

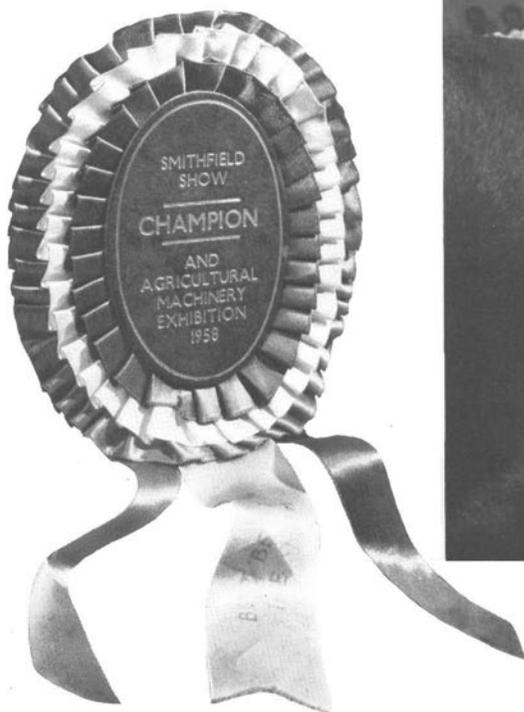
# J.S. Journal

JANUARY 1959

HOUSE MAGAZINE OF  
J. SAINSBURY LTD



# Diana



Photograph by Central Press Photos.

*On December 11th the Queen Mother visited Smithfield Show and at the parade of champions inspected Diana, the Supreme Champion of the Show. With her is Mr. Charles Edward, Manager of our farm at Kinermoney in Banffshire.*

## J.S. Journal

HOUSE MAGAZINE OF J. SAINSBURY LTD

**JANUARY 1959**

SERIES NO. A58

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 £2-0-0 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.

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*Cover picture by Central Press Photos.*

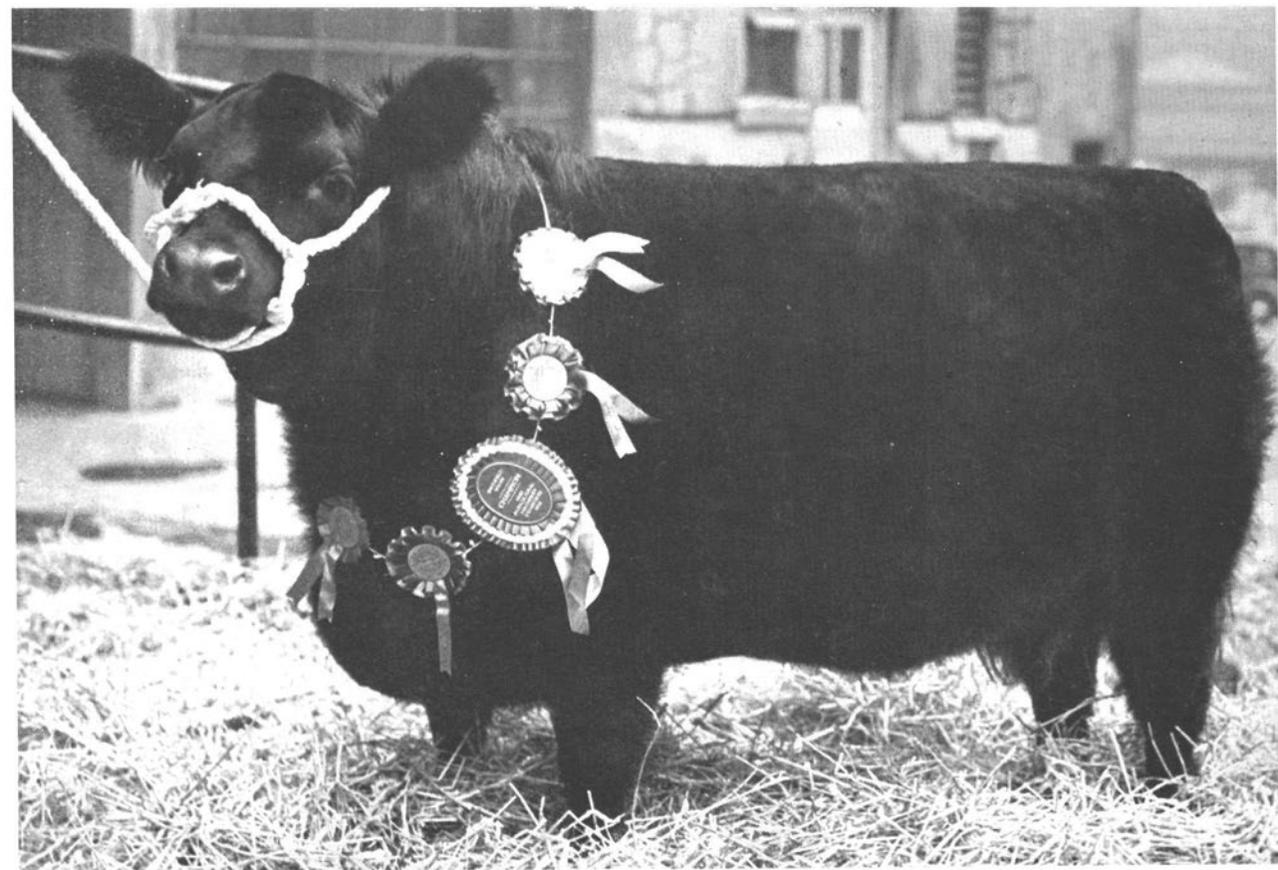
# Supreme Champion 1958

**F**OR the second time since the war J.S. have won the supreme championship at the Smithfield Show. The yearling heifer Diana, a three-quarter Aberdeen - Angus one-quarter Shorthorn, carried off the award. On the cover are Mr. F. W. Salisbury and Mr. Charles Edward with Diana and the supreme championship cup, and their obvious pleasure at this success will be shared by the whole firm. Diana was 22 months old, weighed 9 cwts. 3 quarters 7 lbs. and there wasn't any doubt about her outstanding qualities. She had already won the championship at the Edinburgh show and she won at Smithfield against keen competition.



*In the judging ring at Earls Court where the Smithfield Show is held. Mr. Charles Edward leading Diana.*

*Photograph by The Farmers' Weekly.*





EDDINGTON

SAINSBURY'S  
SAINSBURY'S  
SAINSBURY'S  
SAINSBURY'S  
SAINSBURY'S

CHAMPION





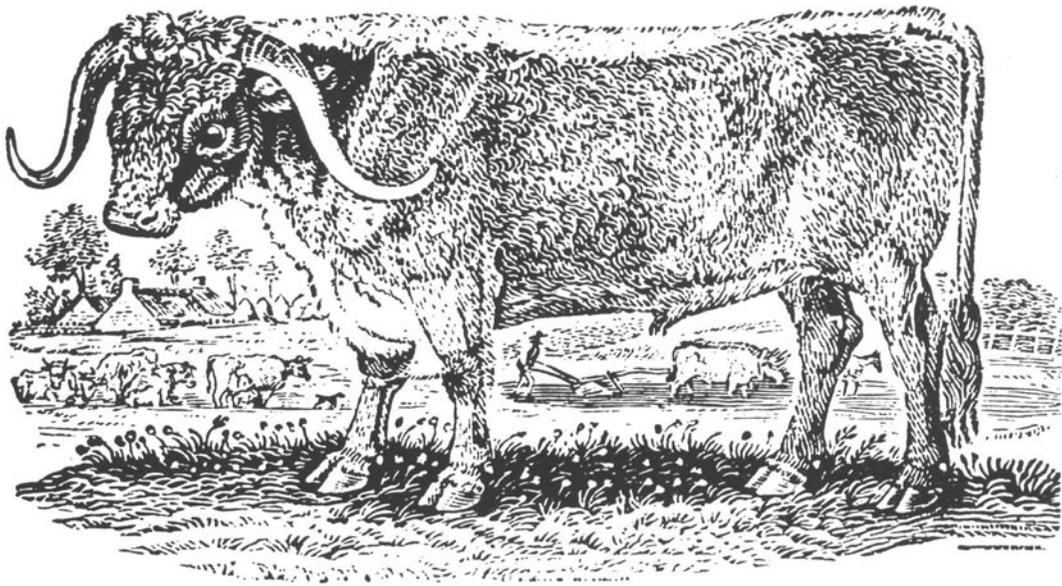
Smith-  
-field  
Show '58

BOSWELL

EXPRESSO

SEE

A ROLL  
IN  
OATS



THE LANCASHIRE OX. "They are well suited to a cold climate and grow fat on indifferent pastures."

