J·S Journal

DECEMBER 1959

OUR RICHMOND SHOP NOW . . .

The Directors

AND THEN—CHRISTMAS 1899

wish to take this opportunity to send Christmas and New Year Greetings to all members of the firm and its friends the world over.
They wish also to express their thanks to every member of the J.S. community for their work in keeping alive the great body of goodwill upon which the continuing vigour and growth of the firm is based.

J.S. are trading again in WALSALL

Our firm began trading in Walsall in 1936 when we bought the Thorogood shops in the Midlands. This shop was never a big one, but we wouldn't have closed it in 1957 if we could have renewed our lease. As things turned out, we closed for two years and have reopened in the much larger new shop seen in the picture at the top of the page. Our old shop is still visible from the front of the new one. It's the shop with the legend "Bargain Stores" on the facia seen in the picture below. The new manager is Mr. W. Overton, from St. Alban's, who joined J.S. in 1927 and first became a manager in 1934.

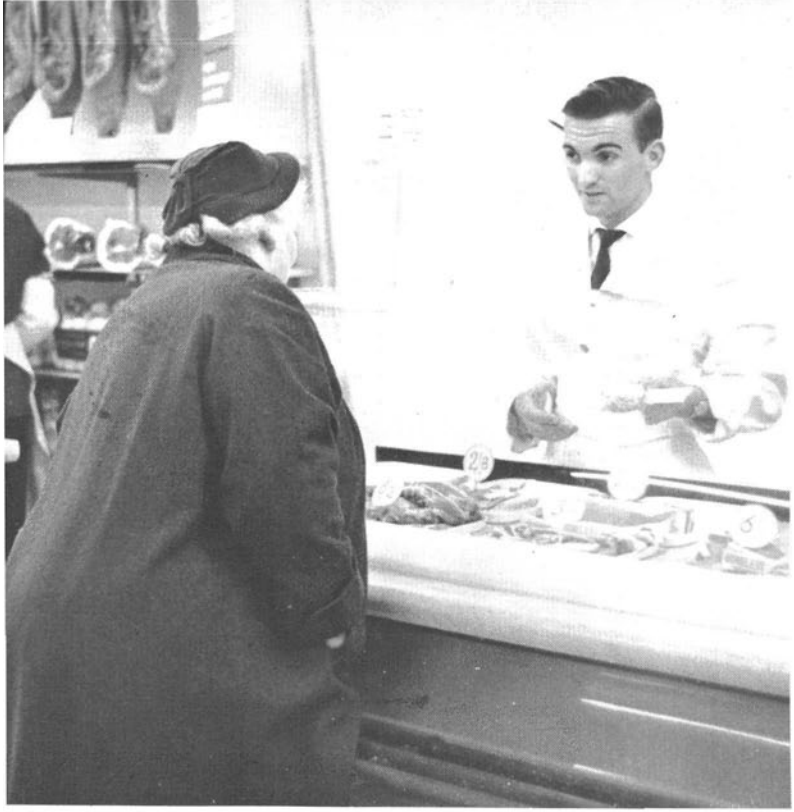
Manager Mr. W. Overton.

Head Butcher
Mr. D. Cope.

Assistant Manager
Mr. M. Fowler.

Off to tea: Miss E. Adshead, Mrs. M. Williams, Mrs. M. Mobbs, Mrs. R. Newman, Miss V. Woodcroft, Mrs. M. Hughes, Miss M. Milburn, Mrs. B. Berwick, Miss A. Harris and Miss R. Jones.

The shop interior.



Mr. W. Davis.

Miss J.Westley.

Miss S. Wilcox.

J.S. people at Walsall

Mrs. E. Bytheway.

Mr. Perrins.

Mr. G. Hayward and Mr. E. Harrison.

A grey day in a red-brick town.

Staffordshire is famous for bull terriers. Here's a champion.

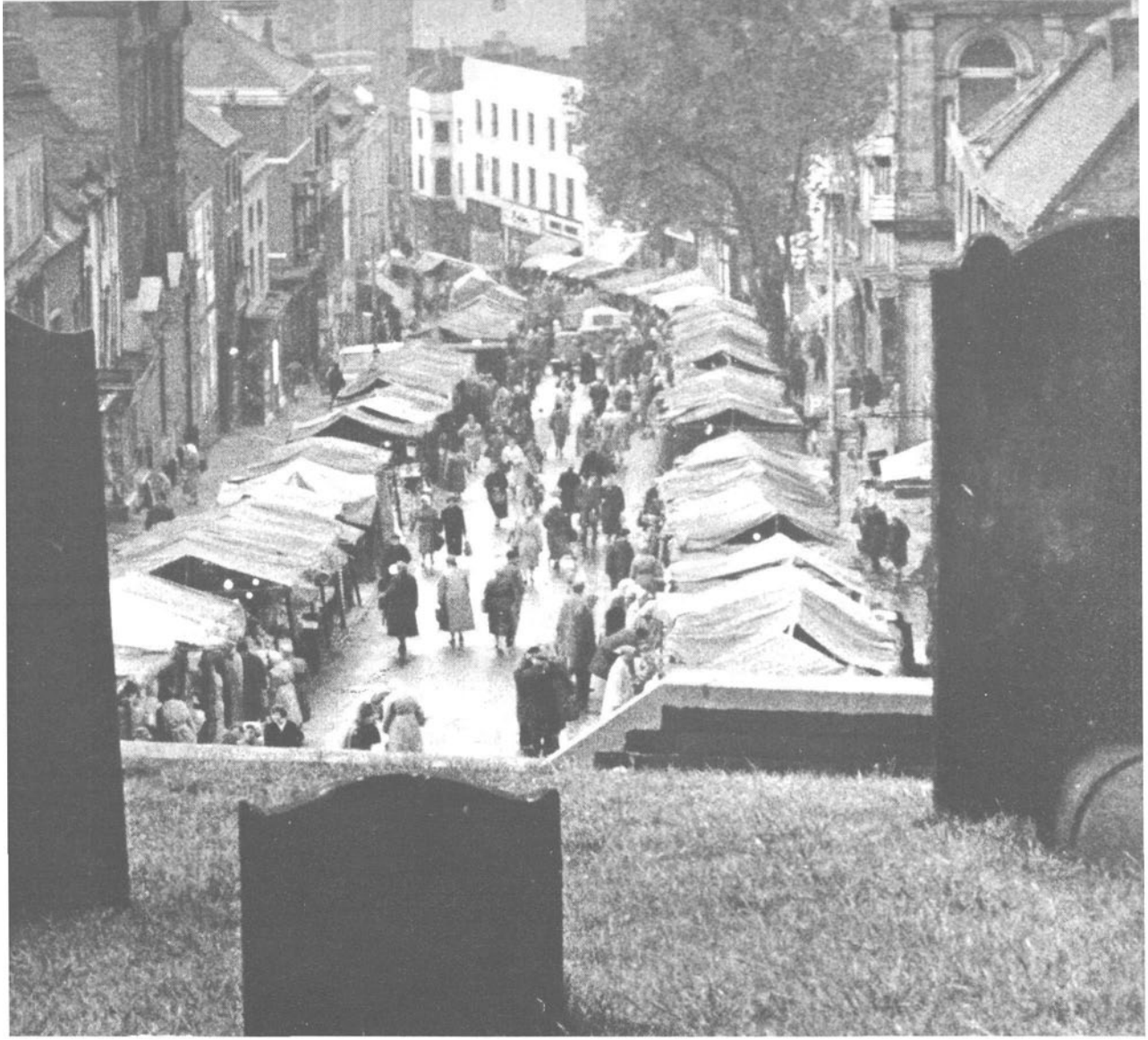
Kennel Gazette Picture

Walsall

A Town with a Hundred Trades

A town of 114,600 population, 393.5 ft. above sea level, 9 miles from Birmingham and 120 miles from Blackfriars; it has 400 acres of parks, 553 factories, 10 hospitals, 50 places of worship, 2 golf courses and one street market.

