J·S Journal

MARCH 1964

House Magazine of J. Sainsbury Ltd

J/S steps out in 1964

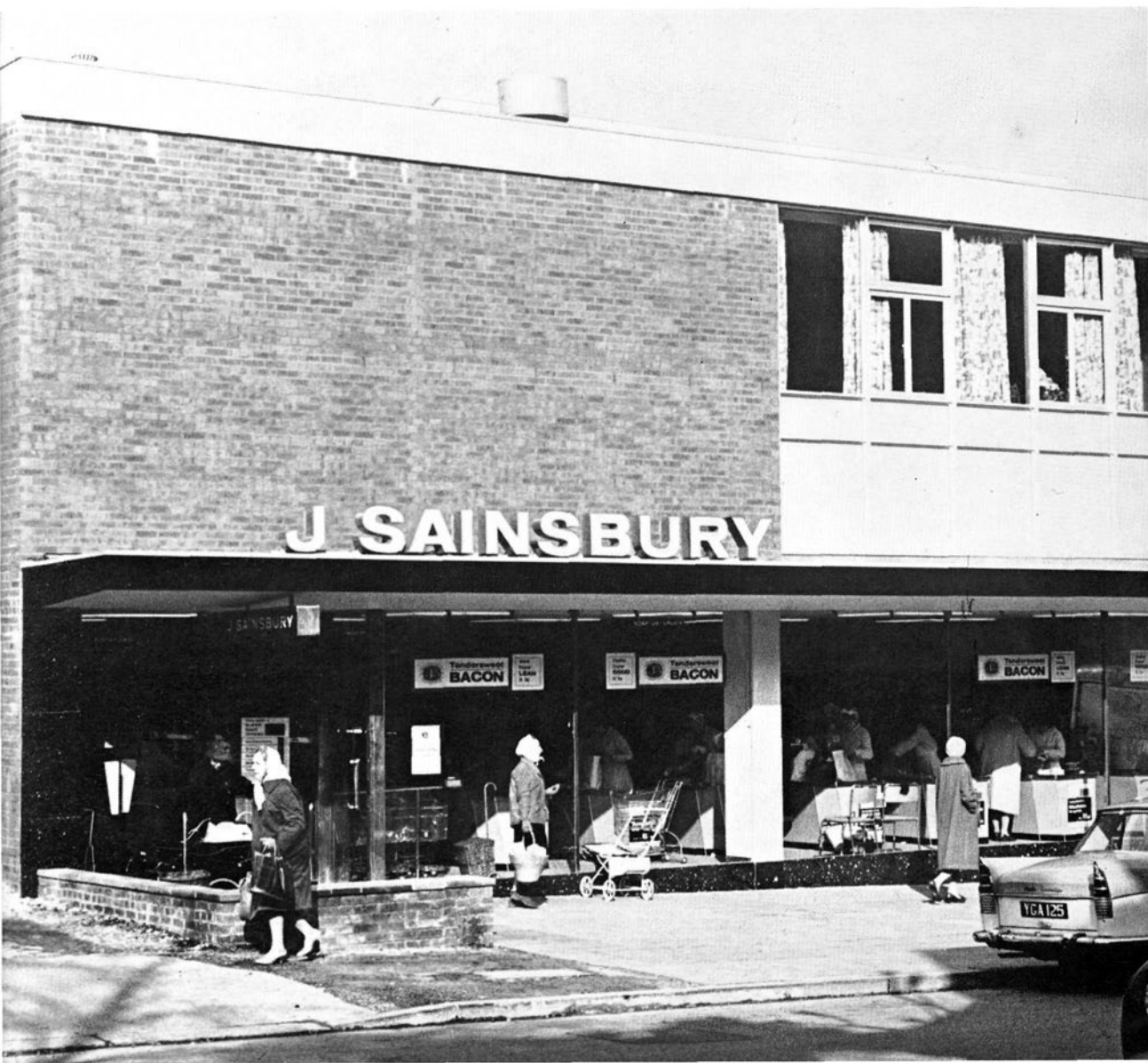
contents c 102

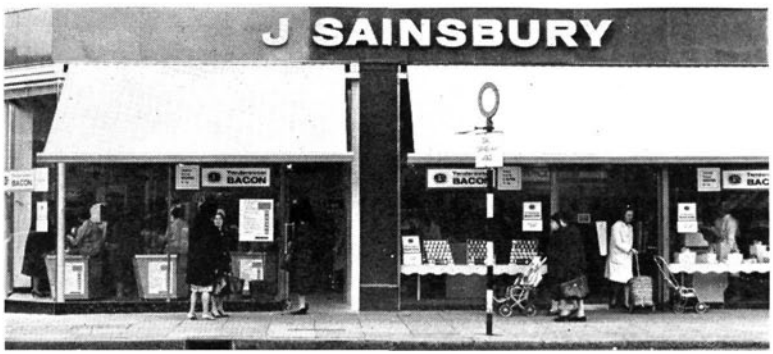
On this and the opposite page is our new branch at Wallington which opened for trade on 4th February. The branch structure is one of the firm's Architect's Department designs. The interior follows the usual pattern and has the normal range of goods for a branch of about 4,500 square feet.
Manager Mr W. J. Butcher (on the left in the lower picture on this page) began work with JS at Redhill in 1935. He was at 9–11 Croydon as Assistant Manager in 1962. Wallington is his first management. With him is Assistant Manager Mr J. Enfield.

A year of continuing growth and modernisation lies ahead of the firm in 1964 – another big year. Nine self-service branches will be added to the total of 53 at the end of 1963. Three branches will be extended by developments on adjoining sites, the new depot at Basingstoke will have come into full use by the end of the year and work will have begun to put our plans for a new factory at Bracknell into action. Bracknell is a New Town in Berkshire.

The first of our new branches is already open. Wallington's new self-service shop replaces a service branch which first began trading in 1903. It stands just round the corner from the old branch and is on the edge of a big residential area south west of Croydon and close to that part of the Old Croydon airport site which will be developed for housing. The branch has rather over 4,500 square feet of shopping area and will carry a normal range of goods. Its structure was designed by the firm's Architect's Department.

The second branch to open is Winchester on 17th March which was still being prepared for opening as we go to press. The new shop is at the rear of the old one which opened in 1922





and was one of the few shops with the name, J. Sainsbury on the side elevation. Part of the new building has been in use for a time as a bulk store pending the change over to self-service. Winchester will have an all self-service meat department.

It is also a JS Architect's Department design in consultation with the City Architects. The floor area is about 5,000 square feet.