From Bewick's Quadrupeds, 1824

# Beef and its Production

by Mr. F. W. Salisbury

Assistant General Manager

Beef is traditionally the most popular meat in Britain and it is not surprising, therefore, that the recent shortage made headline news in the popular press. The underlying reasons for the shortage were threefold:

- 1 The strikes at Smithfield and in the docks, from which ensued
- 2 The premature slaughter of home-fed cattle whilst imports were not flowing, and
- 3 The attraction of beef from the Southern Dominions to other markets by highly remunerative prices, particularly in the U.S.A.

The Argentine has for long been our greatest source of imports, the quality of which so far has been the best available from overseas. Unfortunately, neither quality nor condition nor yet regularity of shipments are so reliable as was the case before the war.

Whereas in 1939 Britain produced nearly half her requirements of beef, the proportion is now much closer to two-thirds and from the latest

census of livestock it would appear that a further marked increase is in prospect when this year's calves become "fat" cattle in 1960.

A brief review of the sources of our beef supplies may provide a helpful background.

## South America

Supplies from Argentina prior to the war totalled about 350,000 tons per annum of chiller quality beef; the rate of current arrivals is probably 20 per cent. less, whilst in the meantime, not only has our population increased but so also has the per capita consumption of meat. The Argentinians have for long been buyers of highly priced bulls of the leading beef breeds in Britain, a fact manifested in the conformation of the carcasses. In the favourable climatic conditions the cattle remain out of doors throughout the year and the raiser is relieved of any cost of buildings or of the labour associated with the feeding of cattle indoors. Alfalfa grass flourishes on the wonderfully fertile soil of the pampas.

Packing-house practice at the point of slaughter could formerly be classed as meticulous, although some deterioration in standards of late years has been reflected in the condition of meat on arrival in Britain. Approximately four-fifths of Argentine beef is consumed in that country, leaving only 20 per cent. for export—it follows that a variation of say, 5 per cent. either way in home consumption can affect exports to the tune of 20 per cent. It is not easy to obtain accurate figures of livestock population and home consumption from the Argentine, but it would appear that the latter is increasing to the extent that herds are being rapidly depleted; a reduction in “domestic disappearance” could go far to alleviate Argentina’s present need for foreign currency. The entry of Argentine beef into U.S.A. is effectively restricted on grounds of foot-and-mouth disease, but there is a steadily increasing demand with the improved living standards in many parts of the world. It is anybody’s guess as to what shipments we may expect in the future. In pre-war days there were spasmodic shipments of low-grade beef from Brazil and Uruguay but these have now been discontinued.

### **Australia**

Australian beef, generally speaking, is of good “make and shape” but largely owing to problems of transport and climate, most of the cattle are slow maturing and a good deal older when slaughtered than is the case with most beef cattle. This in turn endows it with a certain characteristic for which Australian troops have been famous during two world wars, but which is not calculated to improve the market assessment of beef!

Much of Australia’s beef (and lamb for that matter) is consumed by its rapidly growing urban population and despite a great deal of glib talk to the contrary by men who should know better, developments of irrigation, transport and agriculture on an imaginative scale will be necessary before Australia can become a reservoir of appreciable quantities of beef suitable for the U.K. market.

### **New Zealand**

New Zealand beef has improved in quality to a great extent of recent years. This is closely connected with the introduction of aerial top dressing of hilly grasslands. Prior to this, cattle were used more or less as scavengers to graze down the coarse grasses and thus give the sheep access to the finer growths. Now that top dressing has brought about a revolutionary improvement in the quality of the grass on land, much of which could scarcely be reached by farm implements, cattle mature much more rapidly. In addition, high-quality breeding

bulls, particularly Aberdeen-Angus, have been imported from Britain. There remain problems of refrigeration to overcome, for the journey from New Zealand to Britain is at least a fortnight longer than that from the Argentine. Chilled beef, of course, realises much higher prices than beef frozen in the traditional manner, but the costs, both at the point of slaughter and in transit, are considerably greater.

New Zealand producers suffer a disadvantage in that whereas Argentine beef en route to Britain is improved by being “conditioned” whilst hanging in chilled air for the three weeks of the voyage, the five weeks’ journey from New Zealand is, under present conditions, just asking too much. There is insufficient “life” left in New Zealand beef on arrival here and any transit delay can be tragic in its effect upon the value; in any event an immediate sale is necessary at whatever price may be obtainable.

### **Africa**

Whilst a start has been made in shipping beef from this continent, quantities are still negligible.

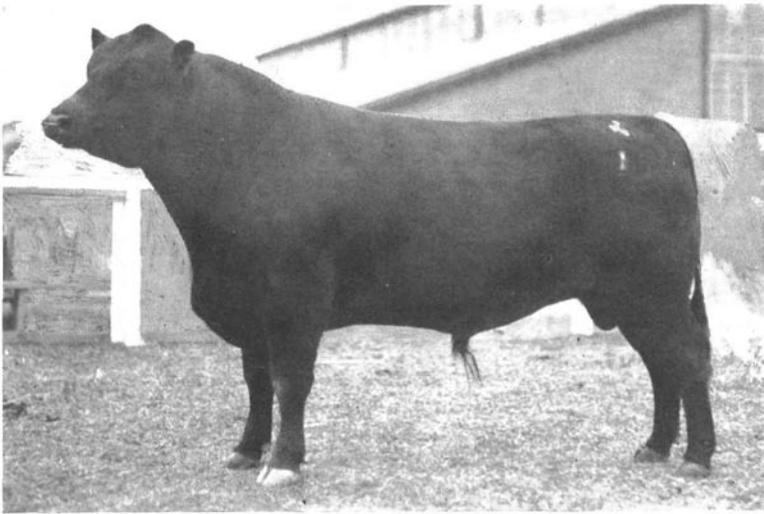
The only other source of supply worthy of mention is

### **Ireland**

Until fairly recently, Irish fat cattle were imported alive and slaughtered at Birkenhead. Most of the slaughtering is now carried out before shipment and some of the dressing is of quite a high standard. Quantities, however, have dropped considerably, for other markets are becoming increasingly attractive. In our limited experience, quality is irregular. Now we come to

### **Home Production**

At the bottom of the quality scale we have beef from the discarded cows of dairy herds, whilst that from Britain’s best steers and heifers with Aberdeen-Angus blood from the North-East of Scotland is probably the world’s best, possessing advantages as to conformation from its heredity and flavour from its environment. There is, of course, a wide difference between the costs of producing beef in Britain and in countries with a more favourable climate and with cheaper land. At home most high-quality beef cattle are housed for as much as seven months of the year. (Some experts now advocate keeping them constantly indoors.) During this period their feed has to be taken to them and in due course most of its equivalent weight, amounting to something like 1 cwt. per beast per day, has to be removed in the form of dung—a two-way transport problem of anything up to 20 tons in the life of each animal. Exceptionally, however, cattle on some farms remain out-of-doors throughout the winter. In the



These three photographs from Australia illustrate the improvement in the fleshing qualities of Aberdeen-Angus cattle in the course of the past 30 years.

*A typical Aberdeen-Angus prizewinner of the 1928 Royal Easter Show.*

North, with breeds such as the Highland and the Galloway, which have constitutions and coats suited to such exposure, much of the food conversion which would create meat in fact merely grows hair. Growth rate is slow and supplementary feed is taken to the cattle. In the South-Western counties the weather is sufficiently mild for beasts to be "out-wintered" without the same detriment, but numbers are rather limited.

