

J.S Journal

AUGUST-
SEPTEMBER 1961

HOUSE MAGAZINE OF
J. SAINSBURY LTD



The balloon goes up

Family

The first number of FAMILY is out on September 18th. It's SAINSBURY'S new woman's magazine sold only in our branches. Pages and pages, many in full colour, of fashion, food, fiction, beauty-care, knitting, interior decoration—everything, in fact, to make the first general interest store-to-customer magazine in Great Britain a success.

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The presses are rolling. Opposite page, Mr. J. D. Sainsbury (right) who has been responsible for the development of the new magazine, on the upper deck of a high-speed four-colour printing press with Mr. R. Kirk, Director of the firm which prints Family. The fast moving "web" of paper runs through the press at 850/900 feet a minute. On the left is the first cover design for Family. It's in full colour.



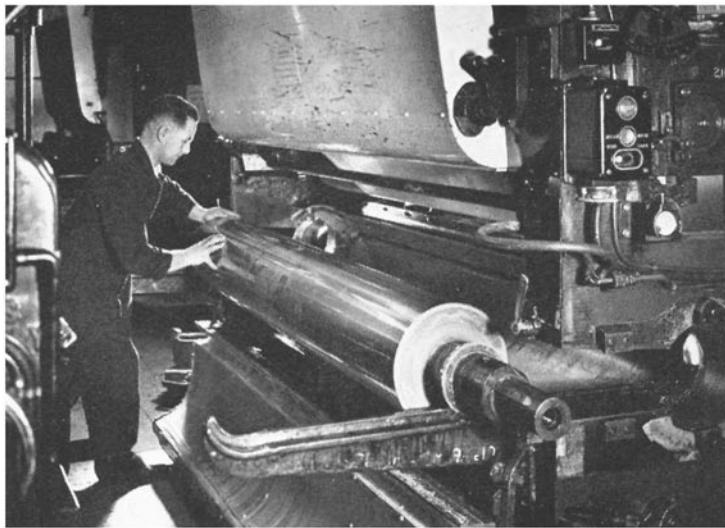
Before the presses start rolling a longish preparation is necessary. The man in the photograph below is leaning over a planning table examining text and pictures for a group of four pages. At this stage they are in the form of transparent positive photographic prints, reversed as you might see them in a mirror, and are held in position on the big glass sheet with gummed tape. Groups of pages will be photographically printed on to a sheet of light sensitised gelatine (it's called carbon tissue and is red in colour). After this the carbon tissue is exposed a second time through a finely ruled (150 to 175 lines to the inch) screen. This sheet is next applied to a chemically clean and grease free copper cylinder. You can see one in the lower picture.



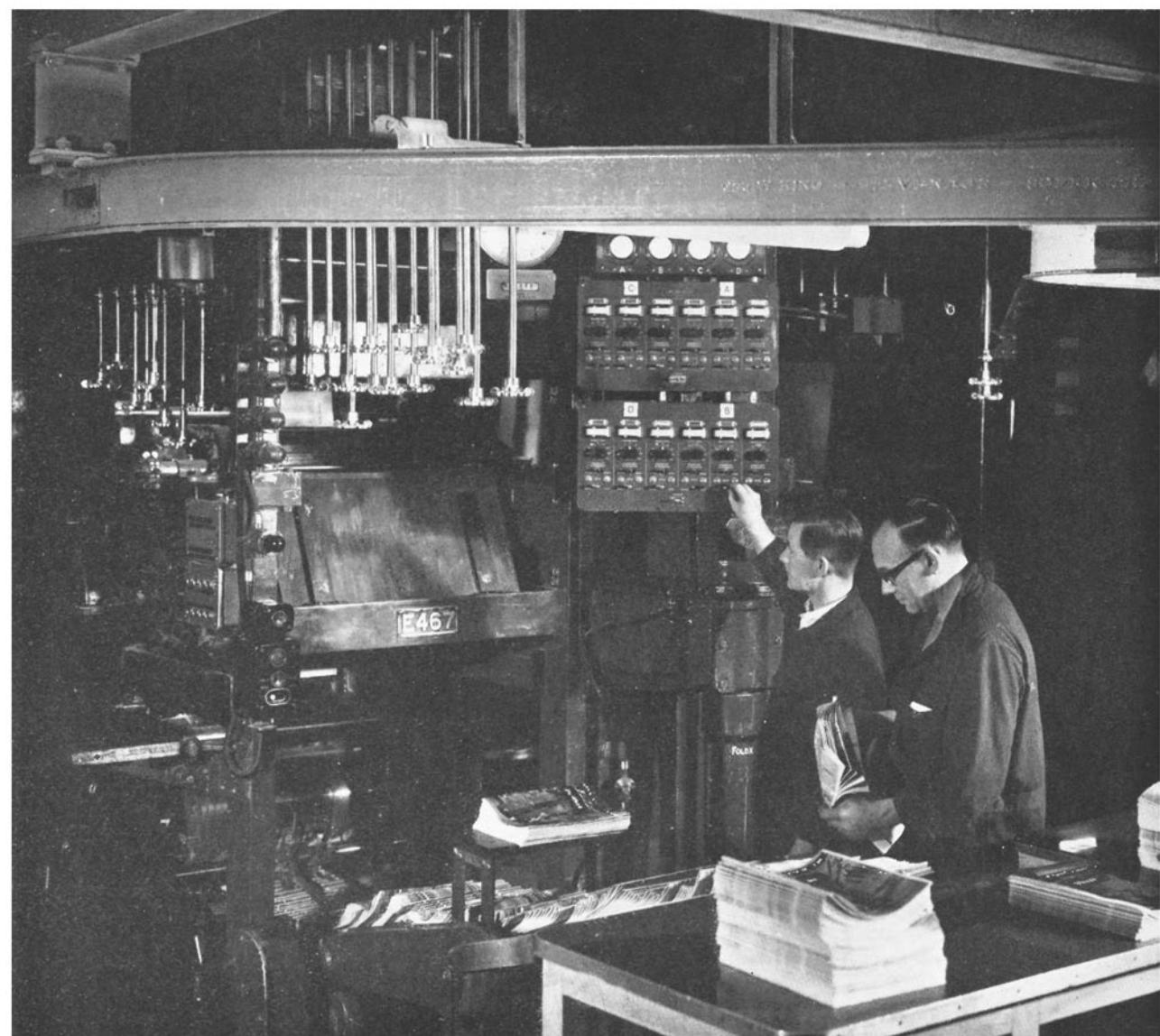
The process worker in the picture on the right is etching a copper cylinder to which a carbon tissue sheet was applied. It was soaked until the paper base and the soluble unexposed parts of the gelatine washed away, leaving a sheet of light-hardened gelatine, thick and hard in the pale areas and thinner in the dark areas. It was then dried and now it is being etched with a mordant solution.

Where the gelatine was thick and hard the copper is protected from it, but in the thin areas the mordant used bites into the copper. The result is to break up the surface of the cylinder into a series of tiny square pits of varying depth.





On the left a printing operative is guiding a cylinder into position on the printing press. The cylinder has been etched and is now ready to print from. In the photo-gravure process the ink is picked up by the roller rotating in a trough. A "doctor" knife, which moves with a slight reciprocating movement across its surface, scrapes off surplus, leaving ink in the tiny pits. Where the pits are deep there's a lot of ink, where they are shallow there's very little, and this is how the gradations from light to dark tones are made. In four-colour printing four cylinders are in use. A yellow, a blue, a red and a black one. They must print in exact register or the effect is blurred. Below a printer is watching the electronic control panel which ensures automatic four-colour register.



It's all my own- Family



We asked the Editor of *Family* magazine
to tell us how it feels to edit one's own magazine.
She sent us a do-it-yourself kit for
would-be editors which we print below.

DEAR J.S. READERS,

So you want to know what it's like to edit a magazine - not just *Family*, but any magazine? First of all, most journalists would like to be editors; next, most editors would like to be super journalists without any editing responsibilities, or if pushed they might settle for Managing Director of a respectable-sized publishing company.

But once you're really stuck with a magazine editorship you have to face the facts:

- (1) whether to do it all yourself in true one-man-band style
- (2) accept the mixed blessing of a staff (by mixed I mean good, bad or indifferent according to the luck of the draw, the time of the year, and of course the pay offered)
- (3) rely entirely on outside contributors
- (4) I'll come to this later.

Well, to start at the beginning as all good writers should, what about (1)? After discovering that you do really need more than four hours' sleep a night, and the weekend adds up to only two more working days, and the telephone is not editing (wo)man's best friend, and your own family are beginning to look at you oddly - you don't say no to giving (2) a once-over.

The "blessing" comes in many disguises:

- (a) the eager beavers dying to learn (the trouble is that you die for their mistakes, not *vice versa*)
- (b) the learned ones (who can always pick up your weak spots after final proofs have been passed)
- (c) the faithful shadows (who minister in best angel form, which means cosseting with tea, coffee,



sandwiches, pills, writing endless reminder notes, giving warning signs when crisis is nearing, but never under any circumstances contributing concrete ideas . . .)

(d) I'll come to these later.

You're probably pretty tempted by (3) at this stage. The trouble with outside contributors is just that - their permanent outsiderliness. Even if they are your next to best friends they're never around when you want them to check a vital point, or add another 20 characters to a line. (That means letters of the alphabet *including spaces* in a suitable form to make a sensible arrangement of words.) You try it one day - better than your favourite acrostic, I'll bet.

As to (4) I will get around to it before the end.

Play resumes. You've got a magazine editorship, you've chosen your inside (or outside) staff, you've done a lot of thinking. Wet towels, strong coffee, much soul-searching. You feel light-headed, full of ideas, positively unbeatable. Next morning you open your daily paper - unbeatable idea number one looks back at you from page three. Later that day you glance through your least favourite magazine - unbeatable idea number two rather badly done is on page 25. Your dream children are turning out to be monstrous changelings, or at best rather unoriginal. * More thought, more refreshment (for mind as well as body, naturally). You feel light-headed, full of ideas, positively, absolutely, undeniably unbeatable. You don't open paper or magazine. You go right ahead and *do it, write it, photograph it, illustrate it, pursue it, re-write it, reshape it, re-organise it . . . revolt against it*. Put it in

On the left is Family's Editor, Mrs. Marie-Jaqueline Lancaster, who came into journalism first as Press Officer of the Council of Industrial Design, became Associate Editor of House Beautiful, then Design Editor of The Ambassador; was for a time Women's Consultant in a big advertising agency, took to contributing as a free-lance to women's magazines, industrial design journals, the Sunday papers, and then became Editor of Family. Mrs. Lancaster has two daughters, and in between having them in the late 1940's she managed a small Import-Export office.

Here's the Family editorial team. Assistant Editor Miss Brenda Kirby on the left; Mrs. Lancaster, Editor;

Secretary Miss Anne Carswell in the background, and pondering over page layouts is Miss Margaret Webb, who looks after the design of the magazine.



a drawer — not with the old sandwiches — for a few days/weeks/months/years, depending on whether yours is a daily/weekly/monthly . . . er . . . annual magazine.* You continue repeating this process as in knitting from * to * indefinitely until time begins to run out.

By now you will have quite a long tube of knitting and can hardly wait to cast off the oppressive yoke. (Make a quick note here to hire a knitting-pattern-checker before spending another penny on the most whizzy short story.)

