Five nights a week J.S. vans head out from Blackfriars towards distant branches. Earliest away is the Derby van, which leaves at 3 a.m. for the Midlands. Five and a half hours later it is due at Derby, and it says a great deal for our drivers and our transport that in the twenty-five years since we began trading in Derby, our van has never failed to arrive whatever the driving conditions. These have at times been so rough that the J.S. van was the only one from London to complete the journey. In winter months most of the trip is done in darkness on roads that are busy with south-bound traffic. The route takes our vans up the M1, where the photograph above of oncoming headlamps was taken, and thence through Midland towns to our Derby branch. Photographer Brian Shuel made the journey with Driver Bill Humphries, and brought back these pictures of a journey that is begun when most of us are asleep and finishes before most of us have started work.

On the cover The Factory Team which won the Cup at the six-a-side tournament at Dulwich on Good Friday. From l. to r. D. Asbury, T. Ritchings, R. G. Wright (captain), F. Dickinson, F. Oran, C. Belderson.
3 am A J.S. driver’s day begins.
3 10 Driver Bill Humphries signs in at the transport office . . .
3 15 . . . and collects the keys of his van.
All quiet on the Kilburn High Road.

Tea at the Busy Bee near the beginning of the M1...

... and a long walk across the M1 for breakfast at Fortes.
Early cyclist in Northampton...

... early pedestrian in Leicester.
7 30 Early light – a café near Loughborough.
8 25
Derby – yet another day.

8 30
Journey's end –
not the easiest branch
to get into!

9 am
Unloading –
the law stops to chat.
Factory Six take Cup

Last Good Friday saw the Factory team win the Sainsbury Cup in the annual six-a-side tournament. This breaks a four year succession of victories by the Warehouse. There were over twenty teams in the tournament, several from out of town. Bournemouth sent up two teams, one of which reached the semi-final, and both Cambridge and Bury St. Edmunds were represented. The finalists, Surbiton and the Factory, fought out a hard game ending in an 8—4 victory for the Factory.
Above, left, Hopkins of Warehouse heads into the net. Above, right, are Mr. Timothy Sainsbury with Mr. F. R. Parker (left) and Mr. A. O. Rickman (right). Other pictures show (left) Goodwin and Basset pressing home an office attack; below, left, between games, and below, right, Ritchings scoring for the Factory in the final against Surbiton.
Another view from the Factory goal and below, the exhausted but cheerful victors, the Factory team. Back row, l. to r., E. Dickinson, W. Ingram, D. Asbury, C. Belderson, R. G. Wright. (Crouching), T. Ritchings, F. Oran.

Below, left, Mr. Timothy Sainsbury presents the cup to R. G. Wright, the captain of the Factory team. Right, J. Jameson, captain of Surbiton, runners up in the tournament, receives his award from Mr. Timothy.
The quick-frozen vegetable industry believes that the best way to get good vegetables is to start by helping the grower. Here is an agricultural specialist from the freezing company inspecting a crop of peas. Advice on all aspects of farm management is freely given to the farmer.

KEPT COLD

A brief outline of the origins, growth and methods of the fast-growing, quick-frozen food industry which adapted a discovery of an American scientist, Clarence Birdseye, who found that food would keep fresh and full of flavour if it was frozen quickly enough.

Of all the big changes that have come over food retailing in the past decade few have been so striking as the growth of quick-frozen food sales. This method of presentation and selling was known before the war, and was developed in some degree in the years just after the war. By 1950 there were some 4,000 shops selling quick-frozen food, mostly peas. In 1960 a great variety of quick-frozen foods were on sale at an estimated 80,000 shops. In the vegetable trade alone the output had risen from about 7,000 tons in 1951 to about 42,000 tons in 1960. Trade in frozen fish showed a comparable vigorous growth.

Quick-freezing is a preserving technique that is about thirty years old. Refrigeration is much older, but though European science worked out the principles of cold storage in the 19th century the inhabitants of Arctic countries had been for
**Tenderometer**
The sturdy little instrument on the right is a “tenderometer” and inside it you can see a sample lot of peas waiting to be tested. Throughout the last fortnight of growth daily samples of peas are tested for tenderness by being pressed through a standard grid. When they are just right the crop is harvested. It is usual practice now for the freezer to pay the grower on a sliding scale based on tenderometer readings. The scale is adjusted so as to compensate him for the smaller yields associated with cutting the crops at an early stage in their growth.