Cattle feeders, aided by scientists, are active in obtaining a solution to the problem of high production costs. Obviously our climate cannot be changed, but by increased knowledge of feed and food conversion, such as has revolutionised the poultry industry, it is possible to speed up the growth of cattle. Much progress has in fact already been made, but so far it would appear that flavour in beef comes with age and the flesh of very young

cattle, whilst tender, is inclined to lack flavour. Another problem of youth is the low killing-out percentage, i.e. ratio of carcase weight to live weight. One of the outstanding breeds for the production of baby beef is the Devon and in its native county much assistance is rendered by the mild climate. The dam of a calf born in September gets a very early bite of new grass in the spring, which increases the amount of milk available for raising the calf at a very critical period of its life.

The three leading beef breeds, in alphabetical order? are the Aberdeen-Angus, Hereford and Shorthorn. Bulls of these breeds are what is known as "dominant" in genetic circles and when used for crossing purposes produce a calf very much like themselves. This is particularly true of the Aberdeen-Angus and the Hereford. Over 90 per cent. of cross-bred calves with an Aberdeen-Angus

*One of the Scottish bred sires (Banker of Candacraig) responsible for the marked improvement in the Aberdeen-Angus bred in Australia during the early 1930s.*





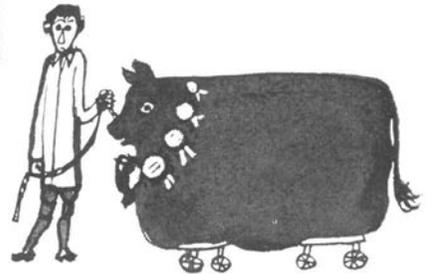
*Supreme Aberdeen-Angus  
champion at the Royal Easter Show  
in 1957.*

sire are, like their fathers, both black and hornless, and in fact provide a commercial edition of the Aberdeen-Angus for fattening purposes. It is obvious, of course, that only a small proportion—say 10 per cent.—of the calves born to cows in dairy herds are needed as replacements in that herd and the use of the beef bull, which is sufficiently dominant to impart beef characteristics, can be introduced to increase considerably the quantities of beef available.

Some of the world's finest and most famous pedigree herds of beef cattle are to be found in Britain, and buyers from all corners of the world purchase bulls here to maintain the standard of their stock abroad, which for reasons of environment or in-breeding may deteriorate if not revived with introductions of outside blood. By far the greater proportion of pedigree bulls raised in Britain, however, remain in these islands; the best of them, which sometimes realise thousands of pounds, go into other pedigree herds, whilst in the case of Aberdeen-Angus the majority, classed as "crossing bulls" produce the type of commercial cattle already referred to. The job of the breeder is, by careful selection and ruthless culling over successive generations, to improve the conformation of the animal and to produce a line of good feeders, able to stamp their offspring with their own characteristics, including those of rapid growth rate. Thus it is to the breeder indirectly that the butcher looks for a carcass with a high weight ratio in the most expensive parts. The feeder in turn can largely control the flavour by whatever feed is made accessible to the animal and, of course, can under-finish or over-fatten it.

For some years now, various incentives have been offered by successive governments to the

1984 ?

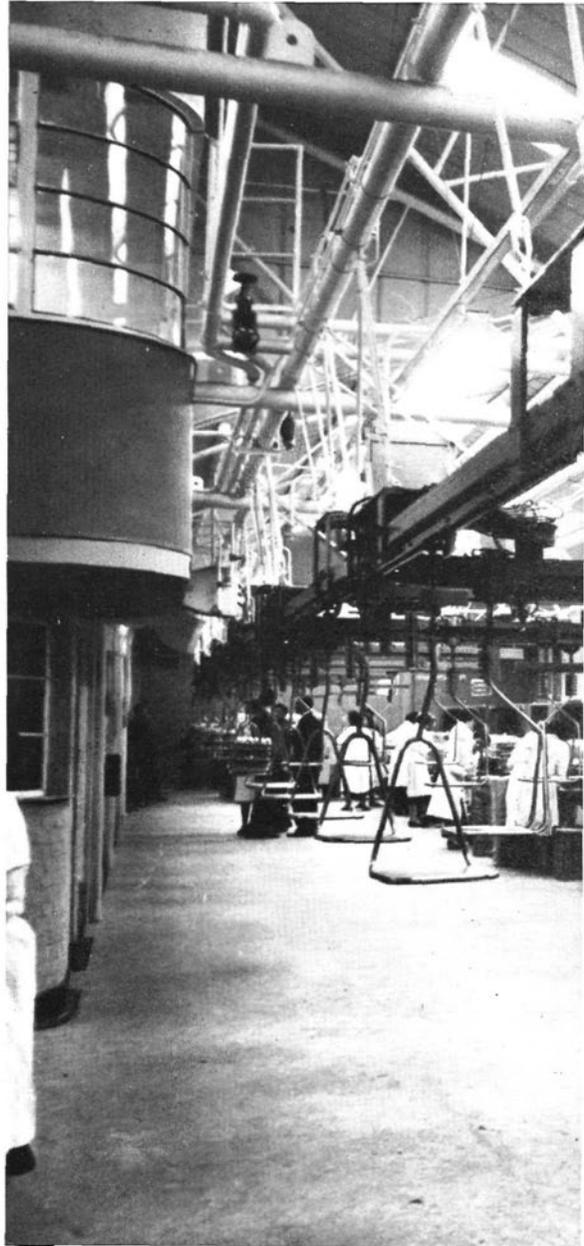
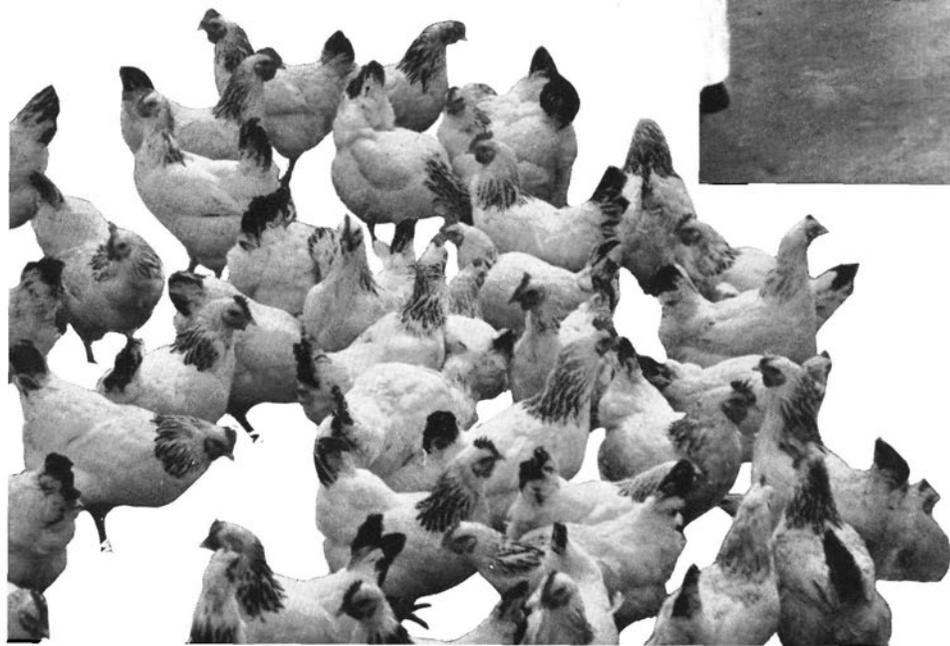


British beef producers (one repercussion being a scarcity of good veal), but whilst a very rapid change can be brought about in the population of poultry or pigs, in the case of cattle, despite the prolonged researches of geneticists, the great majority of calves are born singly and few beef cattle are slaughtered before they are two years old. It follows that a number of years must elapse before there are marked increases in the cattle population. Not only numbers but types must be improved.