Miraculously the magazine begins to jell, out of spite if nothing else. Mysterious words of wisdom appear from small printer's vans on long, endless pieces of paper (called galley) which lie, draped across your desk, under your desk, and on colder days round your shoulders until you have to send them back again, to be churned up and returned in more respectable page-like form, but with missing bits where you happened to lose the photograph, mop up the tea, or — can it be, wrote too little? Your early conjuring experience comes in very useful. Bits and pieces fly from one end of a story to another, get discarded, re-instated, and finally orientated (or at least they add to the suspense of the serial in an admirably incomprehensible way).

You have your eyes tested, and take to wearing dark glasses in the mid-day sun. People stop you in the street and ask tenderly after your new toy, or brainchild (according to their degree of jealousy), never noticing your obviously failing eyesight, lack-lustre hair, disintegrating clothes, down-at-heel shoes, broken health, dying spirit.

Secretly you feel sorry for them. They haven't got what you've got. They haven't got a lovely repetitive quarterly toy that can't answer back, that even occasionally does exactly what you require of it.

Now as I was saying, at points (4), (d) and (4). If you read very carefully backwards to lines 17 and 37 and 47 on page 6, you will, I am sure, be absolutely dead spot on with me.

I've got *Family*. I've got my favourite skeleton staff of two *inside* (wait till you see the whites of their eyes before shooting) representing ART and SUB, plus a dauntless SEC, and in the face of this unholy trio my feet can't leave the ground nor my nose the grindstone, such is the precarious position of editor, and don't forget the divers, my very special outside team.

In fact, *Family's* simply teeming with genius. But as I always say, it's the best team that wins in the end. AND I HOPE YOU'RE ON BOTH SIDES come September 18th when *Family* is hatched.

Yours in editorial labour,

THE EDITOR,
Family.

P.S. — And, d'you know, it's a very odd thing, but whenever there's a telephone message from Blackfriars to ask if the teeniest weeniest bit here and there could be changed . . . its always about the feature that's just gone to press. Such an unlikely coincidence to happen again and again, don't you think? — ED.

Self-service is a way of retailing that depends to a great extent on the quality of wrapping materials like paper, board and above all plastic film. How effective they are is a matter for tests and experiment.

Our article outlines briefly the history of film and the work of testing wrapping materials

On Trial

by H. Robinski, B.Sc., of J.S. Laboratory

Two things that go together like bacon and eggs—self-service retailing and transparent film for wrapping food. Modern chemistry has evolved films which, while making it possible for customers to see what they're buying, protect the goods from contamination during shopping.

There are some fifteen different types of cellulose films today. They are descendants of viscose, a substance discovered by three English chemists, Cross, Bevan and Beadle, in 1892. Viscose is a brownish material made from the cellulose content of wood pulp and was at first used for sizing cloth and coating paper. We know it now as the immediate source of transparent film, but as so often happens with scientific discoveries its potential value was not immediately appreciated. Research workers evolved a continuous thread from it by forcing it through a tiny hole into an acid bath. The earliest products made with the thread were those shiny artificial silks and artificial silk stockings.

The first sheets of not so very transparent film had been made by spreading viscose on glass plates, bathing it in acid and water and peeling it off. It was rather brittle—interesting but not useful. Then, about 1900, a Swiss chemist, Dr. J. E. Brandenberger, thought viscose might, if it could be got to stick, give a rich lustrous look to fabrics. It didn't stick and he lost interest in this project becoming pre-occupied with the transparent sheet idea. He put in several years working on an apparatus to turn out transparent film and in 1908 he patented a machine which could do it. By 1912 he had patented a machine which turned out a film both transparent and flexible. It wasn't moisture-proof or heat-sealing and it was expensive. It was Dr. Brandenberger too

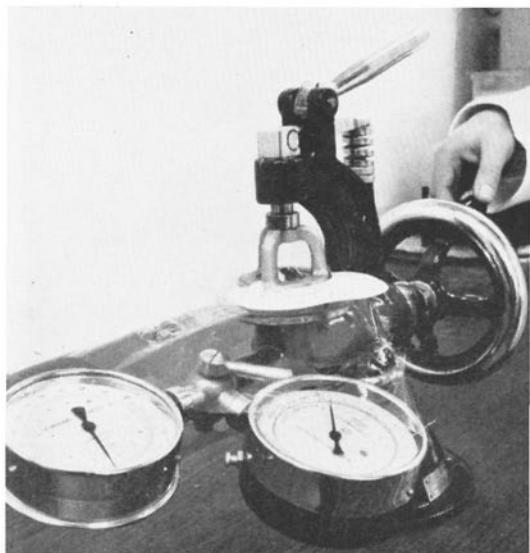
who invented the word *cellophane* which he made up from the words *cellulose* and the French word *diaphane* meaning transparent.

By the early 1920's the production of transparent film had speeded up, it was a bit cheaper and factories making it existed in several countries, but it still wasn't much use in the food trade except for



Testing the tensile strength of paper. This piece of apparatus indicates on the two curved scales the amount of pull that has to be applied to a standard sample strip of paper before it breaks. There is a sample clamped between the jaws of the machine at A, A¹. There is another sample strip lying at the foot of the column. Mr. M. Granger of our laboratory is recording the result.

Bursting Film

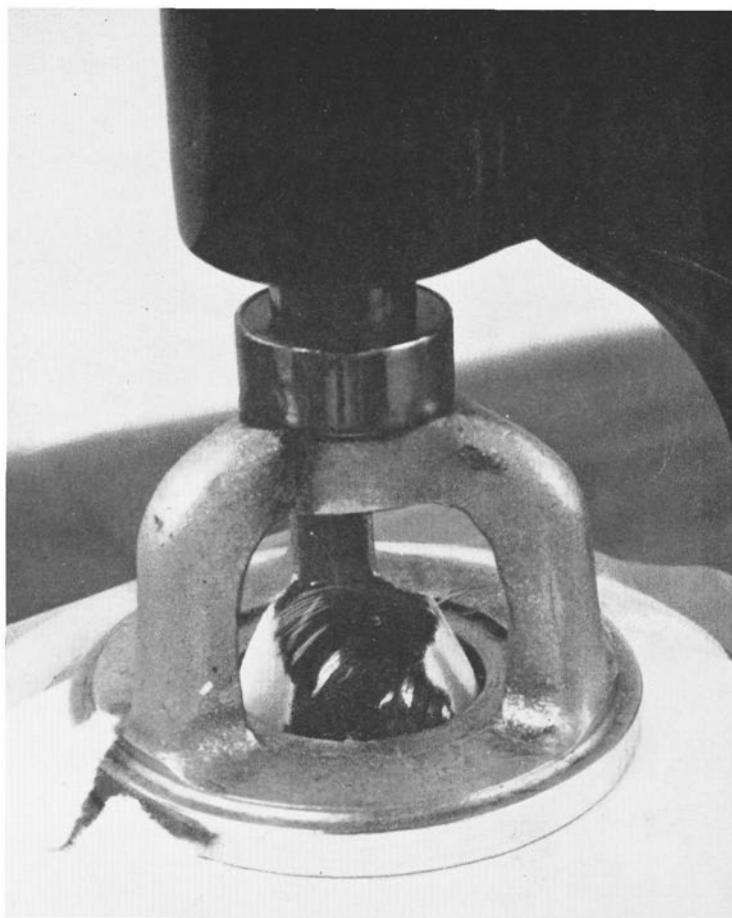


Above is the apparatus which records how much pressure is needed to burst a sheet of film. The film is clamped tightly in a press with a circular opening. The white paper sleeve is there to prevent it being torn by the clamp. By turning the handle a rubber diaphragm expands into the opening until the sample bursts. A good film bursts into a fringe of long tapering whiskers.

expensive confectionery. But everyone was interested in its possibilities, since it enhanced the appearance of the goods wrapped in it and was an effective sales aid even if it didn't give a lot of protection to the merchandise.

In the late twenties the big American chemicals firm Du Pont de Nemours evolved the first moisture-proof heat-sealing cellulose film which meant you could protect your goods as well as enhance their appearance. This was without doubt one of those discoveries without which retailing might never have passed into the self-service phase. Once the product was evolved uses for it multiplied and as the uses multiplied so specialised films were evolved to meet special conditions.

Manufacture begins with the steeping of sheets of wood pulp (wood contains about 50 per cent cellulose in its make-up) in caustic soda. They are then shredded and treated in rotating steel drums with carbon di-sulphide. The resulting product is dissolved in caustic soda to form viscose. This is piped into a casting machine and extruded through

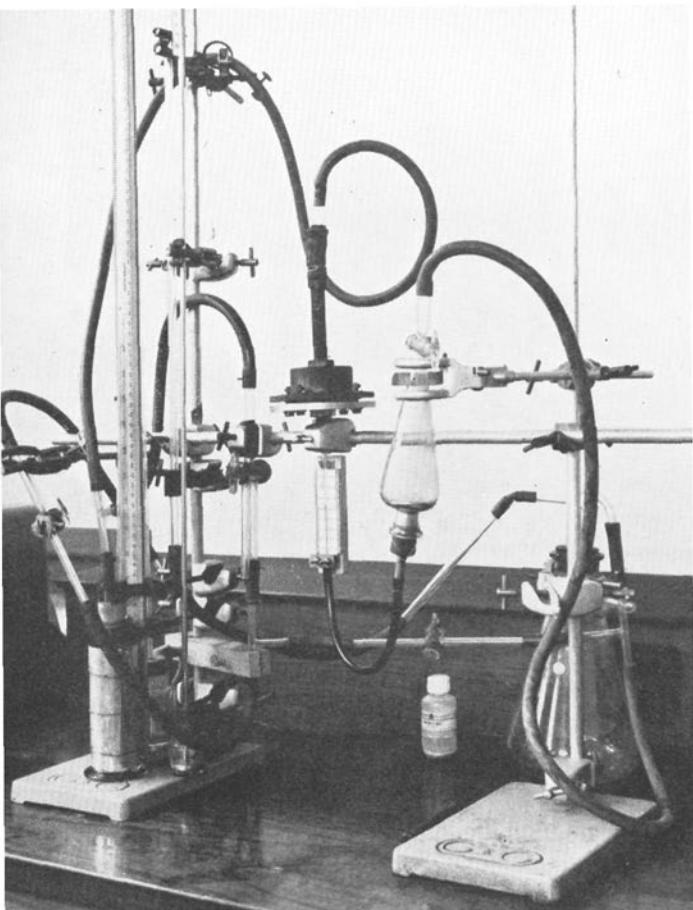


a fine metal slit into an acid bath which has the effect of coagulating the viscose into a film. Then it is washed, bleached, softened, dried and wound into rolls.

In this form it isn't moisture-proof or heat-sealing and to give the film these properties it must be fed through a bath of a suitable coating and run over rollers where "doctor" knives distribute the coating evenly and remove excess.

Today there are films which are used only for wrapping sweets or produce. Others are used in packing dry groceries like rice, barley or semolina. Others are used in wrapping meats. Latest developments in this field include film which doesn't wrinkle when in contact with fresh meat, thus retaining in the refrigerated cabinet the fresh, clean look of a newly made-up pack.

During the last war, polythene was an important development and has become a useful addition to the film market. Today, with a continuously falling price, polythene is the most popular and cheapest transparent wrapper, and is widely used for



Films 'Breathe'

The apparatus on the left was designed and made by Mr. J. Gray of J.S. Laboratory, to record the breathing power of a film.