**Fieldsman**
Ambient temperature being read (left) by an agricultural expert from the freezing company. Other factors in planning the crop include the temperature and kind of soil, the lie of the land, the types of seeds and of fertilisers. Below, the fieldsman is keeping in touch by radio with the freezing station. This is one way that helps to dovetail all stages of the operation.
Harvesting

As peas ripen they are picked (vines and all) and stripped by machines which work a 24 hour day throughout the short season. Since they lose their freshness very quickly after harvesting the freezer encourages the development of mechanisation to speed harvesting and transport and to ensure that the crop arrives at the freezing station while still in prime condition. Four hours is the maximum time allowed between cutting and freezing if the vegetables are to retain their freshness.

centuries keeping fish and meat in almost indefinite storage in the ice around them. It was primitive and sometimes ineffective, but food stored in this way was found to be palatable, and sometimes more palatable than food stored under conventional refrigeration.

The man who found the explanation of this paradox was an American inventor and businessman - Clarence Birdseye. There have been many accounts of the way in which he first lighted upon his discovery and many of them are doubtless apocryphal; but it is certain that during one visit to Labrador on a United States Government fish and wildlife survey in 1917 he subsisted largely on local fish and game preserved in the ice.

The only fresh vegetables available were those which arrived on the occasional supply ship, which meant that in order to keep fresh cabbage for as long as possible he had to put them in water-filled barrels which, at sub zero temperatures, froze very quickly. Then, for weeks, whenever he wanted cabbage, he would simply hack one out of the ice.
Inspection
At the freezing station the vegetables are air-cleaned, washed, graded and inspected. Staff at this table are removing faulty peas. The next step in production is to weigh them into packets and seal them.

Quick-freezing
The operative on the left is putting a tray of packets into a “plate freezer.” The doors will be closed and the peas in their packets will be swiftly frozen to zero degrees Fahrenheit. They stay at this temperature throughout the chain of distribution.

Cold-Store
This is a small part of the Birdsye cold-store at Lowestoft. Extensions to it, opened last year, have made it the largest in Europe. It has room for 69 million cartons of quick-frozen foods.

This was the beginning of his interest in quick-freezing and in the years that followed he was to devote himself very largely to the mechanical simulation of conditions as he found them in Labrador. The technical basis of his discovery was later made public in a paper published in 1929, and it still stands, in spite of our thirty years of later experience and research, as a basic statement of the principles of quick-freezing.

In attempting to describe the quick-freezing process it is necessary to establish at the outset the vital importance of speed and depth. The terms quick-frozen and deep-frozen have become almost interchangeable in popular usage but, as we shall see, we are really talking about two different things.

All animal flesh (muscle, tissues, etc.) is made up of a multiplicity of tiny cells filled with a jelly-like material of protoplasmic origin which, although largely water, contains considerable quantities of other substances. When the flesh is frozen slowly the liquids and solids tend to separate and the water assumes the form of sharp-pointed ice crystals which may penetrate or rupture the cell walls; but if the flesh is frozen very quickly no time is allowed
for the formation of large ice crystals and there is no apparent damage to the cell structure.

Technically, this means getting through the critical temperature – that is 32° F. to 25° F. – in half an hour or less and this vital temperature range is known as the "zone of maximum crystal formation." But, having passed through this zone, the temperature is still further reduced to 0° F. (or 32° of frost) and it is at this temperature or below that the products are stored for long periods. They are never allowed to rise above 0° F. until they leave the retailer's frozen food cabinet.

The bulk of what is sold today from Britain's 80,000 frozen food cabinets is quick-frozen in packets by direct contact with refrigerated metal plates in a machine known as a plate froster. This is a large cabinet with double doors in which metal plates are controlled hydraulically so that, on closing around the packet, they achieve an even and equivalent rate of freezing.

The packets leave the production line in metal trays and are taken by trolleys to the plate frosters where they remain for a period of between 60-90 minutes, depending upon the product and the shape of the packet.