Two branch extensions in the early months of the year have now been completed. Aveley was extended in January. The firm took over an adjoining greengrocer's shop which was then equipped for self-service trading and the Branch was provided with two more checkouts and space for non-foods. Its area is now well over 5,000 square feet. At our service branch at 176 Streatham Hill a neighbouring outfitter's shop has been converted to a self-service grocery department on the lines of our Wood Green and New Malden extensions last year. The extension has been accompanied by enlargement and modernisation of the bulk-store and preparation areas including new cold stores; and staff facilities have been improved. This particular branch was brought into service in 1920 to replace a branch opposite at No. 101 which had traded from 1895 until a bomb from a Zeppelin fell on it during the first World War. Another self-service grocery extension will open late in the year at Kenton when the butcher's shop will be extended and equipped for grocery self-service trading.

Towards the end of April another new branch will open in Walthamstow, a district where we have been trading for over seventy years. The

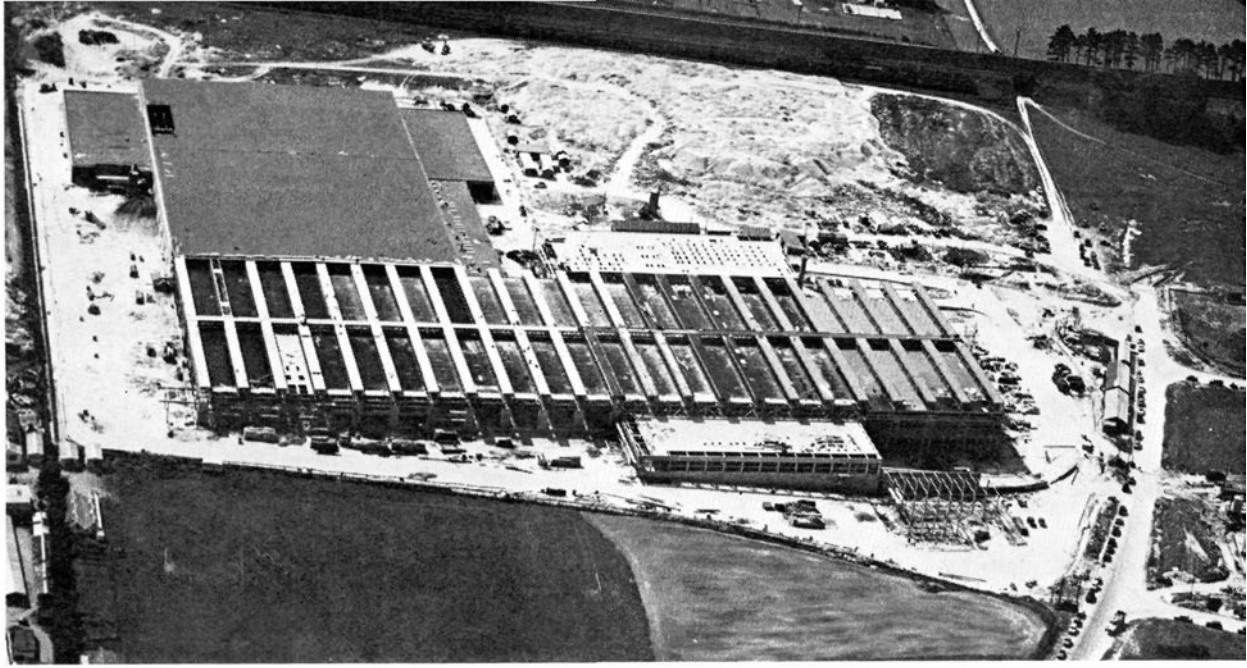


Photo Graham

Opposite, 176 Streatham Hill's new self-service grocery department which opened on 25th February. The Department is in the shop next door, formerly an outfitter's and is planned to operate like the one at Wood Green.
Picture lower right is of Mr E. Newman who has been managing the branch since 1960.

Basingstoke warehouse seen from the air. The main entrance is on the right. The site which is wholly visible in the picture covers twenty-five acres of which eight are buildings. Deliveries from the warehouse began on 20th January and are increasing as the warehouse comes into use.

new site is in Hoe Street at the other end of the High Street from our self-service branch which opened in 1962. It will have about 5,000 square feet of shopping area and will carry a full range of products for a shop of that size. It is part of a block being developed by the local council as a shopping centre and will have an arcade when finished but our branch will not be part of it. The arcade was at one time designed to incorporate the terminal station of the new Victoria line which is now to be half a mile away. It will, however, be the first shop to open in this block which is of modern design with flats on the upper floors.

At West Wickham on 5th May a new self-service branch in Station Road will replace our existing branch in High Street which we opened in 1929. The new branch has 4,700 square feet of shopping area and will have a service meat counter, a hostel above it and a customers' car park in the rear. The area is one which is already well established for shopping. This is another of the branches designed in JS Architect's Department.