Depending on the type of goods to be packed, films should have a definite ability to let oxygen in or to keep it out altogether.

In the smaller picture below are the two types of dishes used to measure the rate of moisture transfer of films.



pre-packaging produce, and poultry garments.

Research and development have expanded the family of polythene films and we can now get various grades of polythene showing differences in transparency, impact strength and density. The recent Italian discovery by Montecatini Research in which manufacture of polythene (polymerisation) may be accurately controlled by a selected metallic catalyst suggests that soon a great variety of tailor-made polythenes will appear on the market.

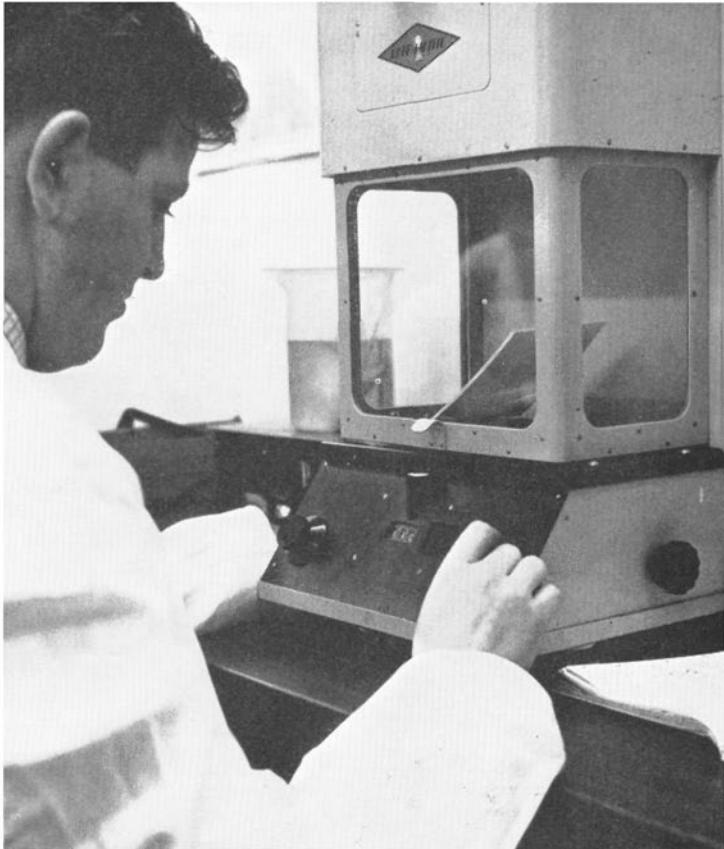
Two more recent films, Cryovac and Saran, are entirely man-made films. The cellulose films are made from wood pulp and polythene has the same chemical structure as paraffin wax. Cryovac and Saran are wholly the result of scientific research. They have found a wide application in wrapping provisions.

Our pictures in this feature show the J.S. laboratory carrying out routine tests on film, paper

or board. As new films come on the market and as unrealistic claims are sometimes made for them, the firm submits new products to careful examination to find out how effective they really are. If the laboratory tests are successful they are followed by field tests and if after these a film is accepted for use it is given routine examination within a few hours of the delivery of each consignment.

It is safe to say that film making today is only at the beginning of a long and interesting road. Our existing films may soon be regarded as accidental products of trial and error by manufacturers. Users today look for many qualities in film:—transparency, high gloss, clarity, lack of odour, non-wrinkling, shrink, moistureproofness, oxygen-transfer are some of them. So research by manufacturer and user must go on until all such requirements are satisfied and ideal tailor-made films are produced to suit every type of food product.

Mr. M. Follett of J.S. Laboratory using a sensitive analytical balance to weigh a sample. Papers, films and boards are all weighed to ensure conformity to specifications.

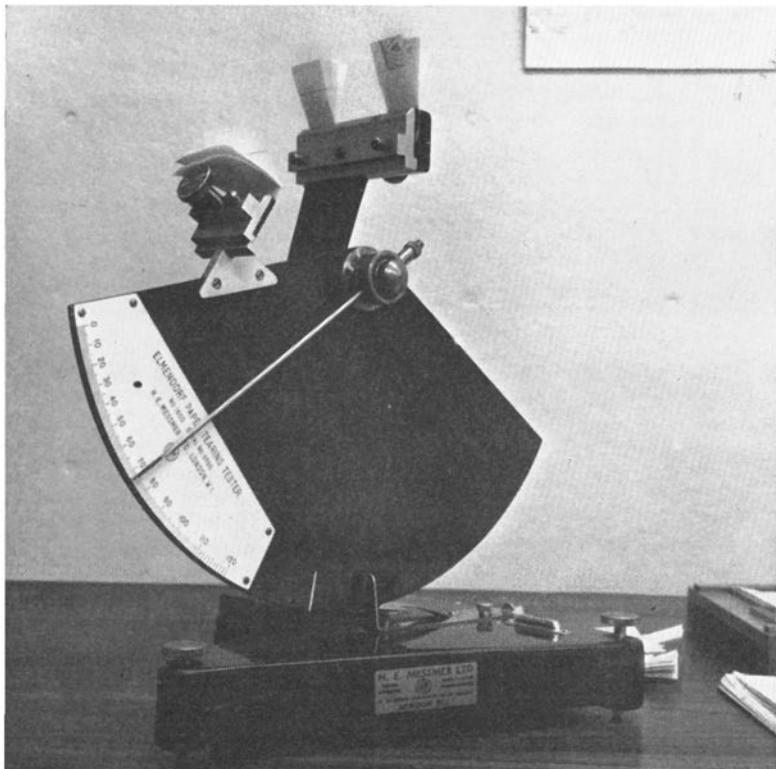


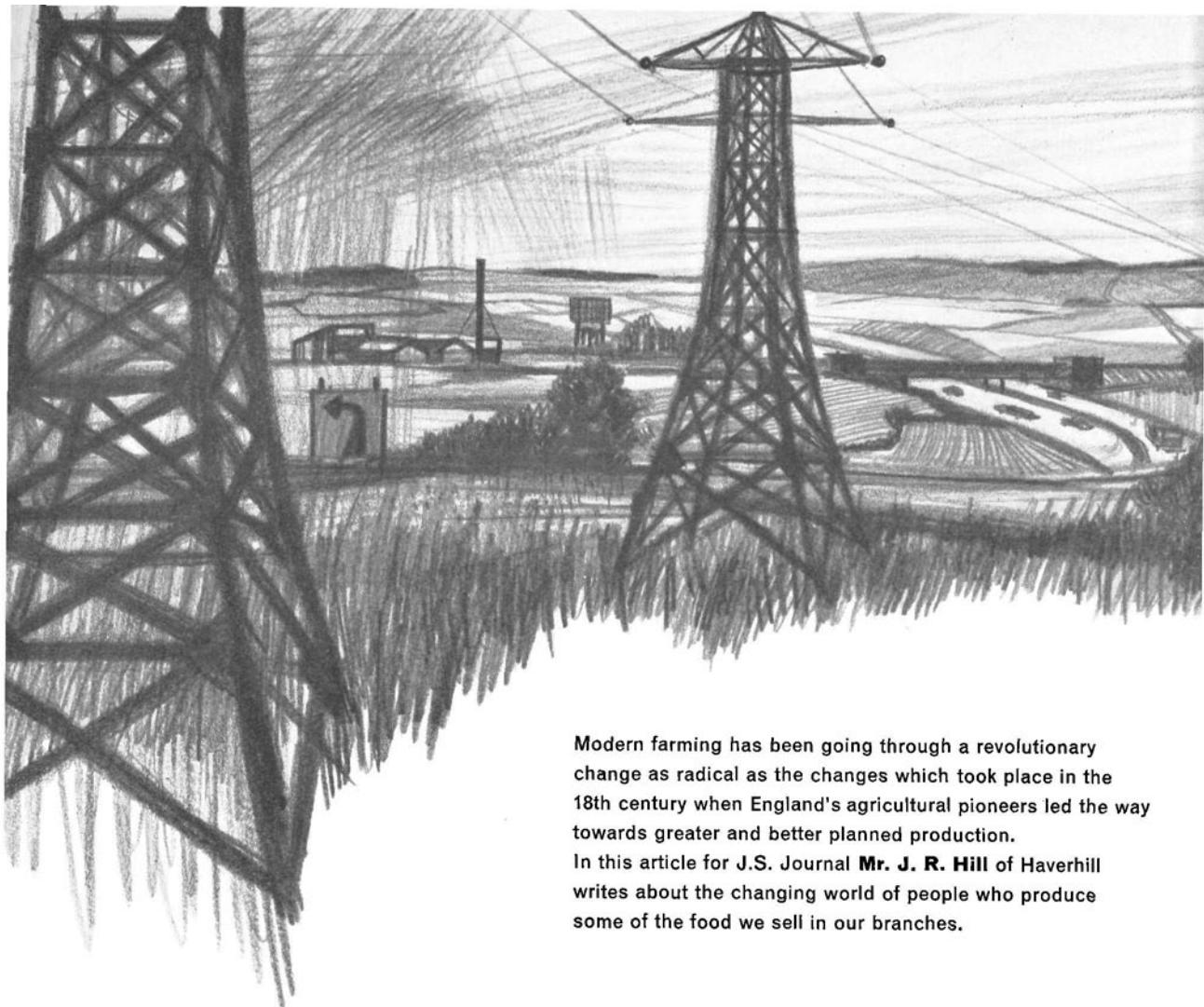
How Thick?

Thickness of papers and films is determined by measuring a sample in a gauge like the one above.

That's torn it!

Clamped between the jaws of this instrument was a six-leafed swatch of paper. When a release spring at the base was pressed, the heavy quadrant of metal swung down tearing out the centre segments held in the jaw on the left and the paper sprang back into a vertical position. The pointer indicates the strength needed to tear the papers and you divide by six to give tear strength of a single sheet.





Modern farming has been going through a revolutionary change as radical as the changes which took place in the 18th century when England's agricultural pioneers led the way towards greater and better planned production.