In the ultimate, the law of supply and demand figures largely. The British public wants to eat beef, but if retail prices, reflecting production costs, are too high, the public turns to such alternative foods as may offer better value and if this public assessment of beef values involves the producer in a loss, inevitably there is in due course less beef.

In the recent shortage, prices had to rise (as an alternative to rationing) in order to switch consumer demand elsewhere for the time being. One result was the temporary elimination of the Government subsidy—a solace to the taxpayer. Obviously the producer is under constant pressure to increase his efficiency so that he may work at a profit without impairing demand and it is for everybody in the chain of distribution at all times to work economically between the producer and consumer to the benefit of them both—and, ultimately, of himself.

**Eggs  
from a  
million  
hens**



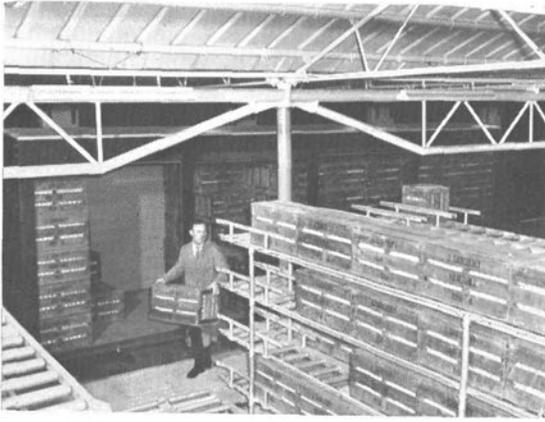
*A general view of the interior of the new station showing some of the grading machines and the overhead conveyor which carries graded eggs to the packing bay.*



Early last month a new J.S. egg-packing station opened at Kenninghall. Generally speaking, egg-packing stations are no great novelty, but at this one the firm has taken pioneering strides forward in egg grading and packing. Our long experience of the trade has helped to create at Kenninghall a station that is the largest and best equipped in Europe. It is housed in a new building covering some 23,000 square feet (an average sized J.S. self-service branch covers 3,000) and can deal swiftly and accurately with the output of a million egg-laying hens every week.

The Sainsbury family have been collecting farm fresh eggs from East Anglian producers for nearly 50 years. It was the late Mr. Frank Sainsbury, a Suffolk farmer, who started the first egg-collecting round with a horse and cart and began to supply well-graded English new-laid eggs for sale at our branches. They were a welcome novelty in London.

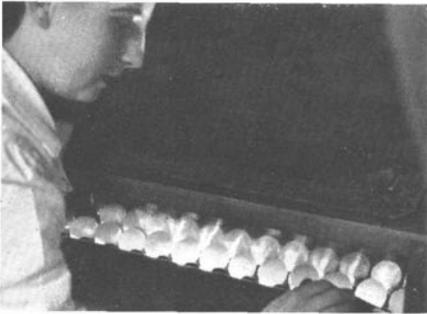
The new station is the latest step in the development of the egg-collecting organisation which grew up over the years and in it, modern methods have been used to cut handling to a minimum, to increase accuracy in accounting and to move the eggs



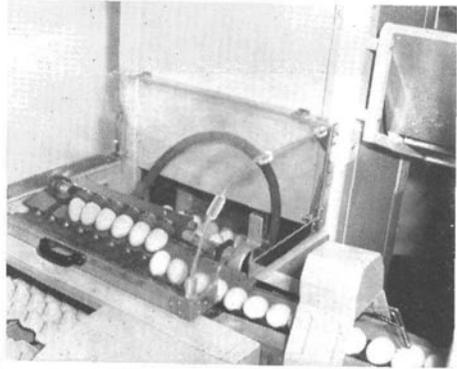
A .....



B  
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C .....



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D  
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E .....



F .....

more speedily and safely to our branches. A lot of the equipment in it was designed specially for the job, some by outside contractors and some by our own people.

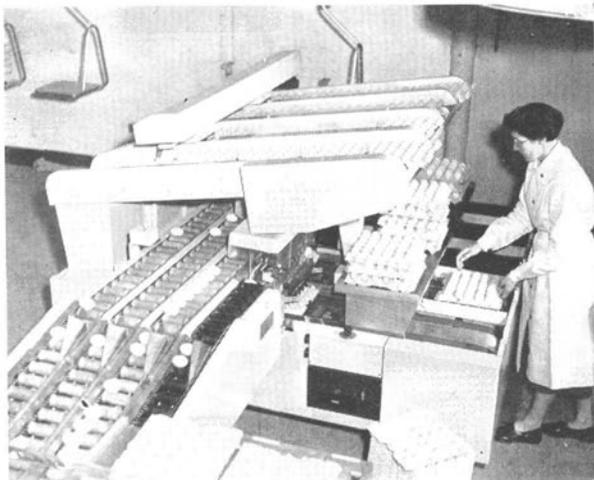
From now on the firm is planning to grade and pack only at Wisbech, Fordham and Kenninghall, though collecting depots are being kept at Snoring and Aylsham so that small loads can be bulked together on a large vehicle before they are moved to Kenninghall. The eggs packed at the new station

come from farmers all over Norfolk and a large part of East Suffolk and are gathered by our vans which visit the farms at least once a week.

Our feature explains in pictures how the operation is carried out and what happens at each stage. We would have needed colour to do full justice to the bright, clean efficiency of the new station. As one of the outstanding achievements of the firm, Kenninghall is something of which everyone in J.S. can feel proud.



G



H

In these pictures you can

## Follow the Egg

through the new Kenninghall packing station

- A** Unloading a trailer (it can carry 126,000 eggs). The unloading bays have room for nine vans to unload at once. The boxed eggs are stacked in sequence on banks of gently sloping gravity rollers and move down them to the unpackers.
- B** The eggs are unpacked, checked for quantity and passed into the grading and packing hall through one of these windows. They are carried in on a small railway designed by J.S. engineers specially for this job.
- C** The trays are stacked separately on shelves and removed from them six at a time by this automatic vacuum device, which places them delicately on a belt of concave rollers.
- D** As the belt moves the eggs into the candling booth they are given a spinning motion. Eggs below first quality are removed.
- E** A grading machine. Here the eggs are weighed and counted. They are stamped with their grade (Large, Medium, Standard, Small and Extra Small) and each grade is stacked separately by hand. The weighing apparatus is tested by Government Inspectors from time to time.
- F** As the eggs roll into their appropriate sections of the grader they operate a switch connected electrically to a bank of indicators. In this way the number of each grade of eggs in each consignment is recorded.
- G** Stacks of six trays are transferred to the travelling carriers of the overhead conveyor. The girl in the picture is setting a trigger on the carrier so that it will reach the packing bay where all eggs of this particular grade are packed.



I



J

- H** This new type of machine is an automatic stacker. As the eggs travel into it from a grader they are lifted by a vacuum device on to the Keyes trays.
- I** At the packing bays. The carriers, guided through a system of points by their triggers, home on the bay where the right size and colour of fibre board container is waiting for them.
- J** Lorry loading. The boxes are loaded into London-bound lorries from a two-part conveyor, the mobile section of which reaches deep inside the van.



K



L



M



O



N



**K** The "breaking out" room. Damaged eggs are broken out here under sterile conditions. The room is tiled throughout and furnished with stainless steel and has separate facilities for sterilising equipment and containers.

**L** Mr. B. Taylor, manager of the station, at the packing bay.

**M** Mr. J. Pope, assistant manager. The picture taken in the control room (first floor left in the large picture on pages 10 and 11) shows on the table a bank of indicators, each one of which is connected electrically to a grading machine. The indicators record the number of eggs going through each grader as they pass through. The control room is also connected by a call system to the graders so that it is possible to talk with each team from the office.

**N** Resident Engineer at this station is Mr. Bowyer, son of Mr. Bowyer of Haverhill.

**O** The canteen at Kenninghall is typical of the firm's latest installations. In the modern kitchen beyond the window meals are prepared for about a hundred people every day.