It is a town with a reputation of tough adaptability that has turned from one trade to another as necessity or fashion drove it. Yet its traditions are strong. Walsall men still breed their kind of Staffordshire bull terrier though they long



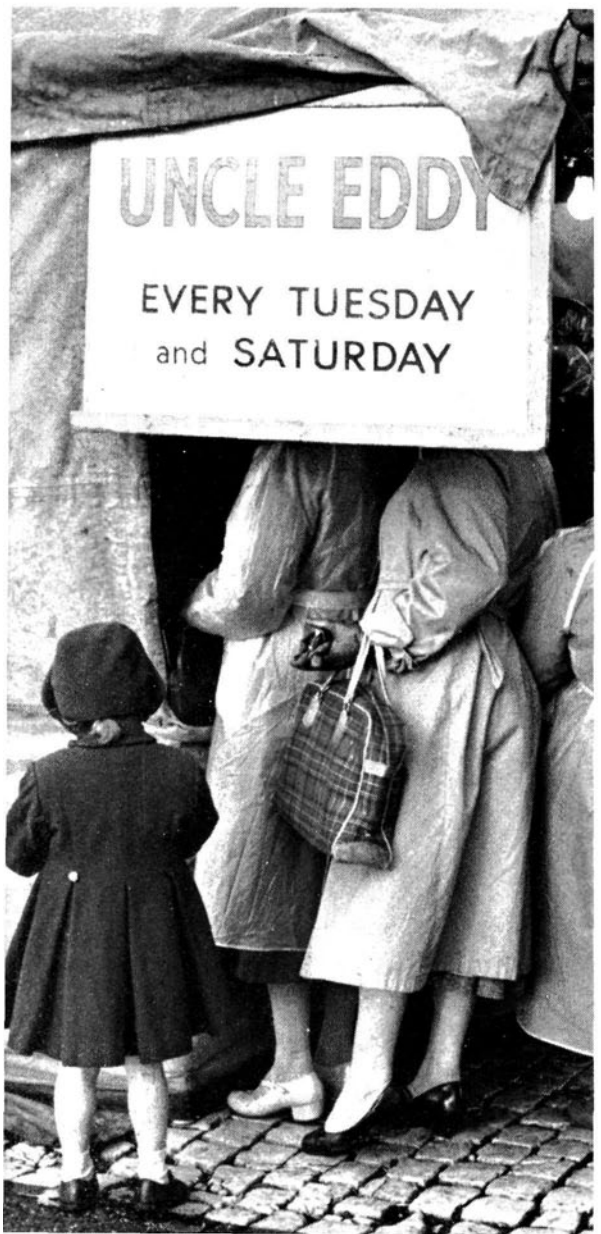
Every Tuesday and Saturday there's a market in Walsall's Digbeth Street below St. Peter's church. You can provide for bed or breakfast or just nip in out of the rain to listen to Uncle Eddy's patter.

ago gave up using them for fighting. And on days off they paint up their pigeon lofts and clock in their homing birds returning from Cornwall or Sunderland.

It is an old town with a long history dating back to early British times. By the 18th century it had become famous as a centre where buckles and bits and all the rest of the hardware of the harness trade were made. It was famous, too, for the ornamental buckles worn on shoes. When the fashion for them died out the town's trade suffered and George III tried hard to revive it by wearing outmoded buckle shoes. It didn't help and Walsall's practical townsfolk turned to making the leather saddles and harness to go with their buckles and bits.

When the motor car reduced this trade to small compass they turned in their adaptable way to making wallets, footballs, gloves, suitcases and as a natural extension, since they had the sewing machines, to making tents.

Not surprisingly, Walsall was nicknamed "The Town of a Hundred Trades."


UNCLE EDDY
EVERY TUESDAY
and SATURDAY

A Great NOSTRUM

Sweet, rich and even in flavour is how the experts say a good mincemeat should taste. No single flavour should dominate it. The making may or may not take great skill in cookery depending on what you put in it. The older recipes for mincemeat—and you don't have to go any further back than Mrs. Beeton to find one—all contained a lot of meat as well as the suet. One recipe was based on chopped, boiled and pickled tongue and the meat of calves feet. Another used boiled sirloin of beef. The most magnificently rich of all we have found had equal parts of boiled beef and tongue. Three pounds of lean beef from the neck was recommended. The two meats were cooked together and then chopped into fine pieces. Three pounds of chopped beef suet then went in, together with chopped apples, currants, raisins, chopped candied peels and almonds, both bitter and sweet. Fresh lemon and orange peel were grated in and the spices added included a teaspoonful each of pepper, ground cloves, allspice, cinnamon, mace and two ground nutmegs. A quart of Madeira and half a pint of brandy was poured over this lot and enough sweet cider added to moisten it! The cook-book says this one is ready to eat 24 hours after mixing. Other authorities think mincemeat should be left to mature for a few weeks. They all agree that it will keep for a long time if sealed well.

Mince pies have a long history. They were certainly popular in the 15th century when they were called "mutton pies." Round about 1600, calf's tongue replaced the mutton as the meat ingredient. M. Misson, a French traveller in England about the end of the 17th century who was rather critical of English cookery, was fascinated by our mince pies. It was called Christmas Pye then and was a popular dish, since sugar and spices from the East had become cheap. Misson says Christmas Pye was eaten everywhere. "It is a great Nostrum the composition of this Pasty; it is a most learned Mixture of Neats-tongues, Chicken, Eggs, Sugar, Raisins, Lemon and Orange Peel, various Kinds of Spicery, &c."

The traditional Christmas Pye had a simple religious significance. It was made in an oval dish to represent the manger or the cradle of the Infant Jesus and the pastry decorations were the swaddling clothes. The mincemeat, being a rich collection of good things, represented Jesus. This simple religious imagery, it is said, upset the Parliamentarians under the Commonwealth and Cromwell forbade the making of mince pies as a Popish practice. In its place the plum pudding was encouraged. After the Restoration Charles II was asked for a ruling on this point of popular doctrine. Charles, who had seen enough trouble and wanted nothing more than a quiet (if entertaining) life, said: "The Church of England is catholic—keep them both."

Mincemeat Pudding

Here's a mincemeat dish that is a change from both mince pies and Christmas pudding.

Cut thin slices of stale bread about ¼ in. thick. Butter a pudding basin, line the bottom with a thin layer of mincemeat, cover this with bread slices dipped in milk and go on alternating layers of mincemeat and bread till the basin is full. Pour in four eggs beaten up in ¾-pt. of milk, sweetened to taste, let it soak in for half an hour. Cover with sheet of paper and a plate and steam for one and a half hours in a saucepan with a little water in it. Serve with a sauce made as follows.

Put six yolks in a small, double saucepan with six tablespoonsful of castor sugar, beat, add ½-pt. white wine. Stir well as you cook it on a moderate fire. When it is thick take off and beat well. Be careful not to let it boil.

Turn out the pudding, garnish it with glacé cherries, cover it with sauce and eat.

J.S. mincemeat doesn't contain meat (other than suet) but is certainly in the "great Nostrum" class.

Penny Wise

Every Christmas a lot more coins go into circulation to help us celebrate the season. At the Royal Mint on Tower Hill they take these seasonal demands in their stride.

"People expect to see something rather glamorous here," said our guide at the Royal Mint, "but they're usually rather disappointed. We're really only a light engineering plant. We'd be very good at turning out washers." And, in fact, that's what some of the machines seemed to be doing until we looked closely and saw that they were stamping out coins with holes in the middle of them for an African country.

The Mint of today isn't very old. The plant on Tower Hill, where all the coins we use are made, was built about 150 years ago. Before that it had been in the Tower across the road. Before that it was in the old Treasury and Exchequer buildings at Westminster and before that there were many mints. There's plenty of evidence to show that coins were struck in Britain before the Romans came. The coins were made much in the same way as they are, in fact, still made, by pressing a piece of metal between two dies made of a harder metal. They were all of gold, a metal used rather rarely for British coinage now and then only to keep their hand in at the Mint. The old British coins were copies of Gallic designs which were copies of Roman ones. The minting of money in Britain stopped when the Romans occupied England, but the art must have been kept up since some bronze coins were struck soon after the Romans had gone in the 5th century A.D.

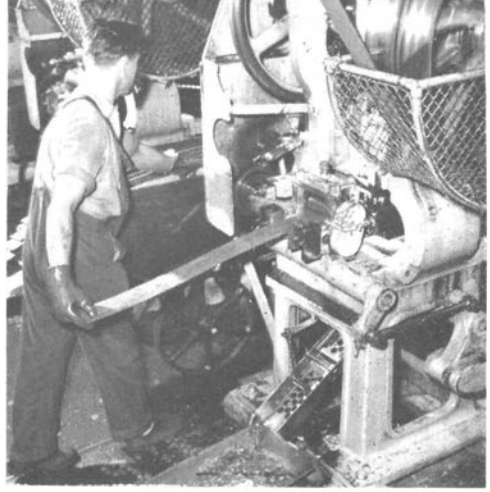
A couple of centuries later, when England was divided into mutually hostile or suspicious kingdoms, mints came into existence at London, Canterbury, York, Winchester and other places. With the gradual unification of the country a standard coinage became a very desirable thing. By the 11th century there were 75 mints in England of which the London one was the senior. The others hired the dies used to strike the coins and paid a licence fee for this privilege.