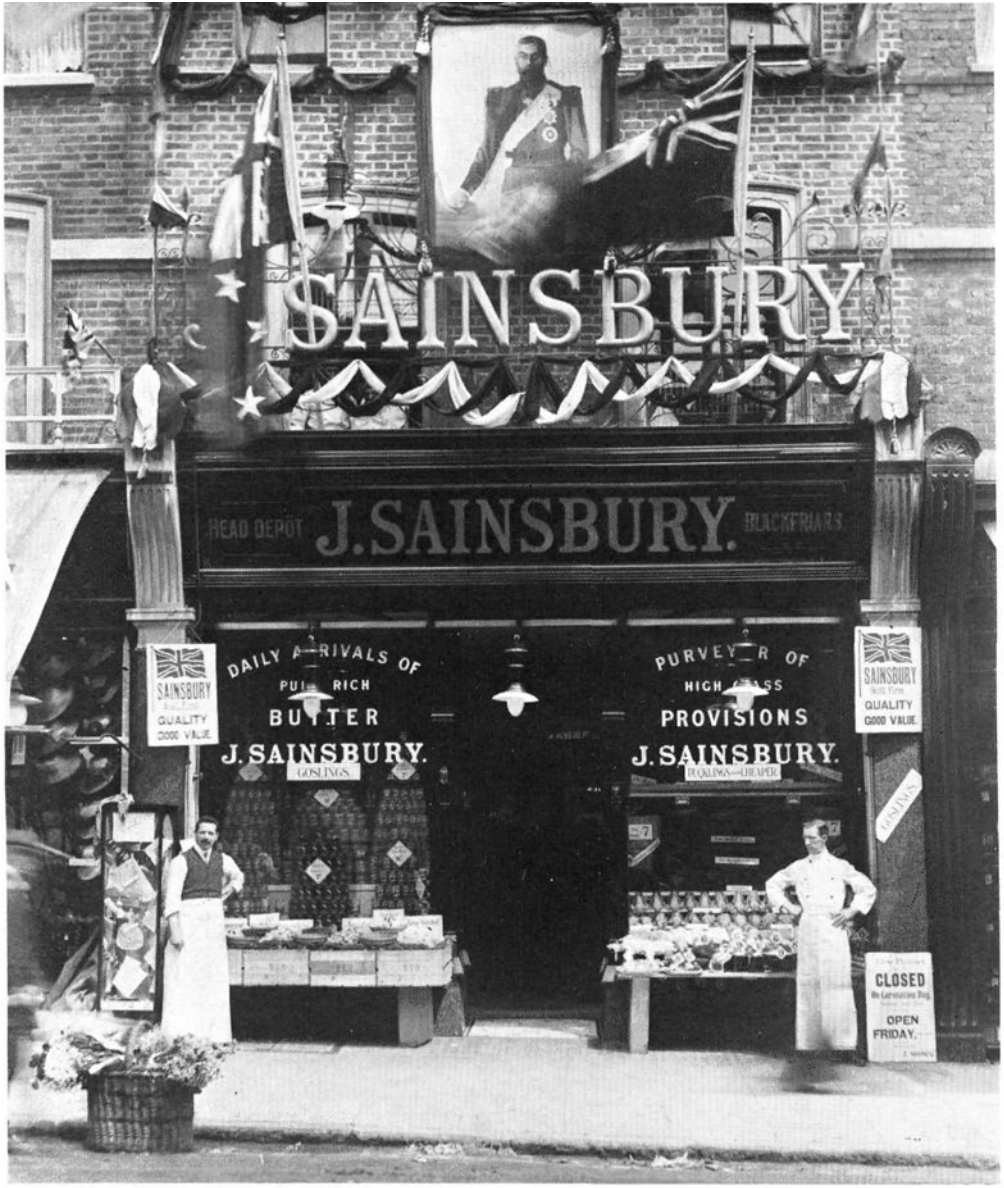
By early July a new branch in a new area should be ready to open at 116 The Broadway, Bexley Heath. The site was purchased from an old established local trader, Jennings, who will be our neighbour and who has enlarged and extended the remainder of his premises. The first twenty-five feet of the old building has been retained, linking an additional 5,000 square feet. Altogether there is 20,000 square feet of building.

Forest Hill, where we began trading in 1904 and was badly damaged in the Second World War, will from the late summer be served by a

new branch with about 5,500 square feet of shopping area and eight checkouts. Just up the road from our existing premises the site at 44/48 London Road is an odd one, sloping so steeply that vans will unload at basement level. The meat department will be all self-service and the branch will carry the normal range of goods.

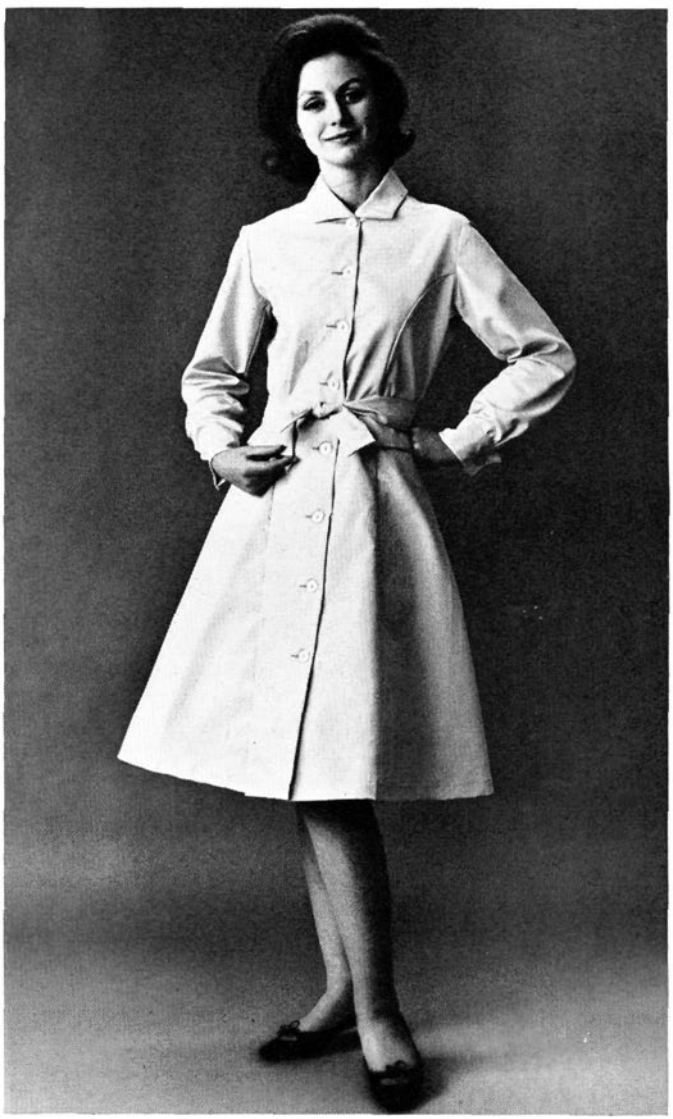
An early September opening is planned for the new branch at Ilford which is part of a new development being designed by Frederick Gibberd, F.R.I.B.A., who was responsible for Harlow Newtown. The new branch at Ilford has about 6,500 square feet of shopping area and twelve checkouts with first floor preparation areas and bulk stock. It is being built partly on the site of an old Methodist chapel and partly on the site of 114 Ilford which opened in 1897. It closed 1963 to make way for the new development which includes a large shop on the corner which is sublet.

Biggest branch this year will be Coventry's 11,000 square feet shop with 18 checkouts and two entrances. The branch opening in November is on a site opposite our present branch which is a short distance from the shopping precinct. In November also Wimbledon's branch – one of the small chain of Coppen's shops bought by the firm in 1954 – will close and be replaced by a self-service branch on a site which is being developed jointly by JS and Elys (Wimbledon) Ltd. Elys is a Department store and the plans for the joint development will bring both our new branch and all their departments under a single roof. JS will occupy some of the ground floor with about 6,500 square feet of shopping area. Preparation and bulk stock will be in the basement. The first, second and third floors will be used by others of Elys' departments and will be served by escalators and lifts. There will be a car park on the roof.