**Speed and Planning**

Quick-freezing, for all its essential simplicity, is remarkable in its ability to preserve the freshness and flavour of food without altering its structure and appearance. But to achieve these results more is needed than the (comparatively) simple art of freezing. Vegetables, fish and poultry, for example, spoil very quickly and the aim of the quick-frozer is to get them into the cold-store as soon as possible after harvesting, landing or killing.

The quick-frozer situates his factories at the heart of agricultural areas and at the principal fishing ports so that no time is lost in getting the raw material to the factory in peak condition. Fortunately for British producers much of the best land and the major fishing ports are along the East Coast in Lincolnshire and East Anglia, and it is in Yarmouth, Lowestoft and Grimsby, in particular, that the industry has made its home.

Factories are within minutes of the quaysides and pea fields. The constant preoccupation of management in these places is to capture freshness and flavour, not only as they are accepted by farmers and fishermen (and thus by the public at large) but at a peak that has been predetermined by the research and experience of quick-freezing specialists.

This sounds like an exaggeration but, in fact, the advent of quick-freezing has led to something approaching a revolution in both farming and fishing. For growers within the orbit of quick-freezing operations there is now an alternative to the hazards of the open market in the contracts which they negotiate in advance with the processors.

The subsequent growing of the crop is very much a combined operation between grower and freezer with the farmer enjoying the benefit of expert experience and advice. His soil is tested to ensure that it contains the right chemical constituents, the company supplies a special, even-maturing seed and later prescribes suitable fertiliser treatment, and then, when the crop is ready for harvesting, the company's fieldsmen work with the growers to ensure an even flow of peas to the factory.
Served Hot

Here are a few suggestions for serving the less widely known varieties of frozen vegetables, compiled by Mrs. J. Glazier, of J.S. Sampling Kitchen

Broad Beans

Try Broad Beans with a cheese or parsley sauce. For this recipe you require one large packet of broad beans and ½ pint of cheese or parsley sauce.

Method. Cook the beans in just enough boiling salted water to cover for the time stated on the packet. When cooked, drain well and add to the sauce, which you can be making while the beans are cooking. Serve in a warmed vegetable dish.

Recipe for sauce, to make ½ a pint.
1 oz. fat. ½ pint of milk or milk and 1 oz. flour. water, salt and pepper.

Method. Melt fat in saucepan over gentle heat, stir the flour into the fat and cook for 2-3 minutes. Add the liquid gradually, stirring the sauce. Boil for 3 minutes, stirring all the time. For cheese sauce, stir in 2 ozs. grated cheese. For parsley sauce, omit the cheese and add finely chopped parsley and a squeeze of lemon juice.

Broccoli Au Gratin

Method. Cook the broccoli, drain well and place in a fireproof dish. Pour thick cheese sauce over the broccoli, sprinkle the top with grated cheese and brown under the grill or in a hot oven. Serve hot.

The green sprouting broccoli has a very distinct flavour and can be served with a white sauce as a vegetable.

Spinach, Creamed

Method. Cook the spinach as directed on the packet and strain. Rub through a sieve and return to the saucepan, add a little melted butter and 2-3 tablespoons of cream or the top of the milk, season with salt and pepper and a little grated nutmeg. Serve hot, for a high tea top with a poached egg.

Spinach Balls

Method. Cook spinach, strain well and form into evenly sized balls, allowing one per person. Melt a little butter in the saucepan and gently toss the spinach balls in this, serve with the remainder of the butter poured over the balls.

Family Favourites

A few suggestions for using up your left-over vegetables. Bubble and Squeak may be a family favourite, but you'll be your family's favourite if you tempt them with these tasty dishes. Serve them as a quick snack or high tea or supper dish.

Vegetable Flan

Method. Make a pastry flan case, and while this is cooking make a cheese sauce, adding a finely chopped onion, to this add any left-over peas, carrots, diced potato, parsnip, etc. Add seasoning and a pinch of dried herbs. Pour the sauce into the flan case, sprinkle the top with grated cheese, and brown under the grill. Serve hot or cold.