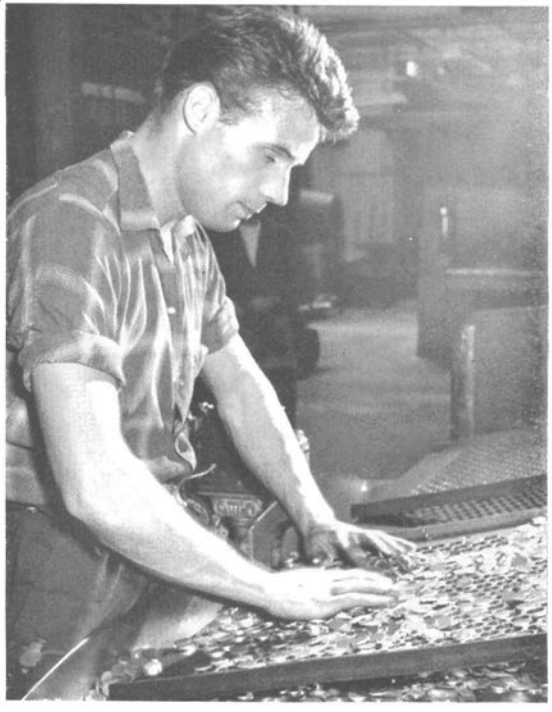
These mints were small organisations and probably didn't have to work continuously through the year. Their technique, however, was a fairly advanced one for the time considering that the mass production by industry of standard sized objects only began in the 18th century. The dies for coin making were cut in steel. The designs were hollowed out in the face of each die with gouges and punches and for one side was a crudely vigorous symbol representing the monarch. It wasn't a portrait and the first actual portrait doesn't appear on English coins till the reign of Henry VII (1485-1509). The other side, the reverse of the coin, carried a coat of arms or similar device. The die with the head on it had on its back a long spike, which was driven into a wooden block like a butcher's block.

How coins were struck

The coins were struck from blanks which were cut from long strips of the metal used. The blank was placed on the lower die and covered by the upper die. Then the "moneyer" hit the upper die several times with a hammer and thus "struck" the coin. The upper die came in for a lot of wear and was usually made in duplicate.

Moneyers were responsible to the king for the quality of the coinage and the moneyer's name, as well as the king's, appeared on the coin. If he





The coins we use today are made from metal alloys. In the picture above a mixture of molten metals is being poured into a mould to form a long thick bar. The bars are rolled into thinnish strips and coin blanks are punched out of them by a stamping machine (top right). Faulty blanks are eliminated by sorting on a perforated tray (right).

didn't keep strictly to the rules about weight and quality of metal he came to a painful end.

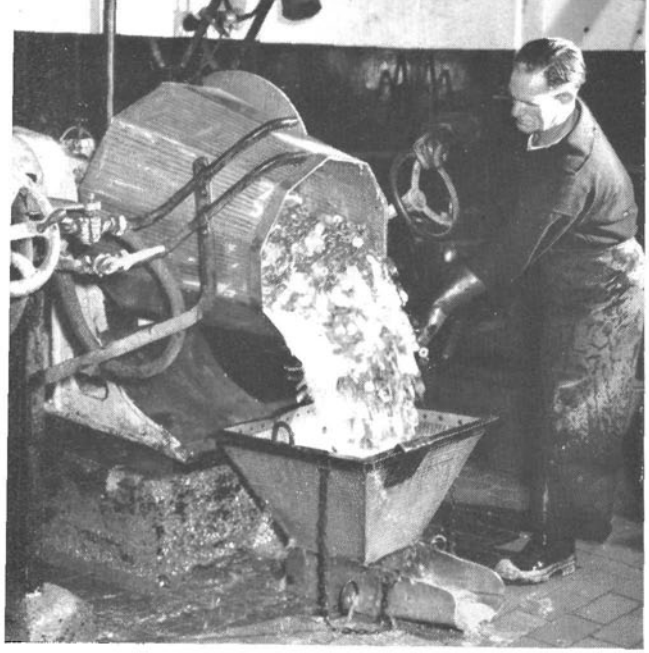
The coin that these moneyers made was almost always a silver penny. There were, occasionally, other coins, but for five centuries virtually the only coin struck by the Mint was the penny. Its history begins with the Roman *denarius*, first struck about 269 B.C. The English version was an imitation of the French *denier* issued in A.D. 755. The kingdoms of Kent and Mercia used it first and within a century it was the basic coin of English trade.*

The raw material for our coinage in those days came from abroad, usually in the form of foreign coins, though some metal was imported. The coins or the ingots were melted down and remade into English coins. Every Mint had an exchange system by which you could take in your foreign money or your old, out of date, English money at times when new coinages were being struck and, for a charge (called seignorage) you could have it all turned into bright new English coins. The seignorage went partly to the King and partly to the mint-master to cover expenses of running the Mint and to provide a profit.

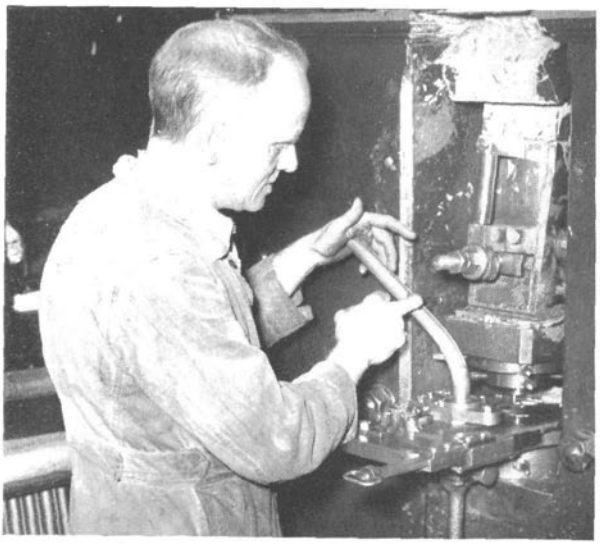
Throughout the Middle Ages the standard of value was a pound weight of silver. Gold was much too rare to be a useful medium of exchange. The silver penny was the 240th part of a pound of silver and this relationship is preserved for us in the system of Troy weights in which 20 penny-weights (i.e. the weight of 20 pennies) = 1 ounce, and 12 ounces = 1 pound. Hence, originally, 240 pennies weighed one pound and from this arose the present relation between the penny and the pound. And perhaps, too, that very curious notion that if you look after the pence the pounds will look after themselves.

This arrangement came to grief as silver became

* It is interesting to note that the shilling was for centuries a "money of account" like the guinea today. That is a denomination used in calculating prices or fees but having no equivalent coin. The Anglo-Saxons used shillings to calculate values, but the first shilling piece was struck in the late years of Henry VII's reign.



After the coin blanks have been punched out they are put into a rotating bath to be cleaned by a mild acid. They come out bright and shining and go to a dryer.



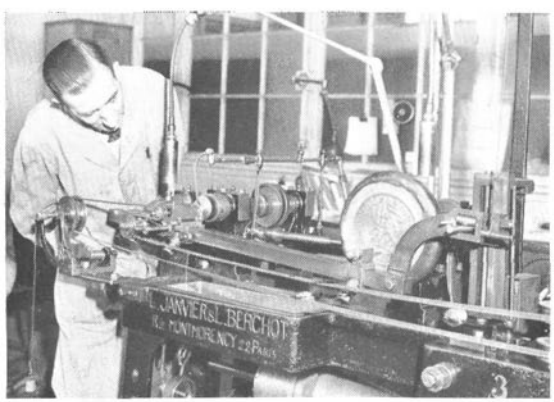
The picture on the left shows an operative feeding blanks down a tube to the coining press. The blanks are pushed mechanically from the base of the tube on to the lower die, held in a circular collar, and the coin is "struck" by the descent of the upper die. Pressure varies from 30 to 140 tons per sq. in., depending on the size of the coin, type of metal and the degree of relief.
Above, the coins are being inspected on a moving belt. Faulty coins are removed and go back to the melting pot. The belt is so arranged that the coins reveal one side at first and then appear reversed before falling into the metal carrier.

dearer. By 1464 the weight of the penny was down to 12 grains (there are 24 grains to a *dwt* or pennyweight; the *d* stands for denarius just as it does in the symbols £-s-d) and by the end of Elizabeth's reign the penny weighed less than 8 grains. At this weight five silver pennies would weigh about the same as one of our farthings and as you can imagine it was a very inconvenient coin even for days when there weren't any queues at the checkouts.