# Norwich

## *City of Contrasts*



*The spire of Norwich Cathedral soars above the town.*

*Right: one of the heraldic lions at the entrance of the new City Hall built in 1938.*



Guide books to Norwich talk about the difficulty of finding one's way about in the city because it has two centres—one at Tombland the other at the Market Place. More baffling than this geographical confusion, however, is the suddenness with which the visitor passes from one century to another in the space of a few yards. So much of the past has been preserved that the town has its origins constantly before it. It was once a Saxon hamlet cluttered round Tombland (the name means an open space). The Normans when they came developed the Market Place, Tombland they chose as a Cathedral site. The Cathedral at Norwich is the most impressive of its buildings with a long Norman nave of great purity and dignity. It was begun

in 1096 but, like most cathedrals, was added to as time passed; a new roof about 1450, and a beautiful cloister (largest in England) begun in 1272 and taking 150 years to complete. In 1272 riots between churchmen and townsmen ended in hangings and fines and the building of one of the gates to the Cathedral precincts as a penance.

In mid-16th century Norwich became the scene of one of Britain's great popular revolts against the enclosure of common lands. A local man, Robert Kett, led it and at one time had 20,000 rebels marching with him. The revolt was put down by the Earl of Warwick in 1549 and Kett was hanged in Norwich Castle. So savage and widespread were reprisals by the local gentry that



Just a few steps from our Magdalen Street branch is Gurney's Court. Here Elizabeth Gurney was born in 1780, eldest child of a prosperous Norwich banker. As Mrs. Elizabeth Fry she became a leader in the struggle to reform the prisons of England. Her work among men and women confined under appalling conditions in England's gaols was untiring, and in the end her single-minded devotion brought reform to the prisons and international fame for her.

The Guildhall (below) was completed in 1413 in the days when Norwich was the wealthy centre of the weaving trade. Although the building was restored in the 19th century this façade is very much as it was in the 15th century.



Royal Arcade runs from the Haymarket to the Back of the Inns. It is an excellent example of early 20th century art nouveau design with typical ornamental tiling.



Warwick was moved to ask tartly, "Will ye be ploughmen and harrow your own land?" Today a plaque on Norwich Castle commemorates Kett as a leader in the struggle against the servile conditions of his times.

The Market Place is dominated today by the City Hall, built in 1938. It towers above the Guildhall, a black-and-white flint and freestone building completed in 1413. Here for centuries the transactions of the city were carried out. Norwich was the prosperous centre of Britain's weaving industry from 1300 to 1800, was the centre of a rich agricultural district and for a long time competed with Bristol for the rank of second largest city in the land. The weaver's trade was lost to the power-looms of the

North in the early 19th century and today the main industry of the city is shoe making. There are 30 factories making shoes in Norwich. They employ 10,000 workers and turn out 7,000,000 pairs of shoes a year.

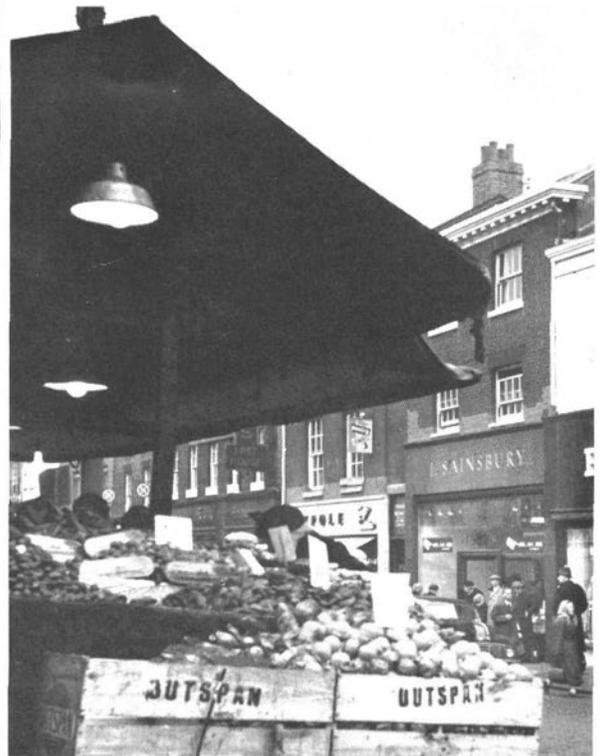
Most familiar Norwich product is in all our branches. It's Colman's mustard, invented by a Norfolk miller, Jeremiah Colman, over 100 years ago. Today it is made at Reckitt & Colman's in what is the largest single works in the city.

Our own two branches in Norwich are in Haymarket and Magdalen Street. The first, near the Market Place, was opened in 1931, and the second, not far from Tombland, was opened seven years earlier in 1925.



*The Market Place, Norwich, is the centre of the town's busy trade. The rows of covered stalls have a Continental look even in grey British weather. Below is our Haymarket shop which is hard by the Market Place.*

*Samson and Hercules support the doorway of this Georgian house in Tombland. The figures are strange and striking inventions.*



The interior of our branch in  
**HAYMARKET**

Behind the counter are,  
from l. to r.: Miss Smith,  
Miss Davison, Mr. Mann,  
Miss Crane, Mrs. Lister  
and Mrs. Scrutton.



**A**

**A** When we visited Norwich Mr. L. Warnes, Manager of Haymarket, was convalescing and Mr. J. Mason (of Magdalen St.) was relief manager there. Our picture shows them together.



**B** Mr. Bird, Assistant Manager, and Mrs. Branch, Housekeeper.



**C** L. to r.: Miss Wade, Miss Elford, Miss Howes and Miss Reeve, first clerk.



**D** L. to r.: Messrs. S. Bowman, M. Brown, R. Oakley, R. Gray, F. Stamp, C. Bull.



**E** L. to r.: Mrs. Whiting, Mrs. Scragg, Miss Adcock.



**F** L. to r.: Mrs. Minister, Mr. Figgis, Miss Hunter, Miss Lark.



**F**

**E**

## 41 MAGDALEN ST.

*This was the first of our Norwich branches, opened 1925 in a busy thoroughfare. In the interior on the right J.S. staff are, l. to r.: Mrs. Edwards, Mrs. Bunting, Mrs. Rowbottom and Mrs. Alexander.*



*Left: The fresh meat department. Front to rear: Mr. Mobbs, Head Butcher, Mr. Chettleburgh, Mr. Patteson, Mr. Jary.*



*Magdalen Street, Norwich, showing our branch. This year the street is to be the subject of a planned redesign on a small budget, which will introduce some unity in colour schemes, fascia boards and window curtains.*



*Assistant Manager Mr. G. Roper with Mrs. Webster.*



*Assistant Head Butcher Mr. Chettleburgh has been with J.S. since early in 1926 when he started work at 41 Magdalen St.*



*Holidays are on the  
family agenda this month*

*Here are ideas about*

# Places in the Sun

## SWEDEN

*One of the curiously eroded rock pillars on  
the island of Gotland off the east coast.*

**J**UDGING by travel agency brochures, British tourists prefer the well-beaten tracks when going abroad for a holiday: Paris in the spring, the Costa Brava in the summer, the French Riviera in the autumn, Switzerland in the winter . . . these, and many other places like them, are favoured by British tourists.

Perhaps it is this habit of accepting the spoonfed holiday that makes us feel that there are simply no other places to visit—at least, not so cheaply.

### Sweden is warm and sunny

One wonders why only some six thousand tourists go to Sweden every year. Granted, the fare there is more expensive than to many of the more popular holiday resorts, but once there, you will find it is very inexpensive. Scattered all over the country are hostels where you can stay for as little as 4/3d. a night.