Opposite is the new Walthamstow branch under construction in Hoe street. Opening date will be towards the end of April. On the right on this page is the beginning of our new Forest Hill branch. It should be open in the late summer. The picture above is of our Forest Hill branch when it was seven years old in 1911 and was decorated to celebrate the coronation of George V in June of that year. They say that 3,500,000 visitors came to London for that happy event.

New uniforms in J/S Self-Service

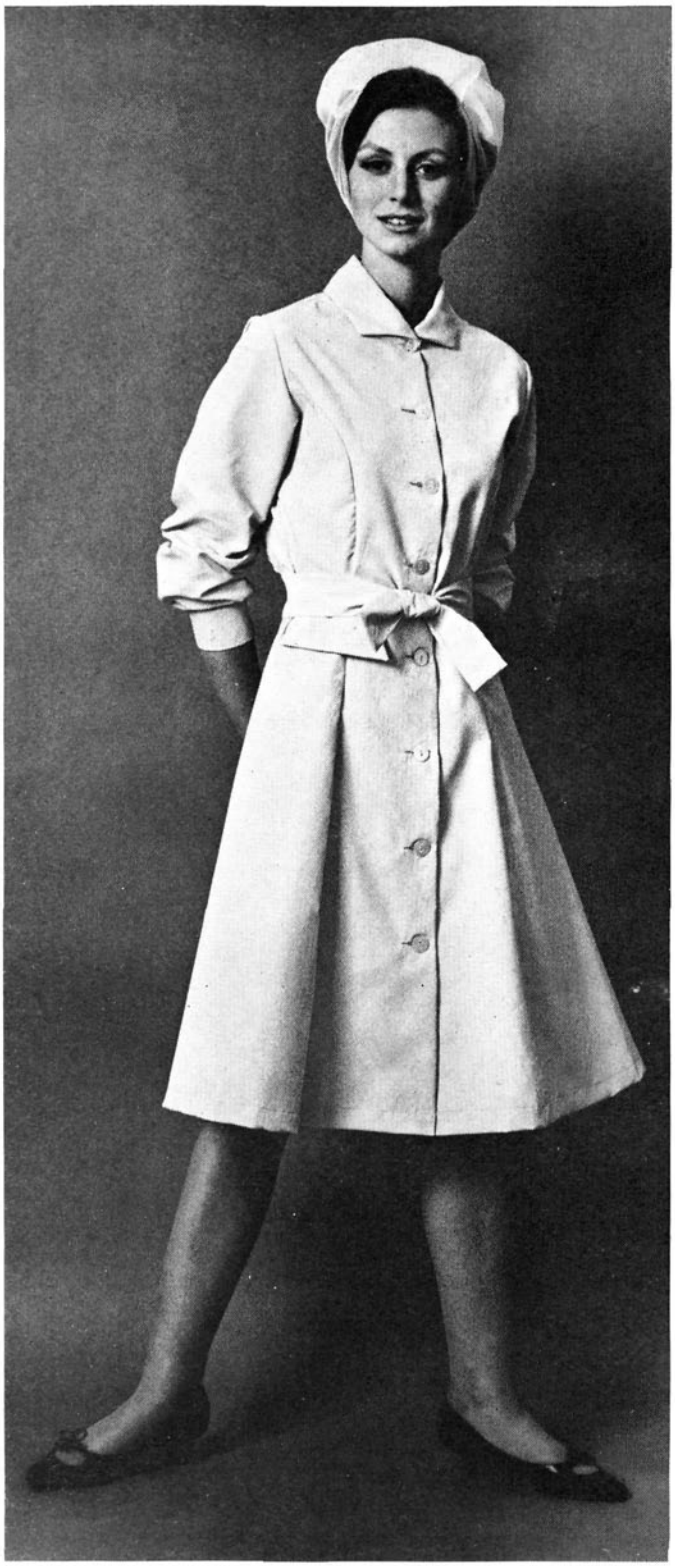


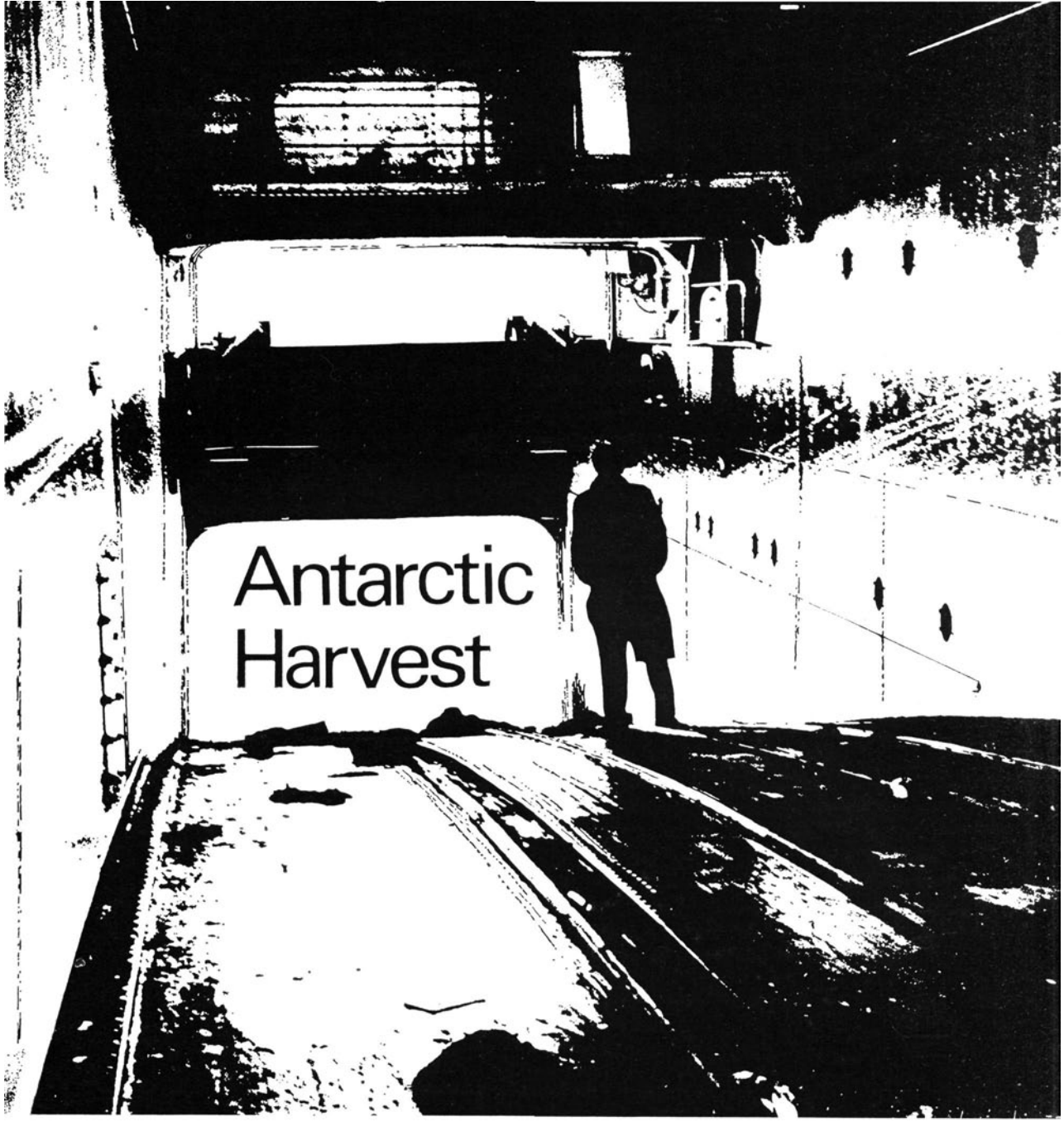
The new uniform. Pictures opposite show it with sleeves pulled up, rolled up and worn with the collar open.