The large penny wasn't issued until 1797. This coin, like the ones we use today, had a design which included Britannia with a trident and a three-masted ship on the reverse. The use of Britannia on our coins began with a Roman 2nd century coin. It was revived in 1672 when the silver pennies had become so small that the halfpennies and farthings were ridiculously tiny. The model for Britannia on these coins was Miss Frances Stewart, later Duchess of Richmond and who is described in the less outspoken history books as a "favourite" of Charles II; ". . . a pretty thing it is that he should choose her face to represent Britannia by," wrote Samuel Pepys in his diary.

As the metal passes from one stage to the next, control is maintained by weighing it. Allowances must be made for the tiny loss due mainly to sublimation and cleaning off oxide at various stages. These workers are checkweighing finished coin.

U.K. "silver" coin when it is finished is counted into £100 lots and sewn into bags.
Below is the pantograph which cuts dies the size of our, coins reducing them precisely and in reverse from large versions of the design.



She has shown remarkable endurance. It was only in 1937 that she was replaced on the half-penny by a three-masted sailing ship and on the farthing by a very pretty wren. She remains firmly established on our Elizabethan pennies but the ship has gone. She has kept the lighthouse, an addition made to the design in 1860.

New Ways to Make Money

The growth of trade and the consequent need for more money in circulation gradually brought about developments in the technique of striking coins and in the organisation of the Mint. The moneyer became a mint-master who worked under contract and machines replaced the primitive method of hitting the dies with a hammer. Under Charles II new machinery was installed at the Mint (it was in the moat of the Tower of London then) which turned out 20 to 25 coins a minute. It was clumsy and dangerous to the operatives' fingers. By 1696 the Tower Mint was able to make £100,000 a week when operating at full capacity.

The present site of the Mint on Tower Hill looking across the Tower towards London Bridge once was used as a Royal Navy victualling yard. The buildings were erected between 1806 and 1811 and new machines made by Boulton, Watt and Rennie were installed. They were more efficient and productive than anything in existence at that time. The steam-driven coining presses struck coins at the rate of 100 a minute and no longer consumed human fingers.

The Mint, in spite of this new plant, remained a rather mediaeval organisation in which jobs were handed down in families. The coining was still carried out by moneyers who used their traditional privileges to keep up the cost of the job. In mid-century years a Royal Commission made recommendations for reforming it, and turned it into another government department. It has grown steadily in size and output and today it makes not only coinage for Great Britain but, under contract, produces coins for countries all over the world who have no facilities for making their own coins.

One major task of the mint in our time was the change-over from silver coins to the cupro-nickel ones which we use in their place today. The change was made in order to repay silver which Great Britain had borrowed during the war from the U.S.A. on a promise to pay it back ounce for ounce. Using an apparatus which, by the use of magnetic fields, could distinguish between the silver and cupro-nickel coins the Mint gradually sifted out of our metal coinage enough silver to pay back 60,500,000 ounces of the loan of 88,000,000 ounces of silver. The repayment was completed in April 1957.

On November 17th
the Directors entertained
to dinner at
the Savoy Hotel, London,
the firm's branch
Supervisory staff
and Managers, together
with all other Executives
and Officials
throughout the business.
On this memorable
occasion in the
firm's history some
540 persons were present.

Welcome

Mr. Alan Sainsbury. *Mr. R. J. Sainsbury.*

Mr. R. J. Sainsbury.

Mr. S. G. Cudmore. *Mr. F. W. Salisbury.*

Mr. D. Pillar.

Mr. J. D. Sainsbury.

Mr. James Sainsbury (left) and Mr. B. T. Ramm.

Mr. N. C. Turner.

Mr. Timothy Sainsbury.

Mr. Simon Sainsbury.

Mr. W. M. Justice, Mr. E. F. Williams and Mr. J. Gregory.

Mr. David Sainsbury.

Mr. L. Netherton,
Mr. G. Collin.

Mr. T. R. Welham.

Mr. Alan Sainsbury with Mr. S. Walter whose retirement took effect a few days after the dinner. In the speeches warm tribute was paid to Mr. Walter's contribution to the firm's success.

Mr. G. H. Foord, Mr. L. W. Rawson.

Mr. G. Pawsey,
Mr. L. C. Kearley.

Mr. L. Manners,
Mr. C. R. Grigson,
Mr. K. T. Brooks,
Mr. L. C. Mansfield.

Five years of Change and Achievement

Mr. Alan Sainsbury welcomed the guests on behalf of the Directors and in his speech dwelt firstly on the changes and achievements that had taken place during the five years since the last dinner was held on November 2nd, 1954.

Six weeks before the first dinner we had opened Southampton, our eighth self-service branch; recently we have opened our new George Street, Croydon, branch, our 26th. Mr. Alan went on to mention some of the individual commodities which had shown the most startling increases — Poultry, Butter, Canned Goods, Meat — and referred to such changes as the growth of Pre-packed Butter and R.T.C. Poultry; also to the disappearance of domestic delivery and the catering trade.

He then went on to consider the future and outlined some of the exciting development plans. Amongst new branches he mentioned Bury St. Edmunds in the Eastern Counties, which may one day rival its neighbour, Cambridge; the latest of our new town developments at Basildon; Portsmouth, Chichester, Cowley; the new Coventry, which will make history in the Midlands by being by far the largest self-service store there; and Welwyn Garden City, remarking, amidst laughter, that it was right in the heart of certain opposition country. There were also other large units in the Home Counties and Southern Midlands, which were not yet finalised, but he assured his audience that it was quite an ambitious programme.

Mr. Alan also said that along with new branches must come new warehousing and new methods of handling, so exciting things will be happening in this field during the next five years.

In conclusion, Mr. Alan referred to the bountiful goodwill with the English public which J.S. enjoyed today and the sense of pride and responsibility that this entails.

Looking Towards the Future

Mr. R. J. welcomed Mr. J. D. Sainsbury and Mr. Simon Sainsbury to the Board of Directors, and Mr. Timothy Sainsbury to the firm, at the same time expressing his happiness that his son David would be joining the firm within a few years. He affirmed the great desire and hope of Mr. Alan and himself that the firm would celebrate its centenary still a family business and spoke of the very definite advantages to the firm in it being a family business, especially the continuity of trading policy which was made possible.

In welcoming as a new Director one who is not a member of the family, Mr. R. J. paid tribute to Mr. W. M. Justice's business statesmanship, and expressed the hope that Mr. Justice would not be the last non-Sainsbury to be appointed to the Board during the working life of the third generation, emphasising the importance which the family attached to the Board not being limited to descendants of the founder.

Mr. R. J. stressed the need to ensure that in every section of the business men were being trained to take responsibility in the future, for only in this way would the J.S. trading traditions be maintained. He made a strong plea to give the younger generation a chance to learn and to benefit from the knowledge and experience of their seniors, explaining the firm's policy not to recruit from without if there is any suitable candidate within the organisation. To Mr. Walter, who has now retired, Mr. R. J. gave warm thanks for his great contribution to the success of J.S., and concluded: "In the name of the Directors, and through you, I would like to thank our staff, one and all, for the part which they play in maintaining J.S. as the leading firm in the retail food trade."

Mr. Derek Salisbury, Mr. F. T. Nash, Mr. A. R. Elsworth, Mr. W. C. Humphrey, Mr. A. G. Jarvis, Mr. J. H. Munro, Mr. R. Dudman, Mr. E. G. Davis, Mr. A. Rawlinson, Mr. G. Baggott, Mr. I. Green.

Mr. A. Jones, Mr. A. C. Welch, Mr. J. D. Sainsbury, Mr. R. G. P. Cox, Mr. W. J. Hedges, Mr. F. W. Salisbury, Mr. R. S. Harrison.

Mr. P. R. Staples, Mr. R. Walus, Mr. D. Pillar, Mr. B. F. Gorham, Mr. J. F. Charles, Mr. J. W. H. Sheppard, Mr. A. E. Leach, Mr. L. P. Warres, Mr. G. H. E. Bowyer.

Mr. H. Haslam, Mr. P. A. C. Snow, Mr. A. James, Mr. A. B. Davis, Mr. R. J. Harris, Mr. W. Overton, Mr. B. W. Morris, Mr. G. Gooddy, Mr. F. J. Speed, Mr. F. L. Stevens, Mr. A. J. Tamlyn, Mr. R. A. G. Lee.

Mr. T. A. Reeve, Mr. H. D. Symons, Mr. T. R. Welham, Lord Ebrington, Mr. F. Polson, Mr. T. Dean, Mr. L. Jackson, Mr. C. W. Arow, Mr. C. H. C. Clarke, Mr. F. C. Williams, Mr. P. Moore, Mr. L. J. G. Phillips.

Mr. K. Hill, Mr. D. Mullarey, Mr. S. Tanner, Mr. A. Biddlecombe, Mr. N. R. Hayes, Mr. L. T. Wrench, Mr. C. Etherington, Mr. G. Crathern, Mr. G. Harrison.