The fare to Stockholm is from £10 single and the journey by boat takes 36 hours. The climate is stable and there is not so much rain as there is in England. Contrary to popular opinion, it is quite warm and sunny. The average mean temperatures

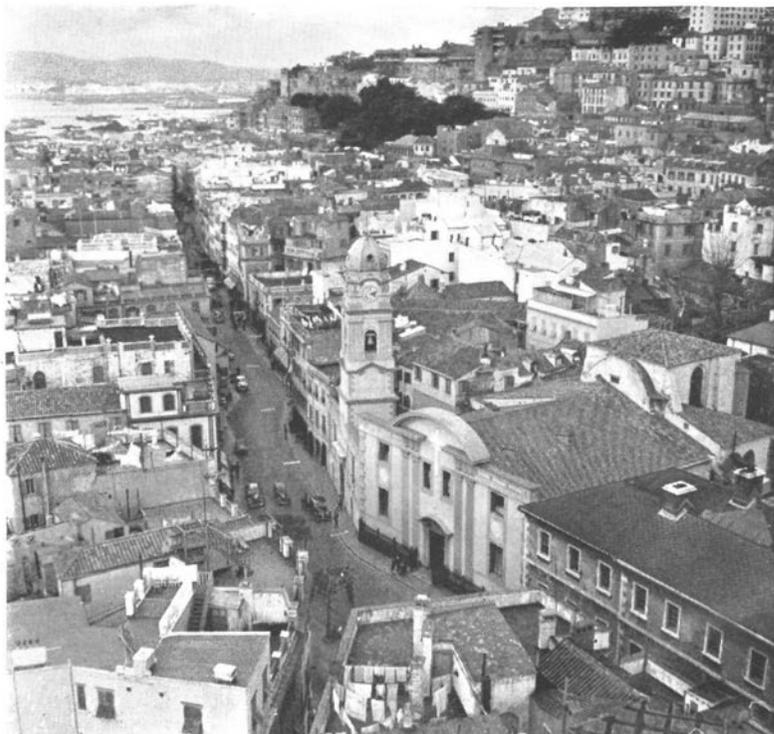
over the past 30 years at Gothenburg (a delightful holiday centre on the west coast) have been 58°F. in June, 63°F. in July and 60°F. in August.

Sweden is a country of many contrasts—sunny seaside resorts, picturesque old towns which date back to medieval times, corn-growing plains and the great forest regions of the north. For an interesting and enjoyable holiday you could not do better than go to Visby on the sunny island of Gotland off the east coast. Visby is an interesting old walled city where you can step out of a modern luxury hotel into a bygone age.

Not far away from Visby are a number of excellent beaches—and the island of Gotland itself is known by the Swedes as “the pearl of the Baltic.”

### Night clubs on the rock

So why not try Sweden next year? Or, if you wish to travel southwards towards the Mediterranean, it will come as a very pleasant surprise to you to find that Gibraltar nowadays is a most exciting place to visit. It is no longer the gun-bristling rock that it used to be—a great deal has been done in recent



## GIBRALTAR

*Looking down on the town's main street. Sunshine, nightclubs and cigarettes at 1s. 6d. for 20 make the Rock an attractive resort today.*

years to make it a most attractive holiday centre. There are luxury hotels and night clubs and a most exciting shopping centre which looks like an oriental bazaar. Goods of all kinds—Spanish pottery, Indian carpets, French perfumery and a host of other things from many parts of the world may be purchased there.

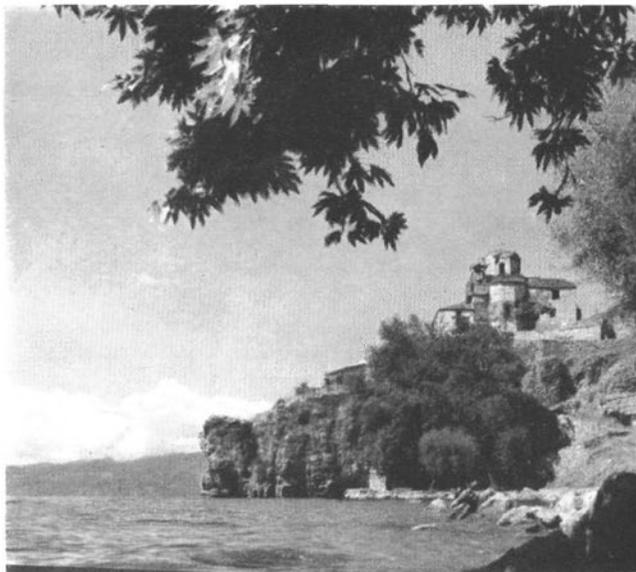
The great advantage to the British tourist is that there are no petty currency restrictions, and being in the sterling area, transfers to and from banks in the U.K. can be easily effected.

Cigarettes, alcoholic drinks and luxury goods are cheap. Whisky, for example, is £1 1s. and gin 17s. 3d. a bottle. Cigarettes are 1s. 6d. for twenty.

Gibraltar, besides being a first-class holiday resort in its own right, is also a stepping-stone to Southern Spain and Morocco. The crossing to Tangiers takes only 2 to 2½ hours and the fare is about £1 10s.

Northwards from Gibraltar there is a bus service which takes you to the beautiful Costa del Sol.

So, all in all, Gibraltar, which by air is only a few hours from London, is well worth a visit.



## YUGOSLAVIA

*The Monastery of St. Jovan Kanen on the Adriatic coast.*



## SWITZERLAND

*At a trade fair in Lausanne the public try the national wines. Swiss wines, though not world famous, can be really delicious and to taste them at their best you should drink them in the country of origin.*

### Off the beaten track

Switzerland is a well-beaten track, but if you steer clear of the fashionable cosmopolitan resorts you will be rewarded by a glimpse of the real, unspoilt country. It would be well worth your while to visit the vineyards in the French-speaking parts of Switzerland—for example, in the Valais region where some of the most delightful wines are produced.

Another well-beaten track is Italy, but there are places, such as Trieste, which tourists tend to neglect. Trieste is a very attractive city with many colourful little bathing beaches within easy reach. This city is neglected probably because of the enormous attraction of Venice which is on the way to Trieste.

Apart from Trieste, there are the little known regions of Apulia and Calabria in Southern Italy. There is a lot to interest tourists in Apulia—for example, there are the many festivals, unforgettable for their splendour, at Taranto, Lecce, Brindisi and numerous other places.

Everywhere the most attractive costumes, with

lively colours and embroidered in gold and silver, are worn.

Across the Adriatic to Yugoslavia. Here are many places of great interest—the republic of Macedonia, with its folklore, beautiful scenery and wonderful climate, is worth a visit. In the mountains, bears and lynxes—now very rare elsewhere in Europe—can still be found. Spring and autumn are the best times to travel in Macedonia.

These are just a few suggestions to put you on the right track to places where you can spend an unusual and interesting holiday and generally at less expense than the more popular resorts. There are many exciting, little-known places all over Europe and it is worth the trouble to plan a holiday away from the main tourist centres. But you must do your planning well ahead. There are many people who are very willing and ready to help you. Most European countries have tourist offices in London and the main provincial towns—a letter will bring you suggestions and advice about currency and so on. Most of us have only about two weeks' holiday a year and we should make the most of them.

# Their Jubilees

## DIAMOND

In 1899, 60 years ago, the firm opened seven new branches. It was a year of excitement in which the Boer War began after months of increasing friction in South Africa. At home Cambridge won the Boat Race for the first time in ten years and an odds on (2-5) favourite called Flying Fox won the Derby. The F.A. Cup was won by Sheffield United who beat Derby County 4-1. The seven J.S. branches opened were: 58 Catford, Catford Hill, 73 Croydon, 357 Harrow, Kingsland, 609 Lea Bridge Road and Crouch End (which was expanded in 1930).

## GOLDEN

Ten years later, in 1909, the Derby was won by Minoru (the odds at 7-2 were rather better), Manchester United won the Cup, beating Bristol City 1-0, and Oxford won the Boat Race. The big event of the year was Bleriot's flight across the English Channel on July 26th at a time when it was still illegal to fly at all in England except at certain stated hours. We opened three branches that year: 189 Kensington, 3 Golders, and Folkestone.