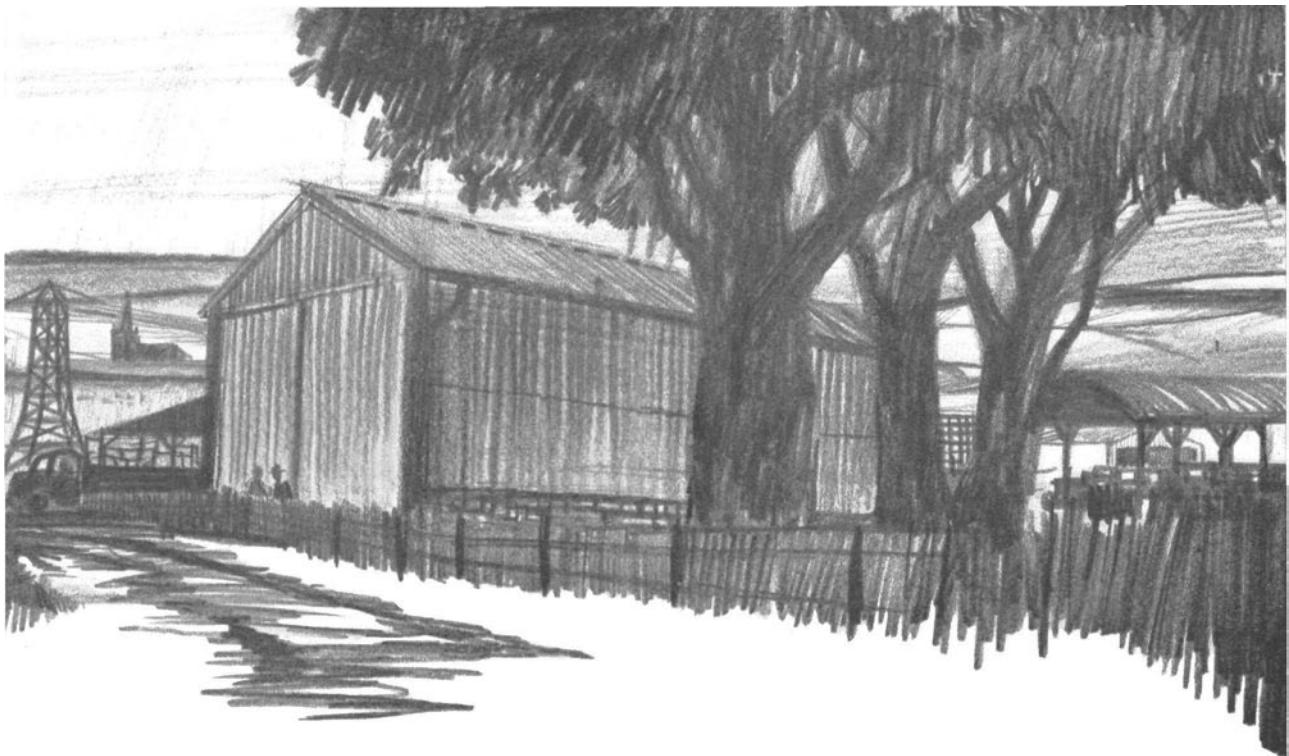
In this article for J.S. Journal **Mr. J. R. Hill** of Haverhill writes about the changing world of people who produce some of the food we sell in our branches.

A Generation of Farm Progress

Farming to some people represents little more than an activity beyond suburbia. Maybe there is some excuse for this, for farming as an industry has been hesitant to let us know what is really going on. It can, therefore, come as a surprise when we compare our idea of farming with what actually happens. Although some will not have noticed it, few will disagree that nationally our roots are very much in the land, its problems and rewards are ours and we can still experience the excitement and challenge of

an Agricultural Revolution which rivals in impact the industrial counterpart of last century.

Cold comparisons of farm output between the immediate post-war years and today may conceal the exhilarating progress that British farming has made during the period. Tolerate these bare facts and let me sketch between them some of the features underlying their achievement. It is not only a rural story: within it is the contribution of nearly every other aspect of industry from the tractor shops of



Coventry through self-service stores to the eventual housewife's choice and husband's opinion.

Production Increases Since Pre-war

Barley	438%
Beef and Veal	33%
Eggs	101%
Milk	46%
Mutton and Lamb	24%
Pig Meat	60%
Potatoes	41%
Sugar Beet	94%
Wheat	69%

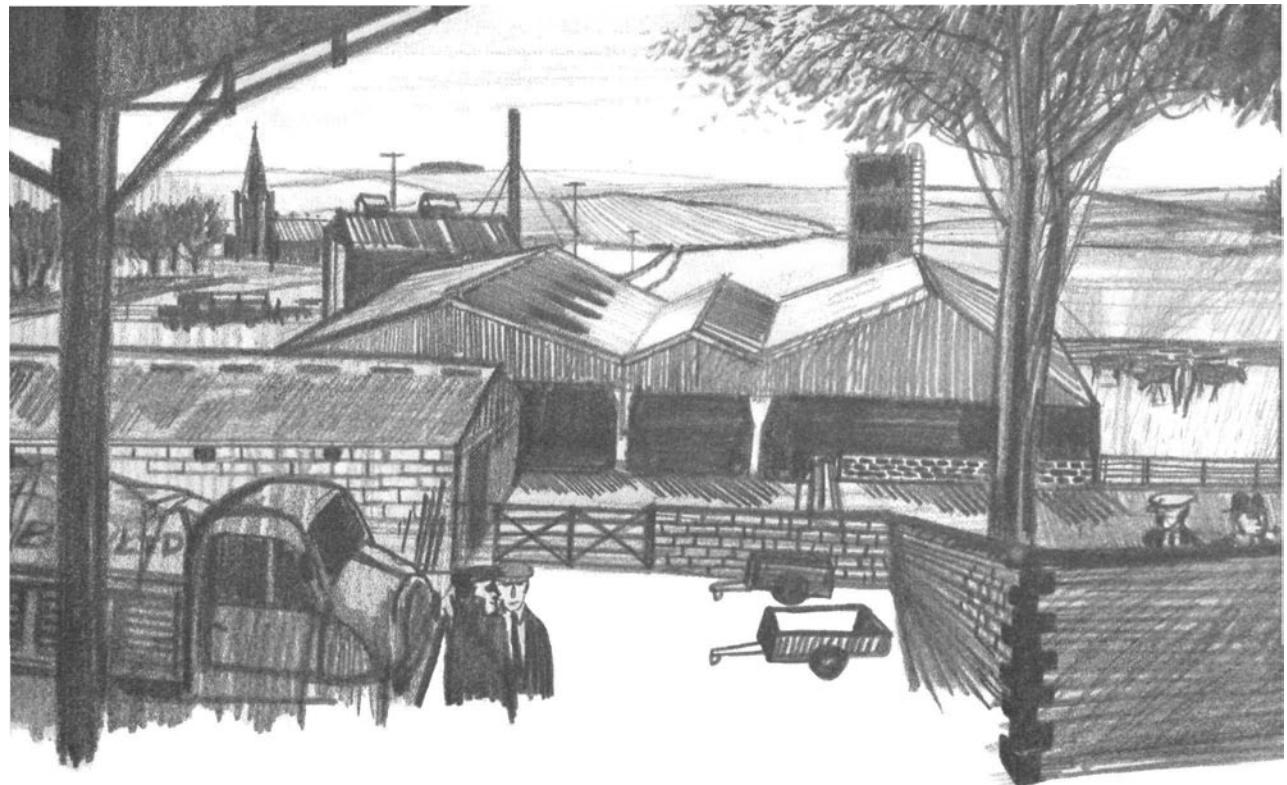
Such progress would be news were it not for its steady continuation since 1939; it would be more apparent if we had greater direct reliance on our land for our own food.

This trend has meant substantial changes in the pattern of the countryside and the lives of those who live in it. It has meant the passing of many familiar rural sights, perhaps most obvious of which has been the farm horse. Less than 20 per cent of the pre-war horse population remains, and in their place we have almost as many tractors now as there were horses. The replacement of horse power by tractors is a fundamental feature of modern farming. From it stems not only a much increased tempo of cultivations, but a new race of farm workers as unfamiliar as their town cousin with literal horse power. Whereas a ploughman with a two-horse team used

to take a whole day to plough an acre, today's tractor drawn ploughs can comfortably plough upwards of six acres in the same time. The effects of this basic change extends far beyond the obvious; less horses mean less food to be grown for them so releasing land for alternative crops. It has also increased our dependence on mainly imported fuels.

With more and concentrated power, as well as the general industrialisation of farming, the number of farm workers has fallen from 804,000 in 1939 to 722,000 in 1960. Yet during this time production has risen to more than 60 per cent above the pre-war level, and the home farmer feeds approximately half of our population compared with only a third previously.

Increased mechanisation and heavier capital needs have required a higher standard of intelligence and skill from all levels of workers. Whereas twenty years ago a farm worker seldom operated machinery costing over £500, he is now almost daily using powerful and more complicated machinery costing several times that amount. To encourage and reward greater skill, initiative and interest (as well as for the negative motive of slowing what is known as the drift from the land), the post-war years have seen increased concern for rural housing, amenities and education. There are still houses without electricity, main water and drainage – as there are in urban areas – but the numbers are falling. The aim has been to introduce the best aspects of modern living.



In the social aspects as well, Britain's developing countryside must keep pace with the towns. Modern communications, particularly television and popular road transport, have softened much of the loneliness and insecurity that was even ten years ago an unavoidable aspect of country life.

Farming is concerned that progress shall be maintained and toward this aim greater attention to agricultural education is noticeable at all levels. Although the less than bright boy may still find a worthwhile job (for farming is of all occupations a big industry with a warm heart), to go far in farming needs as much education, skill and drive as any other comparable job. A good relationship of master to man exists on Britain's farms. On the majority of them (the average labour force is less than two men) farm work is a team job, and it is easy to respect the "gaffer" who is also a manual partner in many farm operations.

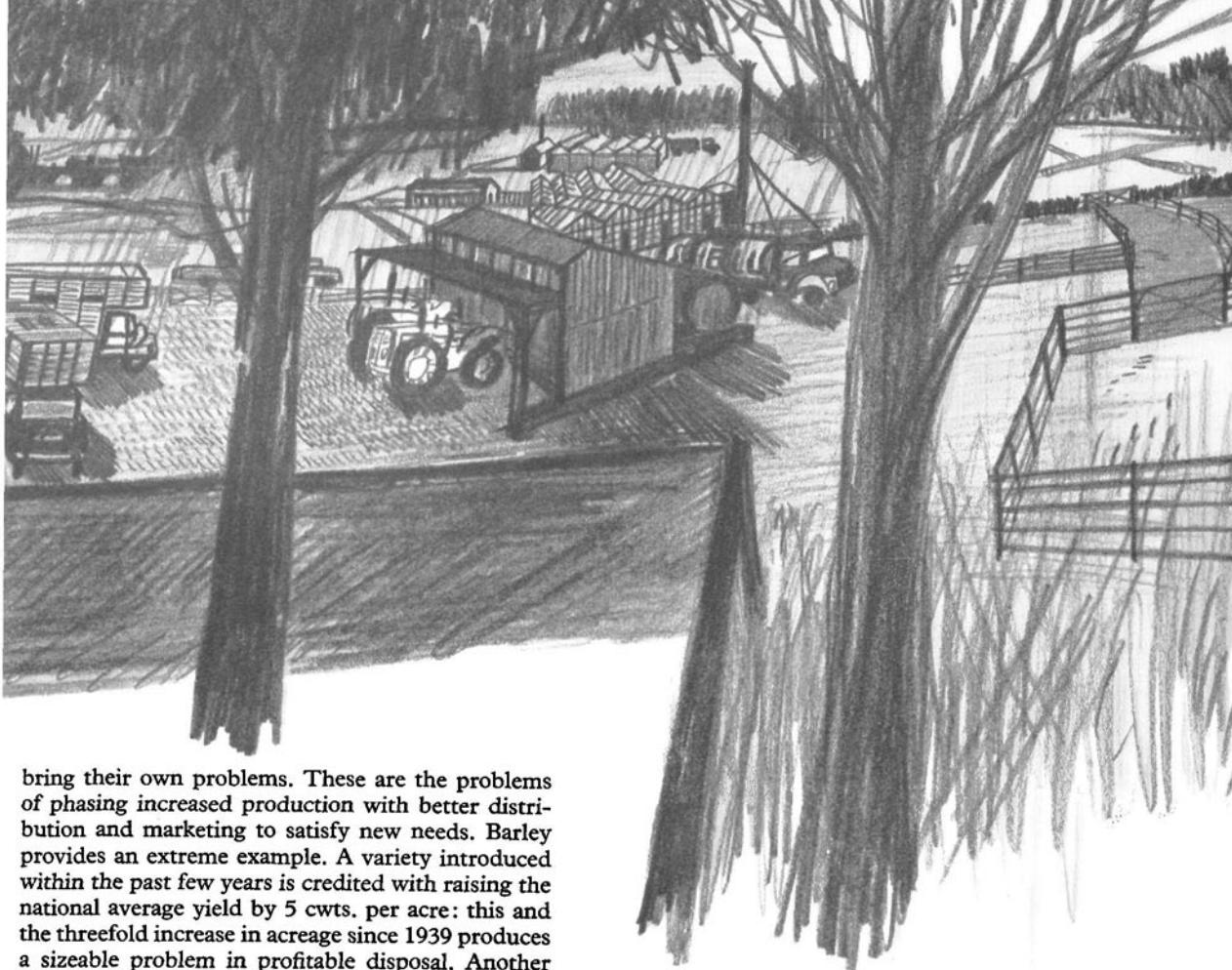
Britain has now the most mechanised farming in the world, and the use of work study and other business management techniques is increasingly commonplace. The pace of production has been changed to meet the challenge of world competition, and it is the continuance of this trend which will determine the pattern of farming over the coming years.