Mr. G. Hudd,
Mr. W. B. Mansfield,
Mr. R. W. A. Shepperd.

Mr. F. E. Barton,
Mr. J. W. Green,
Mr. F. L. Cook.

Mr. H. J. Ingram,
Mr. A. L. Birch,
Mr. A. R. Elsworth.

Mr. G. H. Foord, Mr. H. W. Carter, Mr. C. Wood, Mr. F. Finch, Mr. G. Watson, Mr. C. Grindley, Mr. H. Knell, Mr. R. Futter, Mr. F. Edwards, Mr. A. G. Thain, Mr. G. G. Brown, Mr. L. T. Westcott.

Mr. H. Barron, Mr. A. W. F. Heffer, Mr. G. Taylor, Mr. A. W. Hadden, Mr. J. Marsh, Mr. R. E. Gregory, Mr. W. G. Manning, Mr. G. H. Ansell, Mr. A. H. Gibbs, Mr. G. Lintott, Mr. N. W. Brayne, Mr. C. J. McGinn.

Mr. K. Wood, Mr. L. A. Lewis, Mr. N. E. Harding, Mr. W. G. Beavan, Mr. E. R. Weeks, Mr. R. Linfield, Mr. S. D. Goddard, Mr. M. W. J. Robinson, Mr. I. W. Tasker. Mr. R. A. Hopkins, Mr. A. B. Brown, Mr. J. F. Soper.

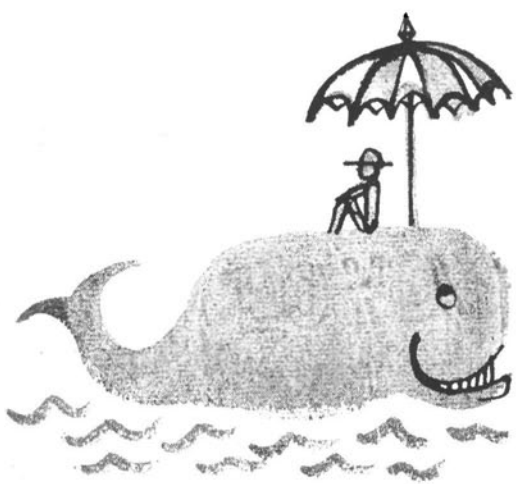
Mr. B. S. S. Lewis, Mr. W. F. Allum, Mr. G. Harvey, Mr. J. Mason, Mr. W. E. Mitchell, Mr. E. W. Woodward, Mr. P. A. Fletcher, Mr. V. J. Lonnon, Mr. W. E. Towersey, Mr. H. S. Ellis, Mr. C. W. Turner.

Mr. E. Marchant, Mr. F. Gillan, Mr. C. E. J. Yeo, Mr. C. J. Darby, Mr. C. A. Smith, Mr. A. L. Birch, Mr. J. M. Yeates, Mr. C. V. Larring, Mr. K. G. Tappenden, Mr. J. Graves, Mr. J. G. Baker.

Mr. F. A. Goldsmith, Mr. J. W. Weyers, Mr. H. J. Pounder, Mr. E. Gorman, Mr. N. J. Miles, Mr. A. C. Biggs, Mr. N. H. Wells, Mr. R. B. Pagden, Mr. R. M. Gooding, Mr. C. F. Connelly, Mr. H. G. Bassett.

Get surrounded by the sea in 1960

Both for cheerful hopefuls who expect last year's summer to repeat itself and for cautious realists hardened by experience we present possible islands for your holidays



Elba

It's about the same size as the Isle of Wight and lies between Corsica and Italy, a small French territory close to the Italian coast. Visitors say it has all the beauty of Capri with the addition of beautiful sandy beaches. To get there you go first to Piombino, on the Italian Riviera, and cross by boat. It takes about an hour. You can go under your own steam and stay at one of the bigger towns or, if you like, there's a French holiday organisation, Club Mediterranée, with London representatives, that runs a holiday camp on one of the beautiful southern beaches of Elba.

Their camp is a mixture of tents and straw huts (they really are cool to live in) built between the long silver beach and a pine wood. There's a fishing village nearby and a mountain that towers 3,000 feet above the bay. You won't be expected to do anything at all unless you want to—the club motto in Elba is *far niente*—but there are trips to Florence, Pisa and Sienna if you can tear yourself away from the beach, the local night life and the island wine. If you find this sort of South Sea Islandry too crowded there's an annexe to the camp on a totally uninhabited bit of rock and sand called Monte Cristo.

If you think this sort of holiday is your cup of wine you can get more information about it from Travel Counsellors, Ltd., 139 Kensington High Street, London, W.8. If you prefer hotel comforts you can get information from the French Tourist Office, 66 Regent Street, S.W.1.

Isle of Wight

Because it is the holiday island most easily accessible from London we have a special affection for this fragment of downland, cliff, sand and shingle broken off the South Coast. This bland, relaxing island has real charm and for a place to take the kids and forget the daily routine you couldn't ask for a pleasanter, dreamier and more English place. Queen Victoria liked Osborne at East Cowes best of all her royal homes, maybe for just such reasons. The island's attractions are a well-indented coastline with sheltered beaches (one at Alum Bay with coloured cliffs in wonderful stripes), a rolling downland interior with thatched cottages, haystacks and barns, an ancient castle at Carisbrooke (Charles I was a prisoner there), seven really pleasant small towns by the seaside where you can go boating, fishing, swimming, play games or just lie in the sun and watch the kids getting smothered in ice cream and sand. In the distance there's a brass band playing not too loudly from a wonderfully elaborate bandstand. If this pace is too hot you can find yourself a restful village life a little further off.

From most points on the coast you can see ships of all sizes close up and far off. An unending cavalcade that never bores.

To get there you can go by boat from Portsmouth to Ryde or Southampton to Cowes or Lymington to Yarmouth. There's a car-ferry on each route. If you want to know where to stay write to the Isle of Wight Publicity Council, Newport, I.o.W., for the All-island Register of Accommodation. For information about the towns you can get guides by writing to the Town Clerk, Newport, The Information Bureaux of Ryde, Sandown and Shanklin and the Clerks of the Councils of Cowes, Ventnor and Freshwater.

L'Ile d'Oleron

This island lies just off the Atlantic coast of France; not far from La Rochelle. It is a popular holiday island for French people and a good deal less frequented by foreign tourists than the Mediterranean coast. The climate is equable, mild and by our standards warm. It is seldom oppressively hot like the Midi can be and there's usually a cooling wind blowing off the ocean. The Ile d'Oleron is about 20 miles long and six wide and has about 50 miles of sandy beaches. You can take your choice of surf on those facing the Atlantic or calmer sheltered seas on the beaches and coves which face the mainland. The tiny villages and small ports have great charm and retain some of the atmosphere of their great days in the 17th century, when they prospered greatly on trade with the Americas.

There's a good car-ferry from Le Chapus on the mainland to Ors. There's a real château at *Le Chateau* built by the famous architect Vauban and there's a good coach service all over the island.

Besides the sandy beaches there are acres and acres of pine forests planted to keep the sand from encroaching on the farming land. You'll find them full of campers. There are camping sites with the usual facilities at several points on the island.

Island meals contain a lot of fish and shellfish. Portuguese oysters are farmed locally. They are plump and softish in texture and are eaten all year round. There's a pleasant local white wine to drink with them.

For information about it you should write (send a stamped addressed envelope) to The Union of Syndicats d'Initiative of Oleron, Charente-Maritime, France. The French tourist office at 66 Regent Street, S.W.1, is helpful.

The Isles of Scilly

Sardinia

There are five of them to stay on. St. Mary's is the biggest with a population of 1,350. The rest of the 450 islanders live on St. Agnes, Bryher, Tresco or St. Martin's. Climate is warm, pleasantly fresh with a very early spring. The flower industry flourishes in the early months of the year with shows in mid-January and early March. Best weather for holidays is in May or June say local people.

To get there go first to Penzance and on by boat or by air from Land's End Airport (a bus runs from Penzance station to the airport). The sea trip takes two and a half to three hours depending on the weather. By air it's 20 minutes flying time. You can take your car if you book space for it in advance. Leave your caravan at home—they aren't allowed on the islands, nor may you camp except at licensed camp sites.

Since Hugh Town, the main town of St. Mary's, is really a very small town it's advisable to book rooms in advance (well in advance for May and June) and if you write to: The Council of the Isles of Scilly, Hugh Town, St. Mary's, Scilly Islands, they'll send you a helpful list of hotels, guest houses and private houses who let rooms. It gives prices and types of accommodation. They'll also send you up-to-date information about air and sea services, with fares. Don't forget to send a stamped and addressed envelope.