While equality of the sexes has long been a rallying cry for women, there seems to be one sphere of influence affecting themselves personally that they are quite content to leave to the men – namely fashion. With very few exceptions the most famous dress designers have always been men.

It was with this in mind that early last year the Firm approached the well-known house of Hardy Amies to design an attractive form of protective clothing for women in the branches. The problem was by no means simple – in the first place the accent had to be on 'protective', in other words the overall would have to withstand the wear experienced under normal branch conditions. Secondly, in response to the wishes of the staff themselves, it was hoped to make this a personal issue, which meant that to facilitate washing at home it would have to be nylon or some other synthetic 'drip dry' fibre. It soon became apparent that synthetic fibres did not afford adequate protection for working in service branches, for example, the proportion of unwrapped perishables that are handled means a much greater contact with fat, which can soon build up permanently in a synthetic fibre. It proved impossible to reconcile the different demands and the new overall had therefore to be designed for self-service only. It is hoped, however, that one day some improvement will be possible for service branches also.

Colour was another problem. It had to be suitable for women of all ages and colouring and look right in summer and winter. Equally important for J.S., however, was that the colour should not conflict with the general colour scheme in a J.S. self-service store. Clearly, to fulfil all of these requirements was impossible, but the final choice of a light blue has proved popular at those branches where a general issue has so far been made.





Antarctic Harvest

The hunt for the raw materials of our foods takes men into far distant parts of the planet. One of the most adventurous and difficult searches within the food industry is whaling. Each year about 16,000 men go down to the edge of Antarctica and from December to April they hunt whales. In the 1962-63 season there were 17 separate whaling fleets at work in the Southern Ocean. Together they made up an armada of 17 floating factories, 201 whale catchers, 19 refrigerating ships and 34 meat transports. This story is about one of the ships which made the trip. It was originally printed in The Stork, *the magazine of Van den Bergh's & Jurgens Ltd, produced by the Information Division of Unilever Ltd.*

The photographs are by Don Valentine

For those who work in Liverpool's dockland the arrival of a ship seldom provokes any special comment. To a Liverpool docker a ship is just a ship, his means of livelihood. But there are times when even dockers are stirred.

One such occasion happened quite recently when the whaling factory ship *Southern Harvester*, the last of her kind to sail under the British flag, arrived at Gladstone Dock after seven months in the Southern Ocean, the loneliest of all the seven seas. Down below in her tanks were 1,032 tons of whale-oil, 2,000 tons of sperm-oil, and almost 5,000 tons of whale meat meal. The bulk of her whale-oil – nearly 11,000 tons – had already been transferred to the Norwegian tanker *Tota* during an Antarctic rendezvous and taken independently to Rotterdam for distribution to several Unilever companies in Continental Europe.

Gladstone Dock is used to handling big ships. *Southern Harvester*, with her towering rust-streaked sides, is one of the biggest. She is 534 feet long – more than the length of a First Division football pitch – and seventy-four feet across. She was built on the Tees in 1946 and cost over £2,000,000. Her tonnage is over 20,000 and she can carry that weight in oil. At first sight *Southern Harvester* looks very much like an ordinary oil tanker but this illusion is soon dispelled by her two red-white-and-blue funnels set side by side, and the great square aperture in her stern through which the whales are hauled. Another thing, too, which puts her in a different class is the surface of her decks. They are pitted and scarred by innumerable nail holes. This is because a false deck is always nailed to the existing one during the whaling season. It has to be for otherwise it would soon become ruined by blood and oil.

At eight o'clock in the morning her spacious decks are crowded. There are so many people on board that the ship looks as though she has been invaded by a section of a Saturday afternoon football crowd from Anfield Road. There are Customs men and dockers, crewmen who are remaining on board to take the ship to Norway for the 'off season', ships' agents, representatives from Christr. Salvesen's, the owners, and wives, sweethearts and children.

There are whalemen waiting to be paid off. Norwegians, Shelties from Lerwick, and men from the Outer Isles; men from Aberdeen and points north and Tynesiders; but you won't find a southerner among them. Whaling men say that southerners do not make good whalers. Apart from one or two men possessing luxuriant beards, those waiting in a patient and orderly queue are dressed no differently from those in a cinema queue for the two-and-nines. Neat lounge suits predominate, with here and there a few Fair Isle pullovers. Most of the men are quietly-spoken, diffident almost. Ask a Sheltie or a Scrabster man what it's like in the Southern Ocean and all you get is 'Och! it's no' so bad, a bit of fog, some heavy weather.'

'Did you get many whales?'

A Tynesider answers: 'Why, man you canna' get the whales these days. There are too many fleets chasing too few whales. There's only one real answer. Stop the hunt for a few years, though that'd be tough on us; we'd all be out of a job.'

Penguins from South Georgia

A grey cat, flanks well fattened by whale meat, stalks by, ignoring the forest of legs. Amidships, forty or so penguins from South Georgia, looking like diminutive waiters, have their dignity upset as they are put into plastic bags before continuing their journey northwards to Edinburgh Zoo. South Georgia is a barren, mountainous island in the Southern Ocean on a parallel with Cape Horn. Until quite recently it was Britain's largest whaling station.