Vegetable Fritters

Method. Cut whole large vegetables into slices ½ in. thick, coat with batter and fry in hot fat until golden brown, turning once. Drain on kitchen paper and serve hot with tomato sauce or pickles.

Curried Vegetables

Method. Dice any left-over vegetables and re-heat for 15 minutes in a curry sauce, if peas are used add these a few minutes before serving. Serve with a border of boiled rice.

Down Memory Lane

"We're four poor Italianos from fair Italy,
Rallentando, agitato, crescendo.
We've come to this country for to make £.s.d.
Rallentando, agitato, crescendo."

So sang this concert team at Lavington Street Baths in one of the earliest efforts by J.S. people to get a social group going at the depot and entertain themselves. In the picture are Miss Elsie Groome, Mr. Billy Reeves, Miss Kessell, now Mrs. Samuel, and Mr. Johnson of the Kitchens, who provided sausage rolls made specially for the occasion. This was probably in 1918 or 1919. There had been one earlier concert (the team sang Three Fishers). Within a few years there were much bigger concerts held at the Cannon Street Hotel. Professional entertainers were booked to entertain guests. They included Webster Booth, Arthur Askey, Norman Long, Clapham and Dwyer and Gladys Ripley, all of whom became famous in their time.
Leicester’s Dinner/Dance was held at the Victory Hotel on February 18th, and there was a fine turn-out for it. Visitors included Mr. Hedges, Area Superintendent, in the centre of the group picture.

Miss L. O'Connor, Miss J. Morris, Miss B. Lewin and Mr. T. Walsh.

Mrs. M. Botterill, S.S.A. Chairman, Mr. Botterill, Miss M. Tilson, Miss N. Goddard, S.S.A. Treasurer, and Mr. A. Heath.

Derby’s Night Out
Pictures from Derby’s very well attended and enjoyed dinner and dance held at the Grandstand Hotel, Derby, on January 20th.
**Ipswich** went to the Regal, Felixstowe, for their Dinner and Dance on February 11th. Pictures show some of the guests. That's Mr. Juby below with some of our staff from 51 Ipswich, and on the right Mrs. Kettley presenting a prize to Mrs. Fletcher.

---

**Luton**

Mr. D. E. Lane of Luton branch sent us these pictures of happy guests at the Annual Dinner and Dance held by the S.S.A. Section at the Luton Town Hall on February 22nd. There were about 90 members and friends present.

---

**Kenninghall**

Some of the guests at the Dinner and Social held at Kenninghall Village Hall on February 18th. The gentleman on the right, who is holding the attention of the guests on the left, is our manager, Mr. E. B. Taylor.
Malden's Crazy Nite

A riot that ended too soon on February 25th at the New Maiden Lawn Tennis Club. Left, M.C. Mr. G. Bryant calling for music in a clock-beating, tune spotting competition with the aid of Sandra Robinson, Mrs. Coombs, Terry Smart and Janet Pinnock.

Down below are crazy people doing crazy dances, playing crazy games, blowing out candles on a birthday cake (it really was their birthday for two of the guests) and a hard drinking contest with soft drinks. Wotanite!
J.S. Drivers Club held a very successful dinner and social at Lambeth. Above, left, in full song are Messrs. L. Smith, J. Parkinson, J. Keen, W. Buck, E. Duncan and S. Jarvis.

The Office Section's Darts Championships were held on two separate nights at the Prince Albert in Blackfriars Road. Photographs by A. Thaddeus show, top left, Miss F. Sore and Miss S. Gooddy. Top centre: Mr. R. Dudman with top scorer (157) Mr. A. Brown. Right: singles champion Mr. J. Stanfield and runner-up Mr. J. Bell. Centre: Mr. S. J. Cody with the doubles winners, Mr. J. Stanfield and his brother Mr. D. Stanfield. On the left: Mr. S. Cooper, the official recorder, keeping scores and minding drinks.
Bottled by Accident

Angling and divinity led to the discovery of bottled beer

Everybody knows that beer can be preserved indefinitely in bottles, provided you can resist the temptation to open them, but most people would be surprised to learn that the discovery was first made by a former Dean of St. Paul's, Dr. Alexander Nowell.