Keen gardeners always enjoy visits to these islands. Besides their interesting local horticulture they are rich in wild flowers, and at Tresco Abbey there's a famous garden with exotics and sub-tropicals in profusion. Non-gardeners will find swimming, fishing and boating a real pleasure in the crystal clear waters of the island's coves and beaches.

South for Mediterranean sunshine you'll find masses of islands with large populations of holiday-makers. One of them that hasn't yet been turned into an international playground is Sardinia, a bit of Italy surrounded by water. The beaches are silver white, the landscape of the interior varies from olive and citrus groves to stretches like the far side of the moon.

The natives are honest and sociable and prices are still reasonable. It offers, says a travel leaflet, "calm escape from a tumultuous world," and you can get away from one of our tumultuous branches on a Saturday and be eating a calm escapist meal at Alghero on Sunday night.

Underwater fishing is popular in the clear waters off the Sardinia coast, and you can hire cars or scooters, or bicycles or horses, if you want to get around. As the island is big (200 miles long) there is plenty of variety to explore. It has a long, long history and is rich in very ancient relics of early Mediterranean civilisation. You can get out of the 20th century in a matter of minutes by heading for the interior. Local people deny the existence of bandits though, if pressed, they will admit that there may be one or two in the remoter parts surviving from the years of Roman occupation a couple of thousand years ago.

Local wine is cheap and good and the local food delicious. Lots of pasta, lots of fish and wonderful veal. It's a good place to take children as life is slow in tempo. There aren't any night clubs or bright lights, though the cafés don't seem to have any closing hours.

If this seems like your temporary Shangri-la you can learn details and prices from Horizon Tours, Ltd., 17 Hanover Street, Regent Street, London, W.1.

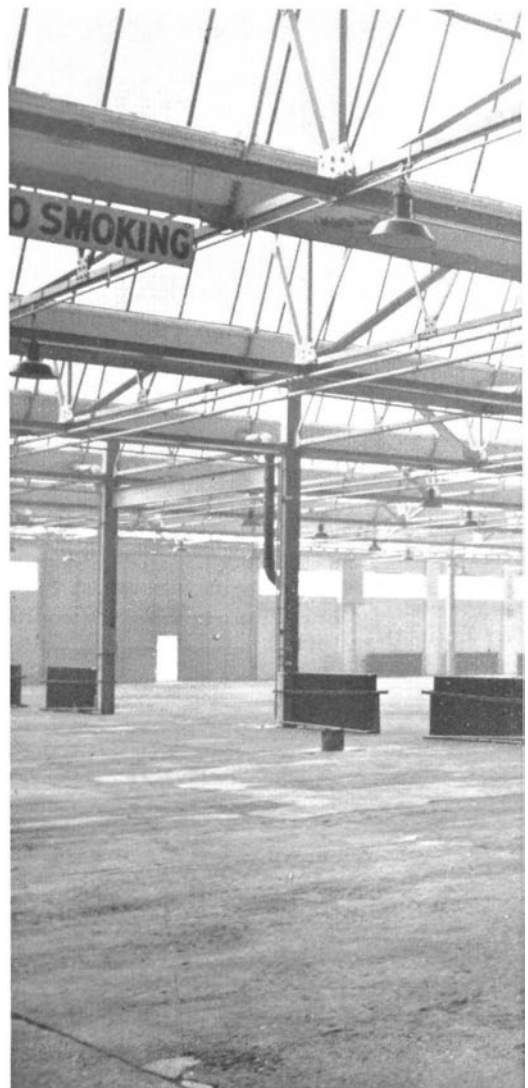
Isle of Man

It is probably familiar to Southerners as a place where T.T. races are held, where the cats have no tails and where the islanders have their own ancient House of Parliament (called the House of Keys). Northerners have been holidaymaking there for several generations and with pretty good reason. The island is very beautiful. Hilly, rugged and romantic in the interior, plenty of safe sandy beaches round the coast for the kids to play on, tennis courts, bowling greens, golf links, ballrooms, cinemas, parks—in fact, all the makings of a well-organised holiday. The island has made holidays one of its biggest industries and has done it very well. If you want a holiday with something for every member of the family within easy reach you'll be sure to find it here.

They still have a few horse trams and a very pretty narrow gauge steam railway, but the big attraction for transport fans is the series of T.T. Races, Bicycle Races and Motor Scooter Rallies that take place in the summer months. The stars of the motor cycling world come to the island then and roar furiously along its roads.

You can get there with the greatest ease by air, by sea and rail, or, if you're a fan, by motor cycle. There's an information office in London specially to help you. Its address is: The Isle of Man, Tourist Information Office, 30 Grand Arcade, Trafalgar Square, London, W.C.2. (*Telephone:* Whitehall 9128.)

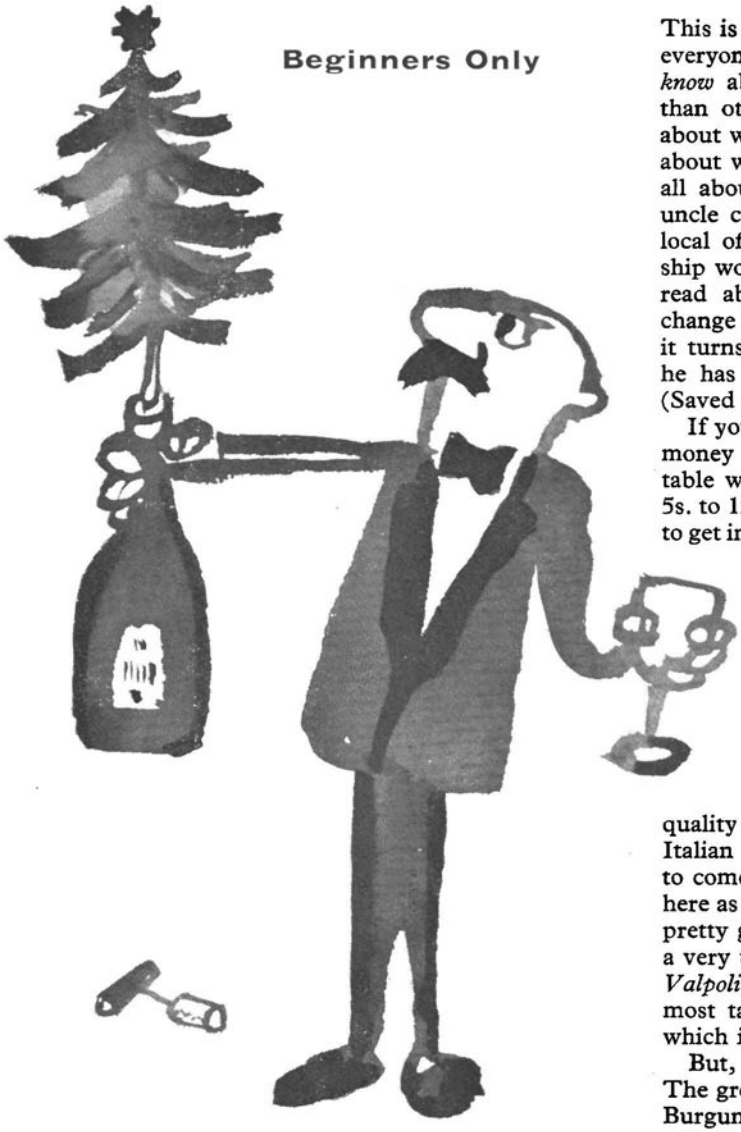
Mr. K. D. Curtis, who will be Manager at the new Depot.



Buntingford

First pictures of the new J.S. depot show it as an Army Ordnance Depot which will shortly be transformed into the first J.S. warehouse outside London. Buntingford is on the London—Cambridge Road.

Beginners Only



A bottle for CHRISTMAS

This is about Wine. It is for beginners. We know everyone will read this page, because readers who *know* about wine always know *more* about wine than other people, and people who don't know about wine always think they might have to know about wine so they read on, and they then forget all about what they have learnt until their rich uncle comes to dinner and they dash out to the local off-licence and submit to hostile salesmanship wondering all the time what it was that they read about wine and if their uncle will really change his will on the strength of a good bottle. As it turns out, he is in the advertising business so he has ulcers and will drink nothing but milk. (Saved again!)

If you don't know a lot about wines don't waste money buying expensive wines. There are good table wines that can be bought at anything from 5s. to 12s. a bottle and over that you are beginning to get into the connoisseur country, which is fine for the people who can afford to build up a cellar and practise at the wine game with regularity, but no place for beginners.