Tanker barges are connected by pipe line to the big ship's tanks while oil samples are tested in the factory laboratory. When the okay comes the pale golden oil begins to flow.

Watching the gently pulsating oil pipes is *Southern Harvester*'s chief officer, a Norwegian, Rolf Christofferson, a man with thirty-one whaling seasons behind him. Norway's contribution to modern whaling has been immense. It was Svend Foyn who invented the harpoon gun; it was Larsen who first used steam catchers in the Southern Ocean; it was Nils Kvaerner who invented the 'Kvaerners' or pressure cookers for boiling blubber, meat and bones; and it is a Norwegian invention, the *Hval Klo* or claw, which bites into the whale's tail as it is dragged up the skidway. The three-ton claw did away with the dangerous practice of outboard flensing, thereby making possible the entire use of a whale's carcase.

Rolf Christofferson is an authority on anything concerning whales. He is a big square-shouldered man with a pair of keen blue eyes

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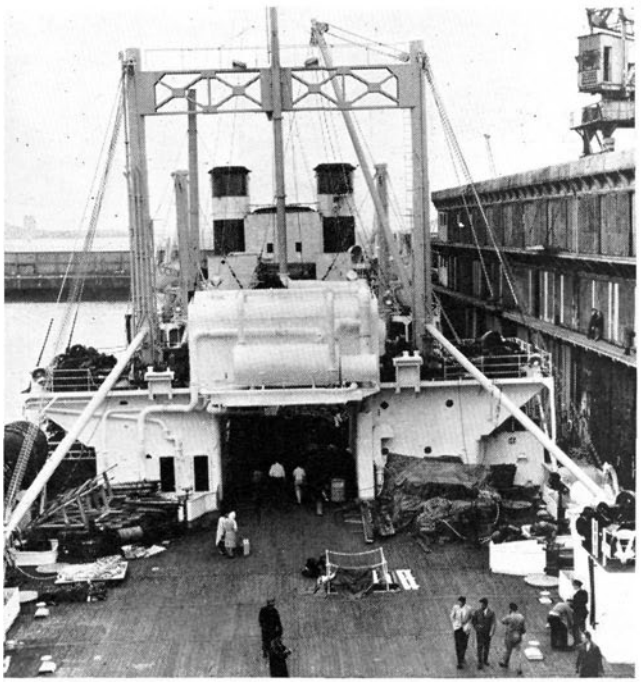

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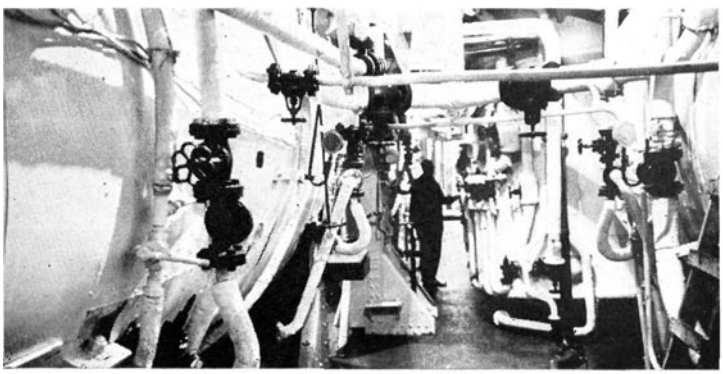


which twinkle with amusement as he is asked the question every landsman asks.

'How big is a whale?'

'Please to come to my cabin for a little while and we will talk of the whale.'

Christofferson's cabin is up for'ard, two flights up beneath Captain Virik's, master of *Southern Harvester* and manager of the expedition.

The Great Whale

Patiently and courteously the big Norwegian explains in good but halting English just what is involved in a whaling expedition. He creates a picture of the great whale, its habitat and its habits, of the biting cold coming from giant icebergs a mile long, of the menace of their bulk beneath the ocean. There is the wild squawking of thousands of Cape pigeons as they quarrel over offal thrown overboard, and the sinister shapes of killer whales, the hyenas of the Southern Ocean, as they lie in wait, ready to dart in and tear out chunks of the tongues of other whales about to be hauled aboard the factory ship.

The blue whale is the largest animal known to man even in prehistoric times. It can weigh as much as three dinosaurs or fifteen elephants. Its tongue would overlap a good-sized lorry and it would take six strong men to lift its heart. It produces about twenty-three tons of edible oil. Next in size is the finner or finwhale, a gentle, harmless monster which averages about seventy feet in length. And then there's the humpback, a grotesque looking creature with lumps and knobs on its nose. There is also the smaller sei whale. These four types of whale belong to what is known as the baleen or whalebone group, animals which come to the Southern Ocean to feed on *krill*, small shrimp-like crustaceans. An

1 *Flensers at work stripping blubber from a fin whale. The 'claw' in the centre of the picture is used to drag whales up the skidway, the mouth of which can just be seen to the left.*
(picture by courtesy of Christr. Salvesen & Co.)

2 *A view from the ship's bridge of the lemming deck where giant-sized whales are reduced to manageable proportions.*

3 *On the factory ships the whale oil is processed on board. This is part of the plant.*

international whaling commission limits the number of whales which can be killed each season. The limit for 1962–63 was set at 15,000 blue whale units (one blue equals two finners or two-and-a-half humpbacks or six sei whales) spread in national quotas over seventeen whaling expeditions.

'But,' says Christofferson, 'there's another kind of whale, a beast with teeth, which feeds on giant squid, the sperm. This was once the prey of old-time American and British whalers who were in the business long before the Norwegians. The sperm were easier to hunt from open boats with hand harpoons because, unlike blues and finners, they don't sink when killed. Most modern whaling expeditions go for sperm on the way southwards. We also do this, for two reasons: firstly because sperm produce an inedible oil used in the manufacture of candles, chemicals and cosmetics; secondly, because sperm hunting gives our gunners a chance to get some practice before the big season starts in mid-December. We took our first sperm whales off the Brazilian island of Trinidada in the warm waters just above the Tropic of Capricorn.'