Like many another invention, the use of bottles for preserving beer was discovered quite by accident. The story runs that Dr. Nowell, “a dear lover and constant practiser of angling,” when fishing one day left a bottle of ale on the riverbank. Returning to the same spot several days later he came across the bottle and on opening it found it “no bottle but a gun, so great was the sound at the opening thereof.” He had discovered that secondary fermentation had taken place in the bottle, and that the ale had improved in condition.

It was this curious and unpremeditated event that led to the introduction of bottled beer which has subsequently grown to an extent that today 40 per cent of all beer brewed is sold in a glass bottle. In spite of take-overs there are no less than 3,000 different brews available to the thirsty in this country, of which some 2,000 are bottled.

The drinking of beer was of course an established habit long before Dr. Nowell’s discovery. The Book of the Dead, which is over 5,000 years old, mentions offering “cakes and ale to perfect souls,” whilst beer is known to have been brewed in the Euphrates and Tigris valleys in 4,000 B.C. The ancient Egyptians, too, drank beer—partly malted barley was baked into a hard loaf then soaked in water until fermentation took place. This acid beer was called “boozah,” a term very familiar to us today in another sense!

Our ancestors drank from leather, wood or horn cups and such were their lusty thirsts that they had no opportunity of learning whether their beer could be preserved in any way. Very little is known about the early beer bottles. It is stated that glass bottles containing ale were sold at the end of the reign of Elizabeth I—about 1600—and ale and beer must have been carried in bottles long before Dr. Nowell’s discovery. In 1639 an edition of The English Housewife contained a recipe for bottled beer—“Half a quarter of malt, a peck of pease, a peck each of wheat and oats, and a pound and a half of hops.”

Once brewed, the beer was “set in a cold cellar in round bottles with narrow mouths, the corks well tied down with pack thread.”

Who, then, was this Dr. Nowell who so changed the nation’s drinking habits? He was born in 1507 of a knightly Lancashire family and at the age of 13 entered Brasenose College, Oxford, where he was elected Fellow in 1526. Having taken orders, he was in 1543 appointed master of Westminster School, and later prebendary of Westminster. During the religious strife in the mid-sixteenth century, however, he was forced to flee the country: while engaged at his favourite pursuit of catching fish in the Thames he was warned that Bishop Bonner designed to catch him. He at once set off for the Port of London, where Francis Bowyer, a City merchant and later sheriff of London, got him safely aboard a ship for the Low Countries.

After exile in Strasburg and Frankfurt he was able with the accession of Queen Elizabeth I to return home and in 1560 he was appointed Dean of St. Paul’s, a position he held until his death in 1602. A polished scholar and successful preacher, he lived to be the last of the fathers of the Reformation. He published three catechisms which hold an important place in the religious history of England, and founded 13 exhibitions at Brasenose College to be held by scholars from his old school. He died at the age of 94, having retained all his faculties to the last. This was attributed by his contemporaries to angling and temperance, by which term the Puritans in those days meant beer-drinking in moderation.
To safeguard its complex construction an electronic computer must “live” in ideal surroundings, exactly controlled temperature and humidity, and the air of its room must be filtered to prevent dust settling on the magnetic tapes. Such problems produce surprising shapes and unexpected curves, whilst the wall section below, left, specially designed to reduce noise inside and outside the computer room, looks like something from one of the J.S. Journal “? What” competitions.

Preparing for Emidec

The J.S. Computer, an Emidec 1100, will be at Blackfriars in early summer

Facts and figures for Emidec are already being prepared. Mrs. J. Turner, I.B.M. Room Supervisor, checks a point with Miss E. Russell and Miss E. Aston.
The Computer Room takes shape and the walls of Stamford House are hidden behind acoustic tiles. Mr. B. A. French, right, Manager of the Data Processing Department, and Mr. P. R. Smith, Computer Manager, survey the scene and wonder perhaps if the computer will come in safely through that window in the background. Easy? That window is on the third floor high above Rennie Street, and the main section of the computer weighs one ton!

