since our last publication:—

- | | | |
|---------------|---|--|
| M. STEWART | — | <i>Wood Green</i> . Resumed on June 16th, after two years in the Royal Air Force. The latter part of his service was spent in Amporn, Hants. |
| R. FINDLAY | — | <i>Folkestone</i> . Returned on June 9th. Most of his two years in the Royal Air Force were spent at Bury St. Edmunds, Suffolk. |
| K. NORTON | — | 13/15 <i>Blackfriars</i> . Returned on June 3rd, having spent his two years in the Army. |
| M. CARR | — | 147 <i>Balham</i> . Rejoined us on June 16th after a period in the Royal Air Force, for the last part of which he was stationed at Cardington, Beds. |
| F. PATRICK | — | <i>Weybridge</i> . Recommenced on June 16th. His period in uniform was spent in the Royal Air Force. |
| M. RICHARDSON | — | 94 <i>The Wells</i> . Rejoined on June 30th. He spent nearly all of his Army Service in Cyprus. |
| M. PLIMMER | — | 7 <i>Palmer's Green</i> . Returned to us on June 30th, after two years in the Army. |

Credit The picture at the head of p.14 in our June number was reproduced by courtesy of the *Bexhill Observer*.

HOLIDAY SNAPSHOTS COMPETITION

Open to all members of the staff
or of the S.S.A. Send in any
photograph you have taken in 1958,
illustrating the theme of

PEOPLE ON HOLIDAY

Any size of print from 3" x 2"
to 10" x 8" may be entered.

9 PRIZES

First Prize £10 . 0 . 0

Second Prize £5 . 0 . 0

and Seven Prizes of £3 . 0 . 0



JUDGE

We have great pleasure in
announcing that

Tony Armstrong-Jones

whose photographs are an
outstanding feature of the *Daily*
and *Sunday Express* newspapers
and of many magazines and weekly
papers, has agreed to act
as judge in this competition.

Photographs for the competition must be sent
on or before Monday, September 15th, 1958, to
"People on Holiday" J.S. Journal,
Stamford House, Blackfriars, London, S.E.1

Prints will not be returned so please keep
your negatives.

The judge's decision will be final





The Queen at Crawley

Her Majesty The Queen and Prince Philip visited Crawley on June 9th.
The whole town turned out to greet them.

The picture above, taken in Queen's Square (where commemorative trees were planted by the Queen and Prince Philip), shows her with Sir Thomas Bennett, Chairman of Crawley Development Corporation.



The Queen meets some of the people of Crawley.

The new fountain in Queen's Square.





High



Clog Dance Competitors.



Mr. and Mrs. Gilbert.



Mr. and Mrs. Surridge were kept busy.



Jinks at Barnet's Dance



At the Barnet Drill Hall on Whit Saturday night "D" and "E" sections held an Empire Dance. The Hall was gaily decorated with flags and in spite of the bus strike about 200 guests turned up.