The Editor,  
*J.S. Journal.*

December 11th, 1958

Dear Sir,

I feel that you would wish to have your attention drawn to an article about grocery multiples which carries the heading across two pages—"THE FABULOUS 16 %." After explaining that 16 per cent. was the average mark-up in the trade, it stated that merchandising was "planned in a cold-blooded way" to "coax you into changing your way of life by creating appetites for goods you wouldn't otherwise have heard of." It sums up in these words: "The argument used by the multiples to justify themselves is that you'd pay a lot more for a lot of things if they weren't helping to get goods distributed and sold in large enough quantities to make mass-production possible and innovation profitable. *This cheaper way of life earned the multiples about 1½ million pounds each week last year. It certainly is a fabulous 16%.*" (my italics).

Why am I involved in this? Well, my firm, Mather and Crowther, have been doing J. Sainsbury's advertising for the past 51 years, and I feel that I must, on your behalf, point out the fallacy. The "fabulous earnings" argument takes no account of the fact that *your gross profit figure of 16 per cent. has to bear the whole cost of your business operation—salaries, wages, rents, rates and taxes, insurance, welfare and the rest.* (The same is, of course, true of my own trade, advertising, where the mark-up on what we sell—chiefly space and what goes into it—is 15 per cent.). Your 16 per cent. (and our 15 per

## Pin-up Girl 1909

In 1909, at Daly's Theatre, "The Dollar Princess" opened with Miss Lily Elsie in the part of Alice. It was one of the great years of musical comedy.

Our picture is from the Mander and Mitchenson collection, from which came the pictures of Drury Lane pantomime in last month's *J.S. Journal*.



## SILVER

In 1934 Charlie Smirke rode Windsor Lad to victory in the Derby (odds were 15-2). Cambridge won the Boat Race and Manchester United won the Cup, beating Portsmouth 2-1. The *Queen Mary* was assassinated spectacularly in Marseilles and the Duke of Kent married Princess Marina. The firm opened seven new branches: Ashford, Beaconsfield, the Fulham and the West Kensington branches, Haywards Heath, Northwood Hills, St. Helier—and expanded the Redhill branch, which was first opened in 1900.

cent.) comes down after *overheads* to a minute figure—probably very similar in both cases. So I resent these innuendoes against you, and I deplore the tone of the phrase "the argument used by multiples to justify themselves," as if it were not a valid argument.

Bless me, I see that I have made a startling mistake! Are you there? The article was not about you but about *advertising*. It appeared in the last issue of *J.S. Journal*. In quoting it the only change that has been made is to substitute "Multiples" for "Advertising Agencies," with the appropriate change of figures.

Please feel again what you felt when you believed that the article was about *your* trade. That is what I feel, since it was in fact about mine. Advertising and Multiples are both popular cock-shies for the ignorant: don't let us shy unfairly at each other! If you don't now see the bias (unconscious I doubt not) in that clever article I'll eat my hat instead of a luscious Sainsbury cheese.

Yours sincerely,

FRANCIS MEYNELL

Mather & Crowther Ltd.

*We did not intend to give the impression that Advertising Agents do not earn the fees their clients pay them. But that there are, perhaps, occasions when clients spend too much on advertising.*

EDITOR.

# Bexhill girls Come out to Dance . . .

*. . . and here on the left is the prettiest pair of ankles at the Bexhill S.S.A. section dance on December 3rd. Parties came from Eastbourne and Hastings. Everyone enjoyed a very gay night out.*



## Night out for Boreham Wood

*After a dinner at the Red Lion, Radlett, on December 6th, Boreham Wood's S.S.A. split up into two parties, one to the Palladium and the other to Cinerama. Picture on the right shows Chairman Mr. Gardener saying a few words.*



## 'A' have fun at Blackfriars

'A' section held their dance at the canteen on December 13th. Demonstration tangos, monster prizes, balloons for everyone agile enough to jump for them and at least three pairs of cool feet were among the photographer's bag that night.



## Folkestone's Dinner and Dance



Held at the Wampach Hotel on December 3rd. On the left, Hythe branch staff grouped round Mr. Cornelius, the manager (kneeling, centre). Picture below shows Mrs. Marsh, wife of Folkestone's manager, presenting a prize to Miss Dale.



# Saturday Night at the "Railway"

*Crawley S.S.A. section enjoyed their dance on December 6th when about 200 members and friends turned up for a very gay dance.*



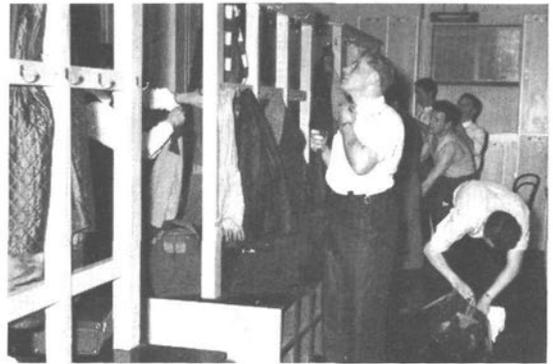
## Party Games go with a Swing at Colchester

*On December 6th Colchester's Christmas Party was a hilarious success. Patching pants, passing balloons, sucking soda through a straw or just swinging with the band, it looks like a wonderful party!*





Three little Eades. Mr. Eade, who is a butcher at Crawley branch, with Mrs. Eade and their triplets, who celebrated their first birthday on December 7th.



Some Griffin footballers getting ready for play in the recently completed dressing rooms in the Pavilion at Dulwich.

# Staff News

## Transfers and Promotions

### Head Butcher

D. A. BAXTER from Aveley to Drury Lane

*We are pleased to record the following promotion :*

### To Head Butcher

V. HOLLIDGE from Hemel Hempstead to Aveley

## Retirements

*We send our best wishes to the following colleague who has just retired:*

**MRS. L. F. JAMES**, who has retired from Blackheath after eight years' service. During this time she was employed as a part-time Supply Woman.

## Obituary

*We regret to record the deaths of the following colleagues and send our deepest sympathy to all relatives:*

**L. COOK**, who died on December 14th after a long and painful illness. He was a member of the Motor Engineers Department and at the time of his illness was storekeeper at our garage in Sail Street. He had been with the firm for 32 years. He started with us at Stamford House as a warehouseman-storekeeper and went to the garage in 1935. He was away on National Service 1942-46.

**J. A. COWARD**, a pensioner, who died on December 1st. He had retired in 1950 as a Leading

Butcher after 40 years' service with the firm. Engaged originally at 3 Brighton, he moved to Portslade in 1946 and he remained there until his retirement.

**A. E. EVERSON**, who retired from the Factory in 1948 as a Skilled Tradesman after completing 30 years' service with us. Since his retirement he had been troubled by illness. He died on December 8th.

**D. FOWLER**, who was employed as a Senior Leading Salesman at Bedford when his death occurred on December 9th. He was engaged in 1933 at Bedford and apart from a short period at Luton and his absence through National Service he remained there until his death.

**J. A. MAGUINNESS**, who died suddenly on December 12th. He joined the staff of the factory in 1950 and at the time of his death was a Special Rate Labourer.



Mr. L. Cook.



Mr. J. A. Coward.



Mr. D. Fowler.

## Marriages (BETWEEN MEMBERS OF J.S. STAFF)

We send very best wishes for their future happiness to :  
Mr. I. Kingman and Miss M. Quinn, both of Marble Arch, who were married on December 13th, 1958.

Mr. I. McKenzie and Miss A. Purcell, both of Marylebone, who were married on December 13th, 1958.

Mr. A. King of Brent Street and Mrs. M. A. Hill of Ruislip, married on December 24th, 1958.

## News from our National Servicemen

D. T. CORNETT, *Fulham*. Cyprus (R.A.F.). Stationed at Episkopi and is now employed in the Sergeants' Mess doing everything from stores to butchery. Has just bought a camera and hopes to get views of the Island before he leaves it in July.

P. M. DREW, *Derby*. Chessington (R.A.F.). Has just returned to camp after embarkation leave. Expects to sail soon for Australia where he will be employed as a telephonist.