Our striking increases in productivity compare favourably with similar figures elsewhere. They do, however, conceal a multitude of technical improvements which are minor miracles in themselves. One

such example is the widespread use of artificial insemination of livestock. Particularly applied to dairy cattle, over 60 per cent of the national milking herd is inseminated annually. It is extending in application to pigs and poultry. This technique enables the most productive males to sire improved progeny from a much larger number of females. The practice is well integrated into the daily routine on many farms. "Beware of the bull" doesn't always mean what it used to. Artificial insemination has been a potent factor in raising the national average annual milk yield per cow by over 60 gallons in 20 years. During this period the national herd has eradicated tuberculosis. The number of different breeds has fallen; the black and white Friesian cows far out number others.

Farm livestock have been commercially improved by the widening use of new techniques based on scientific research and discovery. Thus the national average egg yield per hen is now over 175 (pre-1939 - 150). A pig for pork or bacon now needs only 85 per cent of the meal required twenty years ago.

Crop yields reflect years of patient work by plant breeders, soil scientists and a host of back room characters who superficially have little resemblance to the traditional farmer. These workers are an integral part of modern farm production: they are the hierarchy of the new farming. While we marvel at their past success they press on toward even greater improvement. Their pen may be even more powerful than the ploughshare. Yet these successes



bring their own problems. These are the problems of phasing increased production with better distribution and marketing to satisfy new needs. Barley provides an extreme example. A variety introduced within the past few years is credited with raising the national average yield by 5 cwts. per acre: this and the threefold increase in acreage since 1939 produces a sizeable problem in profitable disposal. Another similar case applies to sugar beet from which the country now gets about a quarter of its sugar requirement compared with a fifth twenty years ago. Today's average yield of sugar is over 30 cwts. per acre compared with 24 cwts. a decade earlier. Problems of farm production have changed in emphasis from solely increased yields to high yields at lower unit cost. In a world still predominantly underfed, the overriding problem today is how to apply realistic economic guidance to a potential cornucopia.

A less obvious feature of post-war farming is the falling number of small farms. The average size is about 70 acres, but over 40 per cent of the holdings are under 20 acres. At the other extreme only 1 per cent of the farms are over 500 acres in size. Amalgamation of farms is a commercial tendency seen elsewhere in this country, and as it continues, farming becomes more and more a business as well as a way of life. Farming units or groups of farms are also increasing by means of co-operation of one sort or another. Farmers may get together to share expensive machinery which would otherwise be

uneconomical on small farms, to justify employment of a skilled consultant, or to gain advantages by bulk purchase of such requisites as seeds and fertiliser. Group selling has been slower to develop. A fundamental change is developing in the attitude to finance and credit. Farmers are necessarily shedding their suspicions of organised finance. In many ways the City is "interested" in farming.

Many agencies exist to help the farmer take advantage of modern management aspects with which he is believed to be unfamiliar. This assistance is available in many ways; including Government financial aid to improve buildings and reclaim land, State and private research into farming problems, extending rural water supplies, electricity and drainage, as well as encouraging the improvement of livestock health and productivity. Farmers' own societies, study groups and co-operatives also help their members to help one another. These efforts often require vast administrative machines with

powers and influences which would excite the suspicion of the relatively go-it-alone traditional farmer. In return, the modern farmer has relinquished some freedoms which were a feature of the earlier British farming. In spite of the rapidity of these changes, the British farmer has adjusted himself well, and though he is more documented, recorded, advised (sometimes), supervised and less an individualist, he has not suffered the economic slump which followed the end of the first World War.

Farming in common with other progressive industries is exploiting technical advances and in so doing shares in the causes and rewards of national prosperity. There is, however, some misunderstanding of the relationship between farming prosperity and Government price support. This often arises because the price support system is extremely complex and the effects are widespread. Basically the system involves a guaranteed market for certain farm products – 12 out of the whole range – within a price structure reviewed annually by the Government in the light of national circumstances. There are also grants to encourage particular types of production either in special areas (e.g. Hill Farming) or in desirable techniques like fertiliser usage or drainage.

Last year these measures cost approximately £266 million. This was over half the national farm income although of course the distribution of payments varies according to the circumstances of production and it is unwise to draw conclusions from such a simplification. Last year's subsidies came to 2s. per head of the population weekly. Although paid to the farmer they have a profound effect on food prices but it is not easy to calculate how much more housewives would pay for food were it not for the "farm subsidies".

Farming is Big Business

Farming today is indeed big business. The annual value of agricultural output is about £1,500 million (nearly double the value of the motor industry). The farmer is a popular customer and spends £800 million on goods and services from other industries. For these reasons amongst others today's farmer is an important national figure. The country needed his contribution to national existence during wartime and he considerably helps our balance of payments during peace. In many respects as a power group agriculture has been slow to realise its own strength.

There is little point in referring to the average farmer, who is after all only a statistical figment: the typical farmer would be so for only a relatively small sample. This is because the diversity of cropping, soil and landscape produce a wide range of farming capabilities, aims and achievements. To

some extent these variations have been evened out by the changes of recent years. Just as the BBC may have influenced the replacement of dialect by a more uniform speech, so the mass-communication media have affected farming. The farming press, radio and television rapidly disseminate new ideas. Today's farmer looks over his neighbour's hedge a hundred miles away, or joins in a nation-wide conference to follow, or sometimes to anticipate, changes in production methods or materials. These modern aids provide an open window through which the townsman and the countryman can understand one another better.

The Trend is towards Specialisation

Farming self-sufficiency is less local and less obvious than previously. The tendency is for farms to become more specialised in their products, many of which are further processed elsewhere before reaching the consumer. For his requirements the farmer draws on widening resources. From being his own blacksmith, he has become the customer of some remote mechanic. He is increasingly a specialist link in a specialised chain. This particularly applies to such productions as broilers, eggs, pig meat and vegetables, and progress in these directions is making industry and agriculture almost indistinguishable.

It could be that the developments which we have been talking about tarnish the glamour of the popular conception of farming. However, it would be wrong to over-estimate this aspect of the present situation. In spite of the changes demonstrated by progressive British farming, it retains much of its intrinsic attractions to those within as well as to those less directly affected. This may seem surprising in a country where less than 5 per cent of the population are directly employed in agriculture. But double this number are only a generation removed from the land, and less than a century ago nearly every family had a direct connection. The love of farming is only faintly hidden below the surface of our present industrialised society: the popularity of pets and pot-plants symbolises our unadmitted loyalty.

In spite of improved techniques the British climate remains the primary factor affecting success in the farmer's year. It is this which sharply differentiates farming from other modern industries, and the farmer's acceptance of a climatic dictatorship often accounts for an apparent reluctance to plan with the precision one might otherwise expect. The nature of his workshop means that, in common with sailors and miners, countrymen have a healthy regard for natural hazards. They have mostly a humility borne of realising how much is known and yet how much is still to know.

GRiffin REPORT

We are now coming to the end of the summer season and it gives us an opportunity to look back.

It would be fair to say that in the sport of cricket, it has not been one of the most successful years. Only one Wednesday and one Thursday team has operated regularly, and even then there has been some difficulty in getting a full side. The Saturday XI have also had their problems in team selection, and even the Sunday Club XI ought to be stronger than it is. None of the teams can claim many victories this season. Congratulations are due to Dick Canham, who was selected to represent the Surrey Association of Cricket Clubs. Certainly a well deserved honour, for he has undoubtedly been the most consistent batsman. The Club XI will be continuing their fixtures away until October 1st.

The final of the Area Competition was between Mr. Pagden's and Mr. Dyer's Area. In the semi-final against Mr. Knight's Area, L. Jones, playing for Mr. Dyer's Area, distinguished himself by scoring a not out century.

In contrast the standard of tennis has never been higher within the Club. There is no doubt that had the strongest team always been available we could have held a clear lead in the L.B.H. League. As it is at the time of going to press, we are bracketed at the top of the table with Standard Telephones and Cables and Co-operative Wholesale Society, all having lost three matches.

The Griffin activities at the Fête are reported elsewhere, but there are one or two interesting side-lights. There was a good entry for the athletic events, and Ashford became the first ever country section to win the Section Championship Shield - a very fine achievement for a small branch. Most of their points were gained by their girls, who had a most exhausting day, as they were also competing in the Netball Tournament, won for the second year by Southampton.

After reigning as the Men's Tennis Champion for four years, Alan Bacon was defeated this year in the semi-final by Derek Cutts. In the final on Bank Holiday he in turn was beaten by Roger Faulkner, who proved a worthy champion. Mrs. Ann Emmitt won the Ladies' Singles.

Football will soon be starting, but at the time of writing there is a little uncertainty about the number of branch sections teams that will be functioning owing to several branches changing to Monday closing. There will again be four Saturday teams, all playing in the West End League.

The Swimming Gala will be held this year at Marshall Street Baths on Saturday, October 7th.

After the very well supported function of last

year, we look forward to another successful evening. It was considered that last year's gala did finish a little late, and this time one or two events have been taken out to shorten the programme.

The Table Tennis and Darts competitions will soon be getting under way. Entry forms will be going out to all branches, and we are expecting a good response.

After the great interest shown in the Judo display at the Fête, we hope there might be some new recruits. The classes, which will be starting up again in September, are held at the John Harvard School, Union Street, Blackfriars, on Monday and Friday evenings and any male S.S.A. member will be welcome to come along.

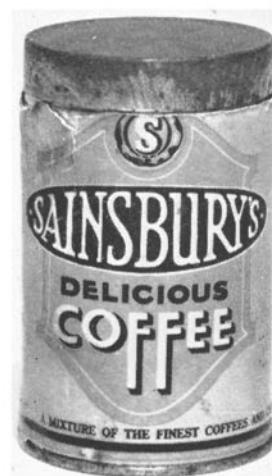
At the Blackfriars Canteen, throughout the winter, Table Tennis will be held on Tuesday and Thursday evenings. On Mondays and Wednesdays Badminton will be being played.

The last Golf Meeting of the year will be held at the Hill Barn Golf Course, Worthing, on Sunday, September 24th, and will take the form of a Branches v. Depot match.