King-pins among Whaling Men

In the officers' quarters there's a door marked 'Gunners', but there are no gunners now on board *Southern Harvester*; they have taken the expedition's nine whale-catchers or killer-boats back to Tonsberg in Norway for re-fitting. A gunner, and he is usually a Norwegian, is the king-pin among whaling men for it is upon his skill that the success of an expedition largely depends. His command is a sturdy, sea-worthy vessel of 600 tons, about the same size as a deep-water trawler. It is characterized by a catwalk which runs from the open bridge to the bows where a harpoon gun is mounted. Each catcher has an Asdic operator who is able to plot the course of a school of whales. A lookout up in the crow's nest calls out 'blaast port' – or starboard – when the whale comes up to blow. A whale must come up to breathe and it is this diaphanous plume shooting upwards which signs its death warrant. An air-spear is then thrust into its carcase, and compressed air blown in to prevent the whale sinking. It is buoyed and flagged, notches are cut in its tail to denote which catcher made the kill, and it is taken by a tow-boat (a converted catcher) to the factory ship.

There's a man standing by the gangplank in faded blue dungarees, a smallish man with a sailor's characteristically deeply lined face.

'He is one of our head flensers,' says Christofferson. A few words of Norwegian pass between them – and the flenser says 'Come'. He goes to the stern of the ship, to the mouth of the skidway. The water of Gladstone Dock slaps turbidly at the entrance, where only a few months previously angry polar seas foamed and cascaded.

'The whale is winched up this skidway to the flensing deck . . .'

The Norwegian's English is laboured and gives the feeling that he would much sooner show how the job is done than have to explain it in another language.

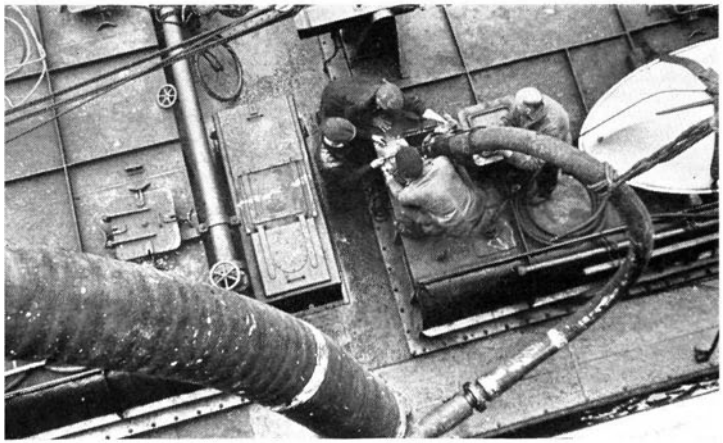
Flensing Needs Strong Nerves

Flensing is a highly-skilled operation for which flensers wear spiked boots. They clamber on top of the whale, and with razor-sharp knives shaped like hockey-sticks which they push in front of them, cut two parallel lines from nose to tail. The blubber is then pulled off by winches cut up into strips, and fed into manholes which lead to the Kvaerner cookers below the deck. Skilled flensers can strip a finner within a few minutes but it takes nearly twenty minutes to flense a giant blue. Their next job is to remove the *barder* or whalebone. These are long, fibrous plates from which grandma's corsets were once made. Whalebone is usually too unwieldy to go into the Kvaerners so nowadays it is dumped overboard. The flenser indicates that this is sometimes a hazardous undertaking, especially when a heavy sea is running.

The thought of a broken shackle and the *barder* crashing down on the deck is a reminder that even in modern whaling danger is always present. But not from the whale itself. In days gone by sperm whales have been known to attack harpoon boats and even the mother ship, but today the real hazards and trials lie in fog and rough weather.

'Hell's Gates'

The flenser walks across the wide expanse of the flensing deck to the 'after plan' or lemming deck. The entrance to the lemming deck is called 'Hell's Gates'. This is because of the noise and steam that come from beyond the passageway. The lemming deck is apparently as near to Hell as you're ever likely to get on this earth. It is where the ship's anatomists work – the lemmers whose job it is to dissect the stripped whales into various categories. Upon this now



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silent deck the flenser tries to convey what it is like when the factory ship is at 'full cook'. The picture is not a pretty one. It is even more terrifying at night when the lemmers are working under arc lights. Men emerge from clouds of steam, looking misshapen and ghoul-like. Meat rises in great red pyramids; bone-saws grate jarringly through huge ribs; and mountains of internal organs, in delicate pastel shades, slither to and fro with the movement of the ship.

Floating Factory

Beneath the flensing and lemming decks is the ship's factory. It is a complete oil production plant, and like a factory on land it has its complement of production engineers, chargehands (bo'suns), cookers, extractors, separators and labourers (whalers). The now silent machinery, immaculate in new paint, shows just how 'house proud' the factory staff is. Everything looks as good as new – surprising when you consider the nature of the job. There are the Kvaerner cookers, large and cylindrical which revolve when working to hasten the process of reducing to oil blubber, meat and bones from sperm and baleen whales. Then there is the separating plant, and the meat extraction machinery with its conveyor belt for carrying the bags of meat to the store.

By four o'clock in the afternoon, the ship takes on an almost deserted appearance. The cargo of whale-oil is already in its storage tanks. Dockers are unloading sacks of meat meal, and the grey cat is taking a nap in the sun.

As you leave the ship and walk down the gang-plank you wonder whether or not she will sail for the Southern Ocean again. It is possible that she may not – at least for a few years – because the great whale is slowly disappearing.

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1 *Once in harbour the whale oil is transferred to tanker barges. Here, Norwegian members of the crew are setting the pumps in motion.*

2 *A sample of whale-oil is drawn up for testing at the Bromborough works laboratory where the oil will be used in margarine manufacture.*

3 *The crew go ashore after their seven-month long journey.*

Emmenthal

The Swiss cheese with the holes

A brief account of a very popular Swiss cheese which has been on the market for several centuries.

Emmenthal originated in the valley of the Emmen, from which river it derives its name. At approximately 200 lb. it is one of the heaviest and largest cheeses in the world. The name was already in common use in the sixteenth century but its character has changed considerably since then. It used to be a cheese from the mountain slopes made from milk that had been produced at high altitudes. Modern dairying methods have brought it to the Alpine valleys over all of German Switzerland where it is produced under careful control. It is made from unpasteurised cows' milk which is poured into large vats each holding about 250 gallons. The temperature is raised to 90°F and rennet is added to coagulate the curd. This is cut into pieces about the size of a grain of wheat and heated with the whey to 125°F. The curd is pressed and kept in a salt bath for two days. Once dry it is again salted and put into a curing chamber at a constant temperature of 60–65°F. It is during this period that the propionic acid bacteria go to work to form the eyes, or holes, about the size of a cherry or a walnut. Maturing lasts anything up to ten months, according to the tastes of the customer. In England most Emmenthal is six to seven months old at the time of sale. During this time the rind becomes dry and hard and the flavour reminiscent of walnuts or hazel nuts is developed. Each cheese needs considerable handling during the maturing period as it has to be turned and cleaned regularly, sometimes as often as every two days. An Emmenthal cheese usually weighs between 170 and 220 lbs; its diameter can be as much as 31 ins. and it can be as thick through as 10 ins.