In addition to special walls and ceilings, a new floor has been laid into which can be fitted metal channels to house the intricate maze of wires which link the separate units which make up Emidec.
Mr. H. G. Brown writes about

Chrysanthemums

for cut flowers

The average gardener can, without a lot of trouble, grow chrysanthemums to supply the home with cut flowers at least equal to or even better than those sold by the florist. With blooms fetching from 1s. 6d. to 2s. each, this should appeal to the tradesman-like qualities in all good J.S. men, and I am sure our wives prefer the flowers that we grow, providing that they are good blooms.

Choice of Varieties

The varieties which take the prizes at the shows are not necessarily the best if the aim is plenty of flowers. Take ERMINEx for instance, almost unbeatable in the incurve section and more often than not gaining the award for the best vase in the show, but rarely producing more than three stems on a plant. No! You want varieties that will give you seven or eight flowers of just the right size, rather less than half as large as the blooms seen at the chrysanthemum shows. The majority of those most suitable for this purpose will be found in the medium reflexed section of the catalogues. They stand up to inclement weather better than the incurved or in-curving types, both of which tend to hold the rain.

Situation

The plants require a sunny, open site away from overhanging trees. If a space can be found for them in the vegetable garden this will be most suitable for a number of reasons. Firstly, they will grow much better than in a mixed border, secondly, there is only one crop of blooms if one excepts a few small ones which form late in a favourable season, and finally tying, staking, spraying and disbudding are less trouble when the plants are all together. Not a lot of ground is required, fifteen inches apart is sufficient spacing and if more than one row is required, space the rows eighteen inches apart. At these distances three rows twelve feet long will accommodate two dozen plants, which will keep the average householder well supplied with blooms, and leave plenty over to give away to friends.

Preparation of Soil

It is sufficient to single dig the ground as chrysanthemums are surface rooting. The plants will appreciate any compost available, which should be forked into the top few inches; at the same time a complete fertilizer such as national Growmore, at about a handful to the square yard, can be given. Raking and treading to level and firm the soil will complete the preparatory work.

Planting

It should be safe to put the plants out during the first half of May, although it is wise to delay the operation if the soil is wet and sticky, or if night frosts threaten. The first step is to insert the canes at the required distances (three-foot bamboos are about right), plant firmly close up to the cane, covering the rootball with about half an inch of soil. A loose tie to the cane will secure the plant and avoid damage from the wind. Finish the job by running a strand or two of black cotton along the canes a few inches above the plants. This will act as a deterrent to the birds who at times take a delight in stripping a plant of its leaves.

Cultivation

The next step after planting is “stopping”; this means pinching out the growing tip of the plant with the finger and thumb. About a quarter of an inch is enough. This will encourage and hasten the growth of the shoots which will form the main stems. The exhibitor, timing his blooms for particular shows, has dates worked out for each variety,
but for cut flowers I would advise stopping all plants at the same time. Providing the plants had recovered from transplanting and were growing well May 20th would be about right.

The hoe should be kept going in the early stages to keep the ground clean but by the first week of July the roots will be near the surface and would be damaged with this tool, so subsequent weeding must be done by hand. A mulch of partly rotted grass cuttings at this time will help to smother weeds and also keep the roots cool.

The growths should be kept tied in as the season advances or many stems will be lost if high winds and rain are experienced. A fortnightly routine spray against pests should be carried out, Sybol, Lindane, Fison’s Kil are all good. Anyone of these alternated with Hexyl Plus to control mildew, which can be troublesome in some seasons, should keep the plants clean. Take care to keep such sprays away from the blooms once they show colour.

Chrysanthemums cannot tolerate a waterlogged soil, but should the season be a dry one, and artificial watering necessary, be sure to give sufficient to thoroughly wet the soil to a depth of at least six inches. Just wetting the surface is the worst thing you can do. After very hot days the plants will appreciate having the foliage lightly sprayed with water.

Early in July the first buds will make their appearance and disbudding will become necessary. As soon as they are large enough to handle comfortably, say a quarter of an inch long, you can either remove the three side buds and flower the centre bud, or remove the centre bud and flower a spray of three smaller blooms. Once the bud or buds have been secured all sideshoots which appear lower down the stem must be removed or the blooms will be robbed of sap essential to their development.