We shall again be entering a Netball Team this winter in the London Business Houses League. It is a point to note, incidentally, that the Netball Association have revised their rules and copies of the new regulations are now available from the Secretary, Griffin Athletic Club.

LES POTTER

MUSEUM PIECE



This venerable coffee tin was brought in to one of our branches by a customer who had had it on her larder shelf since the 1930s. She tried to make some coffee from the contents, but the results naturally enough were a long way below standard.



Summertime — when it seemed always summertime



In 1911 the staff of our Oxford branch went on a picnic to celebrate the shop's first birthday. Here they are photographed, relaxed, contented and reflecting the peace and serenity of those final years before our world of wars took shape. The manager at Oxford then was Mr. G. Hoare. He is sitting third from the left in the picture, and Mrs. Hoare is in the centre of the group under the Japanese parasol. On pages 28 and 29 you will see them in the pictures of the J.S. Veterans' outing to Southend.

5000 at Dulwich

*It was a record !
J.S. people came
from everywhere to
take part in the
biggest and best yet
fête put on by the
S.S.A.*



Mr. and Mrs. Timothy Sainsbury help to carve the Bank Holiday Monday joint.

It was one of the firm's own beasts direct from Inverquhometry, weighed just 22 pounds over 10 hundred-weights, and it took several tons of coal and oak logs to cook it. 1,997 sliced portions were sold to keep up the strength of the visitors who worked so hard at enjoying the fairground atmosphere.



Photographs by Roy Hole





Mr. F. W. Salisbury, Assistant General Manager of J.S., presented trophies and prizes. Two cups went to mile winner Mr. J. White.

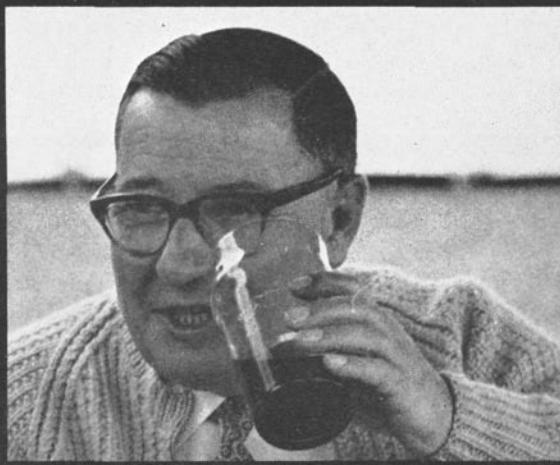
J.S. judo enthusiasts threw each other about on the mat with the greatest of ease. All-round athlete Miss Diana Goddard of "O" Section is making the long jump opposite.





Southampton's netball team who were at Dulwich last year won the netball competition with a one point lead over "O" Section. They are seen in play above, and on the right they are getting their trophy from Mr. F. W. Salisbury.





Hunger and thirst raged all day ! 100 yards of sausages, 720 eggs, 2,750 rolls, 2,500 cakes, 7 cwt.s of chips, 450 portions of fried fish were washed down with 8,040 cups of tea, 500 cups of milk, 200 cups of coffee, 2,674 soft drinks and 5,113 glasses of beer. Remaining gaps got filled in with toffee apples.



Concentrated effort above is by one of our junior artists. Equally concentrated effort, centre right, comes from tug-of-war competitors. Bowls, tennis, handicrafts and horticulture were just a few of the day's attractions.

Tennis champion was Mr. R. Faulkner, seen on the right with finalist Mr. D. Cutts and umpire Mr. R. Emmitt.





Cheerful smile from Champion Athlete Mr. F. Gifford



Happy man opposite is S.S.A. Chairman, Mr. F. R. Parker, who saw the work of the committee and its many helpers brought to such a successful climax. Over 200 members were helping to make this record fête day a memorable one and many had given much time and effort towards the planning and preparation which went into our best fête yet. They well deserve the thanks and congratulations which Mr. F. W. Salisbury gave them in his short speech before the prizegiving.



A day out with J.S. Veterans

Southend in the sun



For this year's outing Southend was the target for 380 J.S. veterans who turned up with and without hats to enjoy the sunshine on the pier. Below on the right is Mr. G. Hoare, who appears in the picture on page 18 of Oxford's 1911 picnic and seems to be enjoying this day out even more than the one he went on over fifty years ago.





Maillard's camera picks up J.S. veterans visiting some of Southend's attractions. Wearing the white jacket in the picture on the left is Mrs. G. Hoare, whom you can see under a very stylish Japanese parasol on page 18.

The Barrett Memorial Trophy

9 Griffin Footballers



Mr. W. C. Barrett

In last month's *J.S. Journal* we announced in Griffin Report the presentation of the Barrett Memorial Trophy by Mr. W. Barrett, one of the firm's drivers, in memory of his son.

Mr. W. C. Barrett, who lost his life in a road accident on January 7th, 1960, was one of the keen footballers who played for the Griffin. He joined J.S. as a boy of sixteen and was playing for the Griffin 1st XI very shortly after that. He played for St. Helen's a Southern Sunday League team and for St. Anne's

Youth Club in South Lambeth Road. The award will be made after the first practice match on Saturday, September 16th, at the Griffin Sports Ground, Dulwich. On these two pages we print portraits of all the footballers who received votes in the choice of the J.S. Footballer of the 1960-61 season.



H. Allen (Factory), above left. A most hard working inside forward, with a good temperament for the game. Played mainly in the 3rd XI last season.

S. Head (Garage), above centre. A good club man, has played in many positions from goal to outside left and has never let the side down.

C. Belderson (Factory), above right. Has been playing in Griffin football for over a decade. A strong tackling centre half, he skippered the 3rd XI brilliantly last season.

J. Arnold (Warehouse), right. Played nearly all his games at either right back or right half for the 3rd XI. One of the most unassuming of players, both on and off the field, and a tireless worker.





C. Keating (Garage), left. Now one of the veterans of the Griffin, he still plays consistently well. The regular left back of the 3rd XI, he is a hard tackler with a strong kick.



F. Oram (Factory), above. Captain of the 1st XI and one of our most brilliant footballers. Played mostly at left half last season and represented the West End League.

D. Willmott (Maintenance), left. A right back, he captained the 4th XI last season, where his experience proved of great value. Has also been of considerable assistance on the administrative side.

T. Hill (Warehouse), below, left. Another member who through circumstances has had to play in many different positions.

He has always done so willingly and invariably gives

of his best. Played in the 1st, 2nd and 3rd teams last year.

S. Hopkins (Warehouse), below, right. Has one of the best brains in the game. Although he has played at inside

forward for most of his career, he settled down

last season as a consistent left back for the 1st XI. Has

represented the Surrey County F.A. and the West End League.



S.S.A. Chess Group wins Lacey Cup



*Chess Club captain,
Mr. D. S. Osborne,
accepts the Lacey Cup
from Mr. H. D. Callender,
President of London
Commercial Chess League.*

The S.S.A. Chess Group have become the first club to win the Lacey Cup twice since it was first presented 30 years ago. It was won by the senior team in 1952 and now has been brought home by the second team.

The cup is presented to the champions of division II of the London Commercial Chess League.

The Group acquired several new players two years ago, and it was E. West (Dairy Buying Office) in his first full season who led the team to victory. His task was not easy, when it is realised that the senior team were liable to make calls upon his players at short notice. This in fact did occur. R. Daniels (Sales Office) and B. Todd, who unfortunately has now left for warmer climes, played so well that they became regular first team players before the season closed. J. Bell (Sales Office) stepped into the breach and achieved a 100 per cent record. A wonderful performance, which, had the season been longer, would have enabled him to join R. Malham (Sales Office) and B. Todd in the honours list of the L.C.C.L. G. Nichols (Sales Office), D. Salter (Statistics) and J. Stanfield (Sales Office) completed a team in which no player including the reserves won less than half the games they played.

This team has now been promoted to division I of the L.C.C.L., while the first team will be increased from 6 to 9 boards and play in another section of the league. The third team will continue to play in division IV in which they came joint fourth last season at the first attempt.



*The J.S. team, champions of the
Second Division London Commercial
Chess League 1961. From l. to r., back
row, Messrs. J. Stanfield, J. Bell,
R. Malham, D. Salter. Sitting,
Messrs. G. Nichols, E. West (capt.),
R. Daniels.*



Congratulations



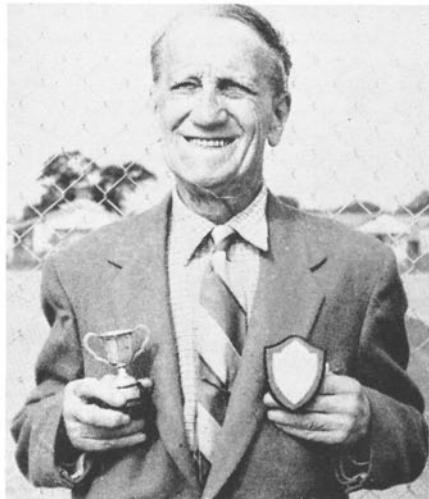
On the right are Mr. and Mrs. F. Floodgate signing the register after their wedding on June 10th at St. Andrew's, Catford. Mr. Floodgate is with Maintenance Dept. and Mrs. Floodgate, who was Miss Sheila Goody of Sales Office, is continuing to work with the firm. Above, from l. to r., are Miss J. Lever, formerly of Sales Office, Miss A. Floodgate of Mechanised Dept., Mr. J. Floodgate, Mr. and Mrs. F. Floodgate, Mr. G. Goody, Manager of J.S. Southampton branch, and Miss M. Durrant.

Day out for Bury St. Edmunds Section

Picnic lunch for eighty-two S.S.A. members and friends from Bury St. Edmunds on a day out on July 9th when they took a trip on the Broads and visited Yarmouth.



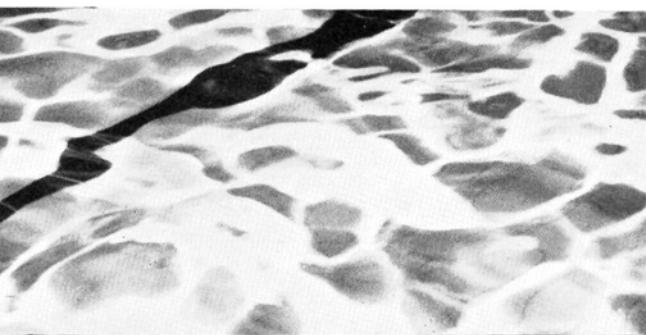
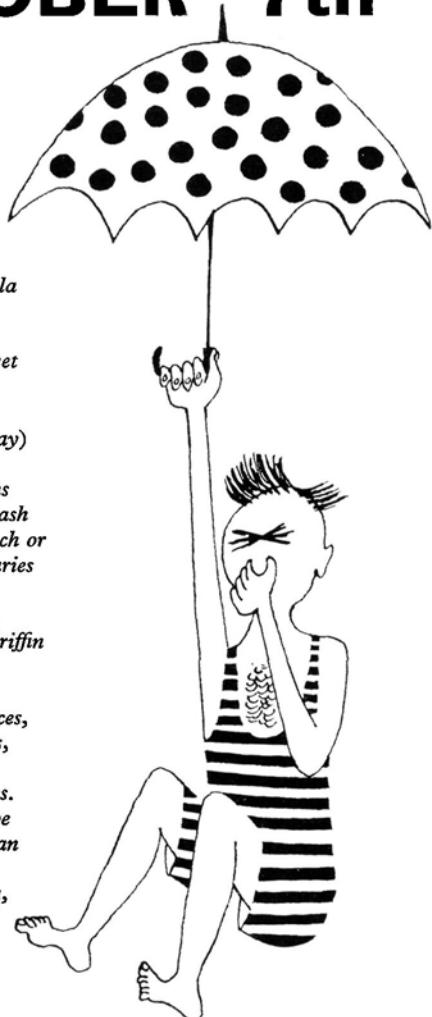
Veteran Prizewinner



Mr. C. Ransom, formerly a J.S. van driver, who for two years running has carried off the trophy in the Over Forties race at a Hayling Island holiday camp. Our heartiest congratulations to this veteran runner who at 82 is going so strong.