Wines are imported into Britain from several countries. France, Germany, Italy, Spain, Portugal, Jugoslavia and Australia all send us good wines. The first three countries produce the best wine and, because they regard it as a national industry of importance, the quality of French and German wines is reliable. Italian wines are a bit dearer (they have further to come) and, perhaps, they aren't quite as good here as they are on their home ground. As they are pretty good at home that doesn't mean they aren't a very useful table wine here. At 6s. 6d. a bottle *Valpolicella* is a really good light red wine and for most tastes a more palatable wine than *Chianti*, which is rougher and stronger.

But, to get back to the French and Germans. The great wine-producing areas are Bordeaux and Burgundy in France. The Bordeaux reds (they're called clarets in England) are, in general, light, dry and perfect with meats and with poultry and game. The Burgundy reds are heavier (and more expensive) and probably go better with an evening meal. They are good when young and the lighter ones, like *Macon* and *Beaujolais* which come from the southern vineyards, are good for the table three or four years after they're made.

Serving red wines

There's a wonderful lot of nonsense talked about keeping wines but there are some simple rules to stick to. Wines, say the experts, should be served "at room temperature." Anyone who has spent any time among the French during the winter months will realise that this means at the

temperature of a good old fug in which all *courants d'air* have been suppressed. It doesn't have anything to do with that rather chilly dining room we go off to when the turkey is on the table ready to carve.

The fact is, red wines don't have much flavour until they have been open for a while, preferably decanted, and are off the chill without actually feeling warm to taste. They taste sharp and thin when they are cold, improving as they warm up. Don't pass judgment on your wine after eating grapefruit or melon at the beginning of a meal. It will mean nothing to you. Wait till your mouth is well covered in the fats and flavours of the meat course and then try the wine. That way you can tell whether or not it is going to be enjoyable. A red wine as it grows older sometimes throws a crystalline deposit that doesn't do any harm to the flavour so long as you pour your wine very carefully or, better still, decant it into a clear glass decanter. This deposit is in very fine, as well as coarse, particles and you must let it settle thoroughly or it will spoil the flavour of the wine. If you try a little on the tip of your tongue you'll see why. It has a harsh, salty flavour and until it has all sunk to the bottom the wine tastes horrid. Not all wines throw a deposit and it is no indication of good or bad quality.

White wines

The Bordeaux whites are mostly sweet wines. The *Graves* are the least sweet and some people like them with fish, even with chicken. The *Barsacs* and the *Sauternes* are much too sweet to drink throughout a meal and you should ice them and serve them with the sweet. The Burgundy whites, like *Macon Blanc* or *Chablis* or *Pouilly Fuisse*, are dry and best drunk young while they are fresh and lively. Chill them but don't ice them. "Serve," say the pundits, "at the temperature of spring water." Not a very precise guide but the idea sounds attractive.

Hocks and Moselles

The German wines we know best in England are the Hocks and the Moselles. They are white wines that go well with lighter meals than Christmas dinner. The Hocks include many famous wines, like *Liebfraumilch*, *Niersteiner* and *Johannisberger*. Among the Moselles are *Berncasteler* and *Caseler*. You'll see the name Riesling on some of the labels of both kinds. It is the name of the grape from which the wines are made and is the leading grape of the Rhine. It is grown in Jugoslavia, too, and you'll find the Jugoslav wines made from this grape are very good value for money. Serve all these wines very cold, or iced. Some people like the dry ones as an apéritif before the meal and they are certainly a pleasant change from the gin and tonic routine.

Spanish and Portuguese table wines, of which there is a good assortment in the wine shops and off-licences, are a bit stronger and rougher in flavour than the French and German wines. This is common in most southern wines, but they are none the worse for that if you treat them just as you would a top-ranking claret and if you don't expect to get a connoisseur's tipple for the modest few bob you have spent. Spanish and Portuguese food is more strongly flavoured than French food and if you were drinking these wines with *paella*, their rice dish made with many strong-flavoured ingredients, you'd find they go down a treat.

Pink and strong

You'll find a lot of pink wine in the shops. These *rosés* are made by leaving the grapeskins in the young fermenting liquor for a shorter time than you would for a red. There were once only two *rosés* in France—Tavel and Anjou—but their popularity has grown so that *rosés* now come from everywhere. They look pretty, taste mild, should be served chilled and are deceptively strong. Wine merchants sometimes tell you that they can be drunk with any dish, but they aren't really at their best with a rich meat dish.

Beginners sometimes get very concerned about good and bad years. They should allow their sense of taste to guide them rather than a table of good and bad years. The good years are those when there was a good sunshiny summer with lots of blue sky when the grapes were ripening. Then the sugar content is high and the wines are rich and mature into splendid drinks. 1947 and 1949 were wonderful years but by now there's so little left that the prices are crazy. 1954 was a dull, poor year and the wines weren't good but, in fact, you can often find quite a decent bottle dated 1954. Generally, it's wiser to trust your palate in this good year/bad year exercise. Most wine is better than the cautious customer will admit if it has been treated right. As a matter of interest the wine experts are already smacking their lips about the 1959 vintage, which "bids fair to be the finest of the century in France and Germany."

In case you do buy a bottle that is too rough and coarse to drink with the turkey, what should you do? We suggest you try this before bedtime.

Take 1½ gills of water, 3 oz. of sugar, add one level teaspoon of powdered cinnamon, ginger and cloves mixed. Boil this mixture till it is syrupy. Pour in your bottle of wine, bring it nearly to the boil, strain it through muslin and drink it piping hot. You'll sleep like a top and dream you're a millionaire (a happy one).

Out of Town

Gerrards Cross and Beaconsfield held a Dinner Dance on November 3rd at the Bell Hotel where 13 branches were represented. Presentation is being made by Mrs. Dyer to Mr. W. J. Evans, whose ticket carried a lucky number.

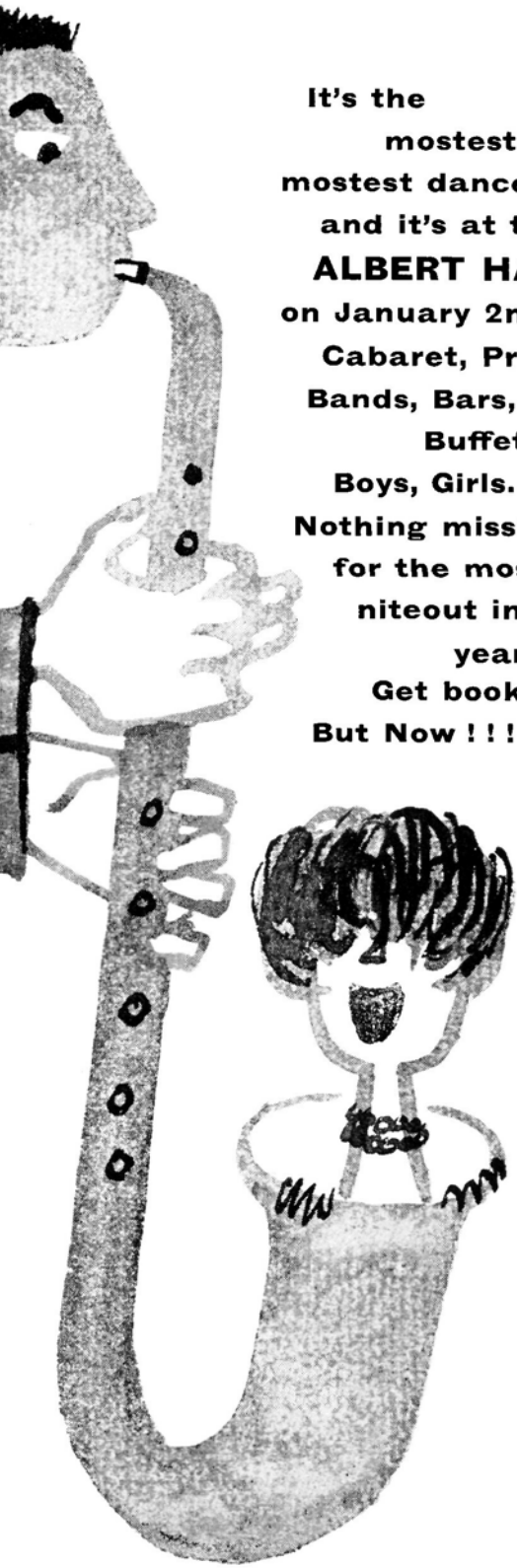
Derby's social brought guests from all over. Above are the party from Leicester. Below, Derby members and friends on their home ground.

Southampton branch gave a very lively farewell party to Mr. and Mrs. Booth on the occasion of his leaving to take up duties as area supervisor. Bouquet for Mrs. Booth above, lots of lovely grub for the girls below.