Varieties to Grow

Two that are musts whatever else you grow, are SUNAVON, yellow, and JOSEPH REID JOHNSON, amber bronze, both absolutely weatherproof. SUNAVON will flower from late August and J. R. JOHNSON about a fortnight later. Two good pinks are PATRICIA HURST and SYLVIA RILEY; PAT HURST is very early, about mid-August, a lovely deep pink with a gold centre. SYLVIA RILEY, a paler pink, is particularly good as a spray. Whites are difficult but the best one I know is PENNINE SNOW; this has spiky florets which shed the rain quite well. REGALIA, purple, is a wonderful colour, but unfortunately, it doesn’t give a lot of stems; you might get five with luck but it is still worth growing, the colour is really outstanding. A good red reflex of rather dwarf habit is STARFIRE, a very fine colour and early. Another red is ESCORT, an incurring variety but it will withstand all but the worst weather. SILVER DOLLAR, purple with a silver reverse, is another in the same category as ESCORT.

Both of these last two varieties flower rather later, say at the end of September or early October. Two more yellows complete my list, SUNPAT, deep yellow, and STARDUST, a primrose yellow and very early.

Buying Plants

Most of the plants I have recommended can be purchased at a cost varying from 9d. to 2s. a plant. There are many reliable advertising plant raisers from whom you can obtain your supply by post or rail, but don’t overlook the possibility that there is a grower in your locality from whom you can collect your plants. I prefer this arrangement myself. Inspect the plants carefully and do not hesitate to ask for a replacement for any you consider unsatisfactory. What constitutes a good plant? It should be sturdy, leaves a good colour; the stem should be pliable and not woody, neither should the lower part be devoid of leaves. The plant should be either in a three-inch pot or lifted from a frame where they have been growing with a four-inch spacing. Do not on any account have anything to do with plants still in crowded seed boxes. A good plant is essential for success. I would suggest that if you have only room for a dozen or so plants, you choose four varieties that would give a succession of blooms and buy three plants of each rather than have one each of a dozen varieties. This, however, is a personal preference with which you may not necessarily agree.

Cutting the Blooms

This is best done in the early morning or late evening. Crush or slit the lower three inches of stem and place in water as soon as possible; half a teaspoonful of T.C.P. in the vase helps to keep them sweet and fresh. Finally, if you are giving blooms away that will have to travel some distance, be sure to give them a long drink in deep water before the journey. Up to 12 hours if possible, then they will arrive at their destination in good condition.
Cup Winners 1921-22

Our photograph comes from Mr. H. Breckon, who was Manager of our Dorking branch when he retired in 1959. During the early 'twenties he worked in the Croydon area. The picture, which establishes that "J" section won the football cup in the 1921-22 season, includes, standing, Messrs. Gale, Breckon, Betson, Clatworthy, Shreeves, Webber and Jones. Sitting are Messrs. Flint, Urben, Marshall and Judd. The office team shown in our December 1960 number, page 16, won the cup in the following season 1922-23.

Calling members of all clubs

Want to be a secretary? Read on . . . .

If the secretary writes a letter it's too long
If he sends a post card it's too short
If he issues a bulletin he's a spendthrift
If he attends a committee meeting he's butting in
If he stays away he's shirking
If he offers a suggestion he's a know-all
If he says nothing he's useless
If attendance at meetings drops he should have called the members up
If he does call them he's a pest
If he asks a member to pay his subscription he's insulting
If he doesn't he's irresponsible
If a meeting is a success the committee gets the praise
If it's a flop he gets the blame
If he asks for advice he's incompetent
If he doesn't he's swollen headed.
Ashes to ashes, dust to dust
If the others won't do it the secretary must!

Still want to be a secretary?

Congratulations

Congratulations to Miss R. Phillips and Mr. L. Jobson, of Haverhill, who were married on February 4th at SS. Peter and Paul Church, Kedington.

Congratulations to Miss Wendy Wilson and Mr. Charles Arend, both of our Woking branch, who were married at St. Saviour's, Brookwood, on January 31st. Mr. Arend is now at our Byfleet branch.
Staff News

Movements and Promotions

To Assistant Manager

G. E. MILNE from Southbourne to Southampton

40 Years' Service

Congratulations to the following members of the staff who have completed forty years' service with the firm.