BE IN THE SWIM ON OCTOBER 7th

The Griffin Swimming Gala is going to be held at Marshall Street Baths on October 7th (it's a Saturday) and you can get entry forms for the big splash from all Branch or Depot Secretaries or from the S.S.A. Office or from the Griffin Athletic Club at Dulwich. There'll be races, diving contests, novelty items and exhibitions. It's going to be even better than last year's successful gala, so enter now!



Staff News

Movements and Promotions To Spare Manager

G. C. BARSBY
D. L. WHITE

Drury Lane
Harlow



G. C. Barsby



D. L. White

To Assistant Manager

N. E. HEDGER Hemel Hempstead

Forty Years' Service

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

A. C. BIGGS	Manager, 73 Kingsland
W. J. BRIDGEMAN	Manager, Apex Corner
J. KIMBER	Manager, Edmonton
F. RYDER	Manager, 160 Cricklewood
R. J. FULLILOVE	Depot

Twenty-five Years' Service

MRS. E. ARTHUR Head Office

Congratulations to the following members of the staff on their success in the Institute of Meat examinations.

Meat Trades Diploma

B. LEE

Leading Butcher,
Hemel Hempstead

Craftsman's Certificate

M. ASHTON

Leading Butcher,
Putney

D. R. DAY

Leading Butcher,
Coulson

M. J. HAWKSBEY

Leading Butcher,
Chingford

G. H. LANG

Leading Butcher,
Stamford Hill

D. N. PAYNE

Leading Butcher,
Potters Bar

G. SYERS

S/Leading Butcher
168 Streatham

K. WOODLAND

Leading Butcher,
Caterham

M. C. BARTLETT

Butcher,
Southampton
Leading Butcher,
Harpden

J. BOYLE

Retirements

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



Miss F. A. Baxter



Mrs. L. Crompton

Miss F. A. Baxter, who joined the staff of the factory in 1942. She retired on June 29th, 1961, from the Staff Services section.

Mrs. L. Crompton, who was engaged for the warehouse in 1944. At the time of her retirement on June 30th, 1961, she was working in the Stores Department at Stamford House.

Mrs. G. Lecant, who has retired from 609 Lea Bridge Road, where, since her engagement in 1945, she has been working as a part-time saleswoman.



Mrs. G. Lecant

H. Ewen



Obituaries

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



A. A. Harrington



Mrs. L. Lockwood

A. A. Harrington, who joined the firm in 1923 at 10 Eastbourne. Apart from a short period in London he continued to work at Eastbourne until the time of his call-up into the Army in 1941. On his demobilisation he went to 21 Watford, where he was promoted Assistant Manager in 1948. A short period at Head Office in the Personnel Department was followed by his appointment as Manager of Berkhamsted in 1952. He later managed East Finchley, and was appointed manager of Mill Hill in April of this year. He died after a brief illness on July 4th, 1961.

Mrs. L. Lockwood, who joined the factory staff in 1951 as a second hand. She was taken ill suddenly and died on June 3rd, 1961.

C. H. Risley, who was engaged in 1952 as a joiner in the Maintenance Department. He was still a member of this department at the time of his death, which occurred suddenly on July 16th, 1961.

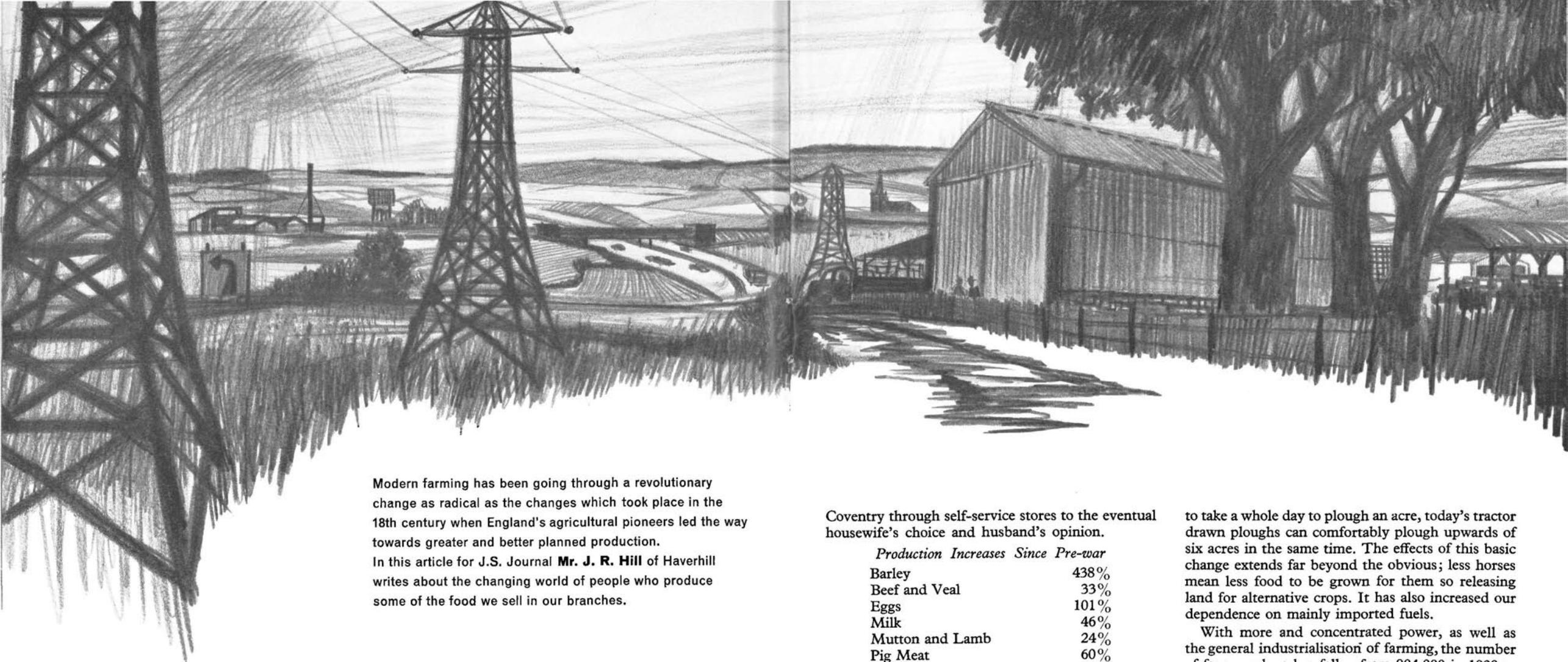
C. H. Risley



Over the water directly



The map above, lent to us by Mr. J. D. Sainsbury, is part of one printed in London in 1760. It shows, at the tip of the coloured line and marked in dotted lines, "The Intended New Bridge" at Blackfriars. It was originally called Pitt Bridge after Prime Minister William Pitt, but the geographical name asserted itself. Foundation stone of the new bridge was laid in 1760; it was opened for foot passengers in 1766 and for wheeled traffic in 1769. It was pulled down and replaced by the present bridge in the 1860s. Before 1766 citizens crossed the river at Blackfriars by boat. The watermen's charges were (officially) fourpence for a direct crossing by oars or twopence by sculls. Between London Bridge and Westminster Stairs the rate was 6d. by oars, which was a deal cheaper than going by road. The cost by coach, engraved on another part of the map, was 1s. 6d. for the trip from Westminster Hall to St. Paul's. Blackfriars Road didn't exist, but Bennet Street (now Rennie Street), Broadwall, Gravel Lane (now Union Street) and Upper Ground are all marked on this map.



Modern farming has been going through a revolutionary change as radical as the changes which took place in the 18th century when England's agricultural pioneers led the way towards greater and better planned production.

In this article for J.S. Journal **Mr. J. R. Hill** of Haverhill writes about the changing world of people who produce some of the food we sell in our branches.

A Generation of Farm Progress

Farming to some people represents little more than an activity beyond suburbia. Maybe there is some excuse for this, for farming as an industry has been hesitant to let us know what is really going on. It can, therefore, come as a surprise when we compare our idea of farming with what actually happens. Although some will not have noticed it, few will disagree that nationally our roots are very much in the land, its problems and rewards are ours and we can still experience the excitement and challenge of

an Agricultural Revolution which rivals in impact the industrial counterpart of last century.

Cold comparisons of farm output between the immediate post-war years and today may conceal the exhilarating progress that British farming has made during the period. Tolerate these bare facts and let me sketch between them some of the features underlying their achievement. It is not only a rural story: within it is the contribution of nearly every other aspect of industry from the tractor shops of

Coventry through self-service stores to the eventual housewife's choice and husband's opinion.

Production Increases Since Pre-war

Barley	438%
Beef and Veal	33%
Eggs	101%
Milk	46%
Mutton and Lamb	24%
Pig Meat	60%
Potatoes	41%
Sugar Beet	94%
Wheat	69%

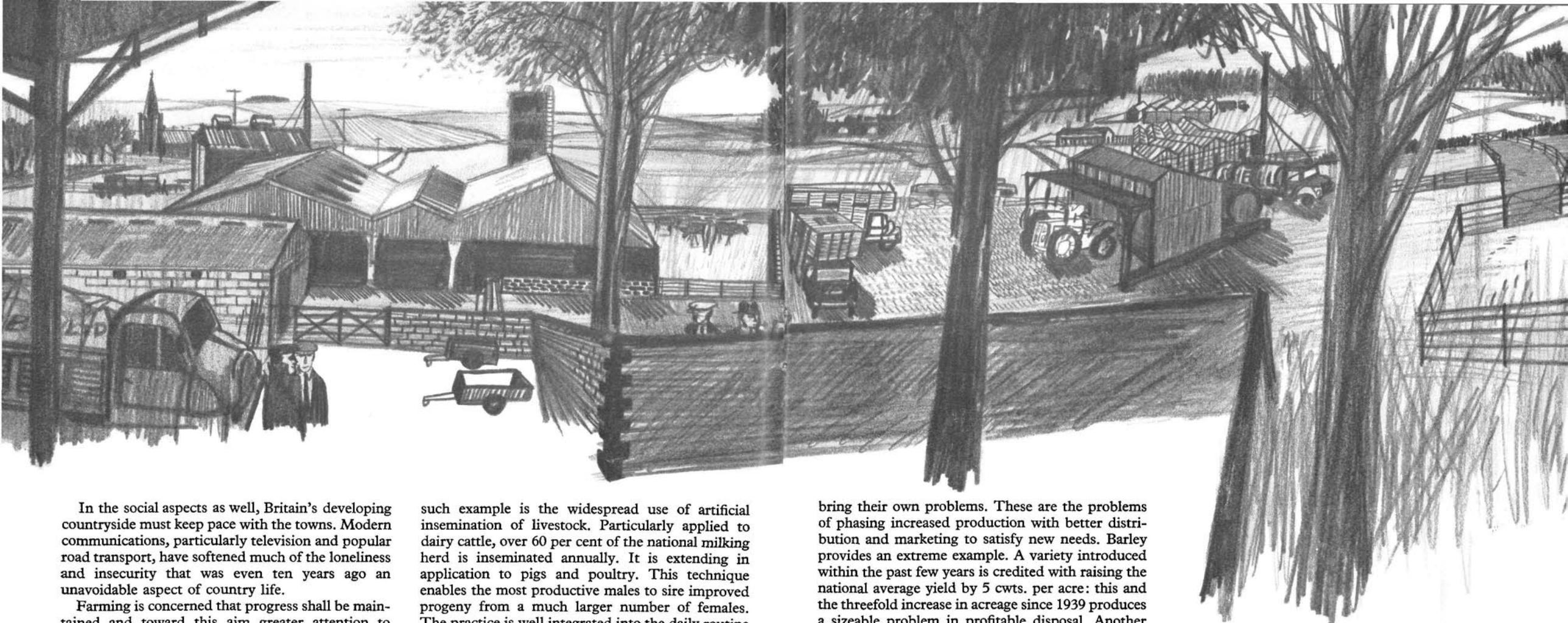
Such progress would be news were it not for its steady continuation since 1939; it would be more apparent if we had greater direct reliance on our land for our own food.