The Grasshopper Inn.

To Kent for a Night Out

Trying to find something or somewhere different in the way of entertainment these days is quite difficult, but 'P' Section (J.S. Garage) certainly found it at the Grasshopper Inn near Westerham, Kent, on Saturday, October 31st. This modern Tudor-style inn was the setting in which about 150 members and friends (including many from 'V' Section) sat down to an excellent dinner topped with some good wine. The dancing which followed was in real earnest, for the atmosphere of this Tudor ballroom is catching; everyone was out to have a really grand evening and that's how it kept up till midnight.



Transfers and Promotions

Managers

K. P. WOOD	from Spare to 24 Croydon

Assistant Managers

H. CLARK	from 9/11 Croydon to 24 Croydon
V. RAWCLIFFE	from Ashford to 24 Croydon
F. NEWBURY	from P.A. to Mr. Hedges to Ballards Lane
E. G. SPRIGGS	from Potters Bar to P.A. to Mr. Hedges
C. SUMMERTON	from Walton to P.A. to Mr. Welch
E. BALDWIN	from 122 Croydon to 68 Croydon
A. STAPLEY	from Stockwell to Richmond

Corrections

In the November issue we regret that in our obituary of Mr. F. C. Hardwick on page 22 his initials were given as R. C.
On page 2 of the same number our Enfield branch opened in 1896 is at 16 Church Street.
The ballad "Bacon and Eggs," on page 17, was reproduced by kind permission of the proprietors of *Punch*.

Head Butchers

E. GINN	from 9/11 Croydon to 24 Croydon
W. BARDEN	from Wallington to 9/11 Croydon
A. SOMERVILLE	from Addiscombe to Wallington
A. GROGAN	from 122 Croydon to Addiscombe

Staff Catering

MRS. R. W. BERRYMAN	to Catering Supervisor

The following have been promoted from Senior Housekeepers to Supervising Housekeepers.

MISS M. AKRIGG
MRS. E. DEELEY
MISS N. JONES

Obituaries

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

S. Collett who joined the firm in 1950 as a Warehouseman in the Depot. He was later promoted to Checker but in 1958 he was absent with a septic foot which later led to his having the whole leg amputated, and it was while recovering from this that he suddenly died on November 14th, aged 30.

A. M. Henderson who started with the firm originally in 1945 in the Warehouse. In 1948 he was transferred to the night cleaning staff, working in the Grocery Packing Department, where he eventually became Night Foreman Cleaner. He was beset with ill-health and died suddenly on October 11th, 1959.

A. H. Saxby who was engaged as a Poultry Blockman at 140 Finchley Road in 1920. He continued to work in North London on the Provisions and Fresh Meat departments. In 1948 he returned to 140 Finchley Road to take charge of the despatch department, transferring finally to Marylebone in 1955. He retired from this branch in 1958 and died on October 25th, 1959.

Miss C. Smith who died on November 11th, was engaged in 1915 as a Saleswoman at Romford. During the latter part of the First World War she managed 61 Walthamstow, returning to Seven Kings in 1919. In 1927 she transferred to the office as First Clerk at this branch. She was transferred to Dagenham in 1935 as First Clerk and retired in 1951.

Retirements

We send our best wishes to the following colleagues who have retired:

Mr. P. W. Atkins.

Mrs. C. L. Colmar.

P. W. Atkins who has just retired from Guildford where he has been employed as a Porter since joining the firm in 1945.

Mrs. A. Brown who joined the staff of the Factory in 1951 and continued to work there until her retirement at the end of October.

Mrs. C. L. Colmar who has recently retired from the position of Daily Housekeeper at our branch at 154 Hoe Street, Walthamstow. It was to this branch that she first went on her engagement in 1948.

F. Chandler who retires after completing more than 45 years with the firm. He was first at Forest Hill and began his career on the provisions side of the business, transferring later to Fresh Meat. In 1944 he was promoted to the grade of First Butcher at Stanmore and was subsequently in charge of the meat departments at Eastcote and North Harrow. On reaching the age of 60 he was transferred to Folkestone where he has been working for the past four years.

H. Ewen who joined the firm 40 years ago at 6 Norwich. He was subsequently promoted to Roundsman at this branch in 1927 and in 1955 assumed the duties of Catering Assistant, which duties he discharged until the catering trade came to an end earlier this year.

Miss E. Fawcett who has just retired from the position of Housekeeper at Guildford. She joined the firm in 1945 as a member of the sales staff at

Mr. H. Ewen.

Miss E. Fawcett.

Winchester, transferring later to the domestic staff. She was first appointed to the position of Housekeeper at Weybridge in 1946.

Miss D. C. Farrell who was engaged in 1920 at Norwich. She worked subsequently in London, in the Paddington, Cricklewood and Romford areas, returning finally to East Anglia in 1937 to Colchester, where she worked as First Clerk until her retirement in October.

A. J. Jeffries who joined the firm in February 1911. He was absent on National Service during the 1914-18 war. He spent most of his career on the provisions side of the business, although for a period he was employed as a Butcher Cutter. His last branch was 21 Watford, where he worked for many years and from where he retired with the grade of Leading Salesman.

H. T. Novis who has just retired from 31 Eastbourne. Since his engagement in 1923 he has worked continuously in the Eastbourne area, achieving promotion to the grade of Leading Salesman in 1949.

Miss D. C. Farrell.

Mr. A. J. Jeffries.

Mr. H. T. Novis.

Mrs. F. Oakes who joined the staff of the Factory in 1951 as a Second Hand. Later, promotion to First Hand was followed by her transfer to the staff services section and it is from this section that she has just retired.

G. E. Peters who started as a delivery lad at Lewisham in 1913. He worked extensively in the south-east London area, both in the provisions and fresh meat departments, eventually being appointed Leading Poulterer in 1949. In 1952 he was transferred to 9/11 Croydon, where he stayed until his retirement.

Mrs. F. Oakes.

Mr. G. E. Peters.

Miss B. E. Perryman.

Miss B. E. Perryman who was engaged originally in 1942 as a Saleswoman at Farnham. She later transferred to the domestic staff and in 1952 was appointed Daily Housekeeper at Elmers End. In 1955 she took up the duties of Housekeeper at Broadwater, remaining there until her retirement.

Mr. G. H. Talbot.

Mr. W. J. Thomas.

Mr. F. J. Tyler.

G. H. Talbot who retires after completing 45 years' service. He started as a Porter at Beckenham in 1914, but transferred to 14 Hove three years later. He remained based at this branch until his retirement in October.

W. J. Thomas who joined the firm in 1913 at 160 Cricklewood. He worked extensively in the north-west London area. He was promoted to Leading Salesman in 1949 and was transferred in 1953 to 87 Ealing, the branch from which he finally retired.

F. J. Tyler who was engaged as a Porter in 1940. He worked at Palmers Green and Wood Green, retiring from the latter branch in October.

A Long Way Down Memory Lane

TO GROCERS and PROVISION DEALERS.—A Young Man of strictly moral principles, age 25 years, WISHES to OBTAIN another SITUATION. He has had nine years' experience in the business, four years' good character from the employer he has just left, and five years' good character from his previous employers. Would make himself generally useful. Wages, £20 per year. A comfortable home is principal object.—Address J. R., No 11. Ion-square, Hackney-road

From "The Daily Telegraph" October 17th, 1859.

K.J.L., Hopton Street, S.E.1

How long, how long ?

Contents

J.S. JOURNAL, HOUSE MAGAZINE OF J. SAINSBURY LTD.

Guests at the Savoy Dinner on November 17th will be glad to know that all the tables were photographed and if they would like prints of their table they can be bought from Maillard, 62 Weymouth Street, London, W.1. Telephone: Welbeck 9050.

OUR RICHMOND SHOP NOW . . .

AND THEN—CHRISTMAS 1899

The Directors

wish to take this opportunity to send Christmas and New Year Greetings to all members of the firm and its friends the world over.
They wish also to express their thanks to every member of the J.S. community for their work in keeping alive the great body of goodwill upon which the continuing vigour and growth of the firm is based.

Isle of Man

It is probably familiar to Southerners as a place where T.T. races are held, where the cats have no tails and where the islanders have their own ancient House of Parliament (called the House of Keys). Northerners have been holidaymaking there for several generations and with pretty good reason. The island is very beautiful. Hilly, rugged and romantic in the interior, plenty of safe sandy beaches round the coast for the kids to play on, tennis courts, bowling greens, golf links, ballrooms, cinemas, parks—in fact, all the makings of a well-organised holiday. The island has made holidays one of its biggest industries and has done it very well. If you want a holiday with something for every member of the family within easy reach you'll be sure to find it here.

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