F. A. PAGDEN Area Superintendent
S. C. SHERMAN Manager, 357 Harrow
T. ARCHER Charge Hand, Factory
T. H. SMITH S/L/Salesman, 147 Balham

Miss E. Dudman. Miss Elizabeth “Nellie” Dudman, who joined the firm in May 1913 as a book-keeper at Stamford Hill. Subsequently, she worked as a clerk at Enfield and Muswell Hill, and, during the 1914-18 war, for a time managed Crouch End branch. Later she returned to her clerical duties and spent some time at Gloucester Road before returning to Crouch End. In 1925 she joined the Branch Audit staff, and in 1935 was temporarily transferred to Blackfriars to assist with the transfer of the branch accounts to the mechanised system at Head Office. She was well known to the staff not only at the branches which she visited in the course of her duties as auditor, but also at Blackfriars, because during the last war years she assisted with arrangements made by the firm for allowances to staff on National Service.

Following her retirement in 1947, she took an active part in the Veterans Association, and was in fact the secretary. She was also on the Visitors Panel set up by the Veterans Group in January 1960. She died on February 3rd, 1961.

Obituaries

We regret to record the death of the following colleagues and send our deepest sympathy to their relatives.

Mr. G. Mayhew, who joined J.S. in 1919 as poulterer at Southall. He was later regraded to salesman, and in 1949 was promoted to leading salesman. On reaching the age of 60 he reverted to part-time duties. He died on January 5th, 1961.

C. H. Pearce, who was two years in the private service of Mr. J. B. when he worked as a groom. In May 1907 he joined the staff of our branch at High Barnet as a roundsman, and continued in this capacity, working at North Finchley and finally Ballards Lane, from which branch he retired in 1946. During the 1914-18 war he was mobilised and served in the Army. He died on March 12th, 1961. Our picture shows him on holiday with members of his family.

Congratulations to Mr. Percy Bailey, bank foreman at Blackfriars, who received a clock and an electric cleaner from his colleagues when he moved to a new post as receptionist. In the picture are, I. to r., Mr. M. Minter, Mr. P. Povey, Mr. P. Bailey, Mr. J. Wade and Mr. G. Lapham. The presentation was made on behalf of the warehouse staff.

Obituaries

We regret to record the death of the following colleagues and send our deepest sympathy to their relatives.

Mr. G. Mayhew, who joined J.S. in 1919 as poulterer at Southall. He was later regraded to salesman, and in 1949 was promoted to leading salesman. On reaching the age of 60 he reverted to part-time duties. He died on January 5th, 1961.

C. H. Pearce, who was two years in the private service of Mr. J. B. when he worked as a groom. In May 1907 he joined the staff of our branch at High Barnet as a roundsman, and continued in this capacity, working at North Finchley and finally Ballards Lane, from which branch he retired in 1946. During the 1914-18 war he was mobilised and served in the Army. He died on March 12th, 1961. Our picture shows him on holiday with members of his family.
Sainsbury's Magazine for every woman

Family

On September 18th the first number of a new women's quarterly magazine will be published. It is called FAMILY—Sainsbury's magazine for every woman. It will be sold only in J.S. branches, and will be the first general interest store-to-customer magazine in this country. It will have 80 pages, of which at least 20 will be in full colour, and it will carry advertising. There will be articles on fashion, knitting, beauty care, and a generous amount of space will be given to interior decoration, household furnishings and equipment. A special pull-out section of cookery recipes is planned and will be written by Pamela Vandyke Price whose name is already established as an authority on food and wine through many broadcasts and articles in the press. Nancy Spain will contribute a feature about a well-known stage personality. There will be a short story by Noel Streatfeild. The magazine will cost 6d. and will be advertised on TV during the week of September 18th.

The publication of FAMILY will not in any way affect the publication of J.S. Journal, and production of the two magazines will be carried out separately.

J.S. Journal Contents

SERIES No. A 79

2 Night Drive to Derby
8 Factory Six Take Cup
11 Kept Cold
16 Served Hot
17 Socials and Dances
21 Bottled by Accident
22 Preparing for Emidec
24 Chrysanthemums for Cut Flowers
27 Staff News