This trend has meant substantial changes in the pattern of the countryside and the lives of those who live in it. It has meant the passing of many familiar rural sights, perhaps most obvious of which has been the farm horse. Less than 20 per cent of the pre-war horse population remains, and in their place we have almost as many tractors now as there were horses. The replacement of horse power by tractors is a fundamental feature of modern farming. From it stems not only a much increased tempo of cultivations, but a new race of farm workers as unfamiliar as their town cousin with literal horse power. Whereas a ploughman with a two-horse team used

to take a whole day to plough an acre, today's tractor drawn ploughs can comfortably plough upwards of six acres in the same time. The effects of this basic change extends far beyond the obvious; less horses mean less food to be grown for them so releasing land for alternative crops. It has also increased our dependence on mainly imported fuels.

With more and concentrated power, as well as the general industrialisation of farming, the number of farm workers has fallen from 804,000 in 1939 to 722,000 in 1960. Yet during this time production has risen to more than 60 per cent above the pre-war level, and the home farmer feeds approximately half of our population compared with only a third previously.

Increased mechanisation and heavier capital needs have required a higher standard of intelligence and skill from all levels of workers. Whereas twenty years ago a farm worker seldom operated machinery costing over £500, he is now almost daily using powerful and more complicated machinery costing several times that amount. To encourage and reward greater skill, initiative and interest (as well as for the negative motive of slowing what is known as the drift from the land), the post-war years have seen increased concern for rural housing, amenities and education. There are still houses without electricity, main water and drainage – as there are in urban areas – but the numbers are falling. The aim has been to introduce the best aspects of modern living.



In the social aspects as well, Britain's developing countryside must keep pace with the towns. Modern communications, particularly television and popular road transport, have softened much of the loneliness and insecurity that was even ten years ago an unavoidable aspect of country life.

Farming is concerned that progress shall be maintained and toward this aim greater attention to agricultural education is noticeable at all levels. Although the less than bright boy may still find a worthwhile job (for farming is of all occupations a big industry with a warm heart), to go far in farming needs as much education, skill and drive as any other comparable job. A good relationship of master to man exists on Britain's farms. On the majority of them (the average labour force is less than two men) farm work is a team job, and it is easy to respect the "gaffer" who is also a manual partner in many farm operations.

Britain has now the most mechanised farming in the world, and the use of work study and other business management techniques is increasingly commonplace. The pace of production has been changed to meet the challenge of world competition, and it is the continuance of this trend which will determine the pattern of farming over the coming years.

Our striking increases in productivity compare favourably with similar figures elsewhere. They do, however, conceal a multitude of technical improvements which are minor miracles in themselves. One

such example is the widespread use of artificial insemination of livestock. Particularly applied to dairy cattle, over 60 per cent of the national milking herd is inseminated annually. It is extending in application to pigs and poultry. This technique enables the most productive males to sire improved progeny from a much larger number of females. The practice is well integrated into the daily routine on many farms. "Beware of the bull" doesn't always mean what it used to. Artificial insemination has been a potent factor in raising the national average annual milk yield per cow by over 60 gallons in 20 years. During this period the national herd has eradicated tuberculosis. The number of different breeds has fallen; the black and white Friesian cows far out number others.

Farm livestock have been commercially improved by the widening use of new techniques based on scientific research and discovery. Thus the national average egg yield per hen is now over 175 (pre-1939 - 150). A pig for pork or bacon now needs only 85 per cent of the meal required twenty years ago.

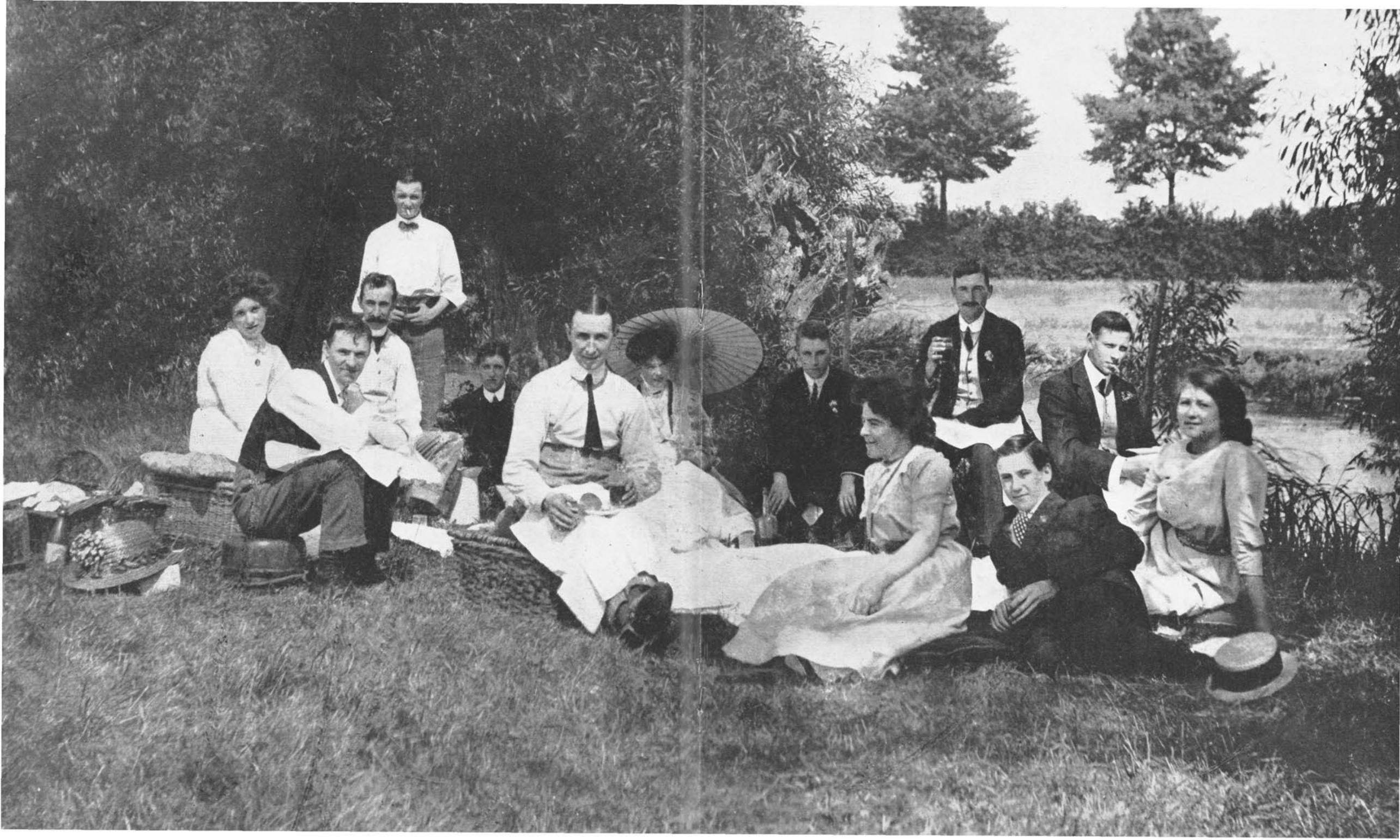
Crop yields reflect years of patient work by plant breeders, soil scientists and a host of back room characters who superficially have little resemblance to the traditional farmer. These workers are an integral part of modern farm production: they are the hierarchy of the new farming. While we marvel at their past success they press on toward even greater improvement. Their pen may be even more powerful than the ploughshare. Yet these successes

bring their own problems. These are the problems of phasing increased production with better distribution and marketing to satisfy new needs. Barley provides an extreme example. A variety introduced within the past few years is credited with raising the national average yield by 5 cwt.s. per acre: this and the threefold increase in acreage since 1939 produces a sizeable problem in profitable disposal. Another similar case applies to sugar beet from which the country now gets about a quarter of its sugar requirement compared with a fifth twenty years ago. Today's average yield of sugar is over 30 cwt.s. per acre compared with 24 cwt.s. a decade earlier. Problems of farm production have changed in emphasis from solely increased yields to high yields at lower unit cost. In a world still predominantly underfed, the overriding problem today is how to apply realistic economic guidance to a potential cornucopia.

A less obvious feature of post-war farming is the falling number of small farms. The average size is about 70 acres, but over 40 per cent of the holdings are under 20 acres. At the other extreme only 1 per cent of the farms are over 500 acres in size. Amalgamation of farms is a commercial tendency seen elsewhere in this country, and as it continues, farming becomes more and more a business as well as a way of life. Farming units or groups of farms are also increasing by means of co-operation of one sort or another. Farmers may get together to share expensive machinery which would otherwise be

uneconomical on small farms, to justify employment of a skilled consultant, or to gain advantages by bulk purchase of such requisites as seeds and fertiliser. Group selling has been slower to develop. A fundamental change is developing in the attitude to finance and credit. Farmers are necessarily shedding their suspicions of organised finance. In many ways the City is "interested" in farming.

Many agencies exist to help the farmer take advantage of modern management aspects with which he is believed to be unfamiliar. This assistance is available in many ways; including Government financial aid to improve buildings and reclaim land, State and private research into farming problems, extending rural water supplies, electricity and drainage, as well as encouraging the improvement of livestock health and productivity. Farmers' own societies, study groups and co-operatives also help their members to help one another. These efforts often require vast administrative machines with



Summertime — when it seemed always summertime

In 1911 the staff of our Oxford branch went on a picnic to celebrate the shop's first birthday. Here they are photographed, relaxed, contented and reflecting the peace and serenity of those final years before our world of wars took shape. The manager at Oxford then was Mr. G. Hoare. He is sitting third from the left in the picture, and Mrs. Hoare is in the centre of the group under the Japanese parasol. On pages 28 and 29 you will see them in the pictures of the J.S. Veterans' outing to Southend.