J. R. ELDERGILL, 158 *Catford*. Germany (Army). Employed as a cook in the Sergeants' Mess, but has spent most of his time lately training for Cross Country Championships. His last run was eight miles which enables his Battalion to pass into the next round.

A. D. GAVIN, *Putney*. Tripoli (Army). Is still treating the blisters he finished up with after a ten mile march recently—has also taken Physical Endurance Tests and when he "recovers" hopes to accompany his squadron to Benghazi early this year.

B. F. HILL, *Ballards Lane*. Borden (Army). Has just passed his shorthand writer's course and is now awaiting posting to Germany. The billets at Borden are somewhat depressing and he is looking forward to the better conditions he expects to get at his new camp.

C. NOBLE, *H.O.* (Army), who after his preliminary basic training has started his clerical training at Devizes. He was hoping to pass out from this station in early January.

B. W. WALLACE, *Redhill*. Cyprus (Army). Has now been moved to an artillery radar site and is the only cook among 30 men. He finds that he is gaining more experience at cooking by being solely responsible for it. We have not yet heard whether the other 29 approve.

## Welcome back to:

I. A. BOOKER, *Hayes*. Resumed on November 24th. He has been in the R.A.S.C. stationed at Preston, Lancs.

B. HESTER, *H.O.*, who resumed at Head Office on November 24th, 1958, and is now working in the Statistical Department.

*A. Gunter, whose retirement was reported last month, did not start his career with us at Saffron Walden, but, in fact, he joined us as a Warehouseman at Blackfriars and after a period as a driver went to Saffron Walden in 1940.*



## ? What

That frill! First of all it hasn't anything to do with the "knicker" referred to in last month's solution. (It should of course have been a nicker, but spelling never was our strong point.) The frill was in fact, from the inside of a box of Batger's Chinese Figs and the first correct solution opened came from Miss Joyce Tibble, a gondola operator at our Southbourne branch. To her goes a £1 Premium Bond and our best wishes.



Can you identify the object in the picture above?  
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 February 2nd, 1959.

**?**  
**WHAT**



EDDINGTON

SAINSBURY'S  
SAINSBURY'S  
SAINSBURY'S  
SAINSBURY'S

CHAMPION

JEYES

BOSWELL

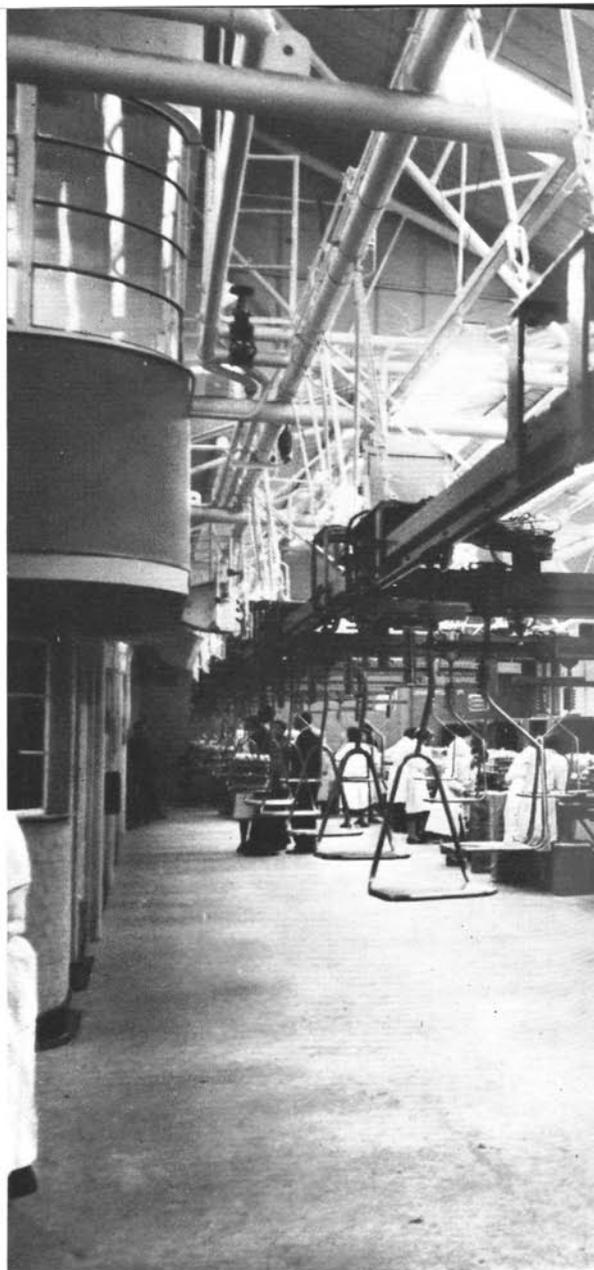
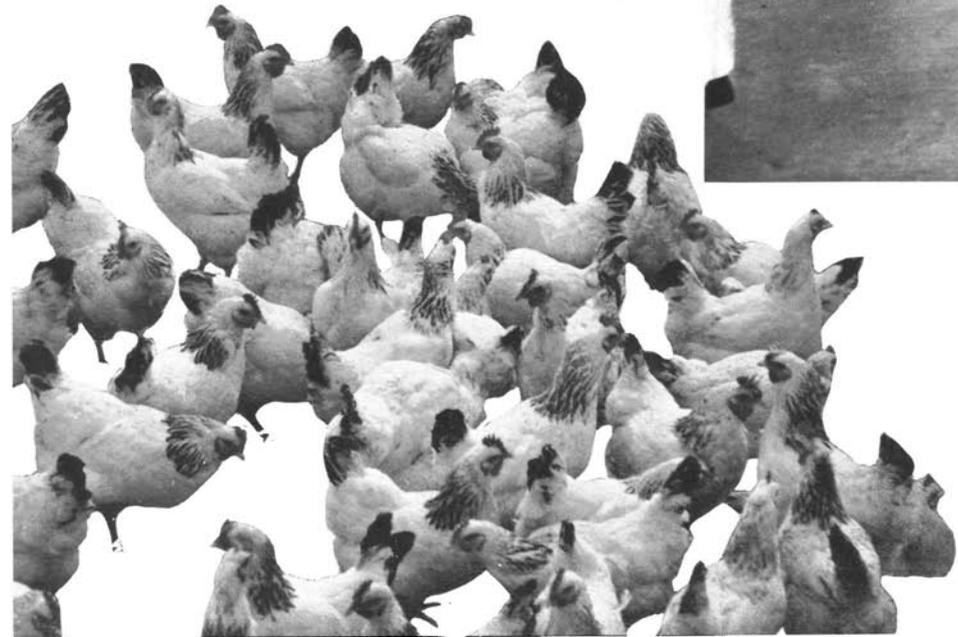
EXPRESSO

SEED

A Revolution  
IN  
OATS

Smith-  
field  
Show  
'54

# Eggs from a million hens



*A general view of the interior of the new station showing some of the grading machines and the overhead conveyor which carries graded eggs to the packing bay.*



Early last month a new J.S. egg-packing station opened at Kenninghall. Generally speaking, egg-packing stations are no great novelty, but at this one the firm has taken pioneering strides forward in egg grading and packing. Our long experience of the trade has helped to create at Kenninghall a station that is the largest and best equipped in Europe. It is housed in a new building covering some 23,000 square feet (an average sized J.S. self-service branch covers 3,000) and can deal swiftly and accurately with the output of a million egg-laying hens every week.

The Sainsbury family have been collecting farm fresh eggs from East Anglian producers for nearly 50 years. It was the late Mr. Frank Sainsbury, a Suffolk farmer, who started the first egg-collecting round with a horse and cart and began to supply well-graded English new-laid eggs for sale at our branches. They were a welcome novelty in London.

The new station is the latest step in the development of the egg-collecting organisation which grew up over the years and in it, modern methods have been used to cut handling to a minimum, to increase accuracy in accounting and to move the eggs