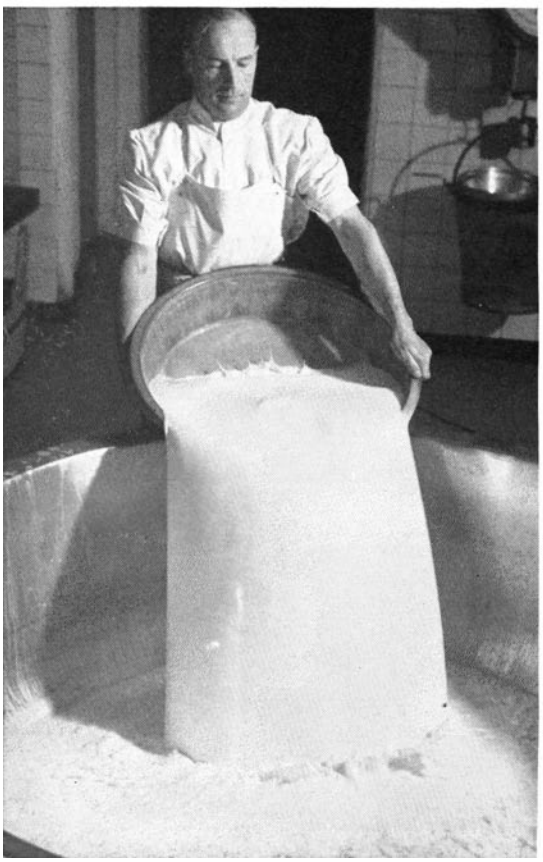
The first mention of Swiss cheese comes from Julius Caesar who had 'Caseus Helveticus' served at his table. It was defined as a special

type of cheese made among the mountains and lakes of central Europe and it seems probable that this was Gruyere, a smaller cheese similar in flavour to the Emmenthal sold at JS branches. By the fifteenth century it had become well known over western Europe but today a great deal of confusion exists between the two cheeses. They have similar texture, both are made into wheel shaped slabs, both have holes – we all know the old joke about the grocer cheating on the weight of the holes. Emmenthal has superseded Gruyere as the chief export but in many cases the name was not changed when the cheese was sold in the country which had imported it. Yet there are several differences.

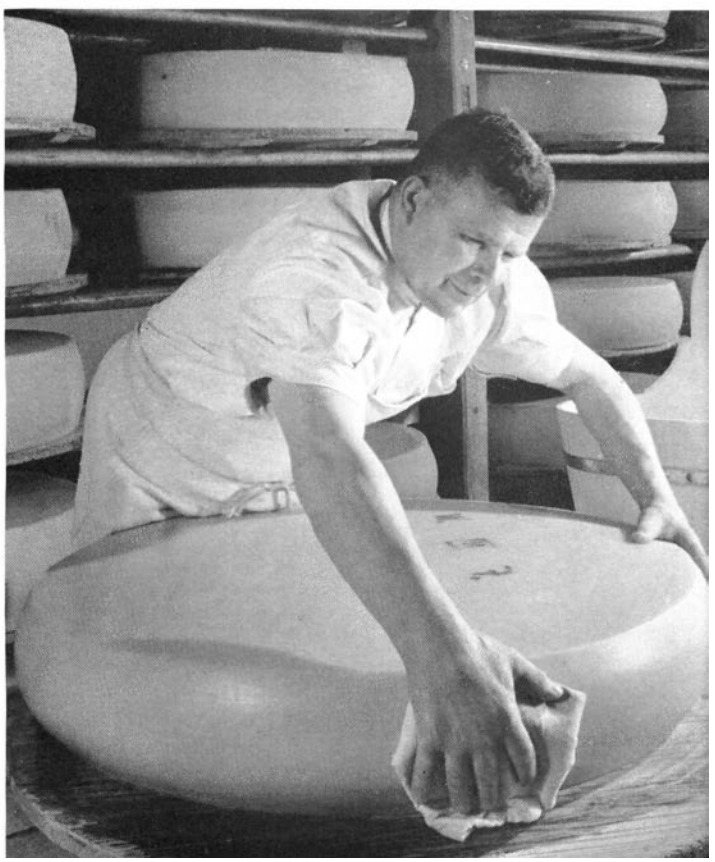
Gruyere is made in the French part of Switzerland, originally in the valley of the same name, but whereas Emmenthal is made exclusively in the valleys, quite a lot of Gruyere is still made in alpine dairies. It is a smaller cheese, weighing somewhere around 80 lbs. The process of manufacture is similar. The curds are cut into larger pieces than is the case with the Emmenthal, the whey is heated to a slightly higher degree but for a shorter period. After considerable pressing, cooling and salting it is put into a cooling chamber with a temperature lower than Emmenthal and usually for longer, sometimes as much as a year. The eyes of the cheese are smaller, the rind is not dry but greasy which brings about additional maturing from the outside inwards – Emmenthal flavour forms on the inside and then spreads out towards the rind. The flavour is not dissimilar but should be more piquant and distinguished by a characteristic smell.

Swiss cheese owes its success to a series of factors. Climate, position, pastures are ideal

The collected milk is poured into the vats holding about 1300 litres of milk each.



After treatment in the salting cellar the cheese is taken into a warm (20–24°) fermenting room, where the holes are formed inside the cheese. When the cheese is about 9 weeks old the hole-forming process (propionic acid fermentation) is completed. During this time the cheese has to be turned every other day, thoroughly cleaned and placed onto a clean board.
As soon as this is completed the cheese is again taken into a cool cellar (right) where it remains until it is taken out for sale.



for producing good quality milk. The Swiss peasant has been ingenious and industrious in making use of these natural gifts, and has handed his craft from father to son for as many generations as cheese has been an industry. Processes of manufacture have, of course, altered with modern methods of production but even if the dairy has been streamlined the character of the cheese has been retained. Today's Swiss dairy farmer works as hard as his forefathers, and he gets a training at special dairy schools and can attend courses in which he will be taught hygiene, chemistry and bacteriology. The Federal Economic and Bacteriological Experimental Station near Berne and the Swiss Technical University in Zurich have special laboratories equipped for scientific research into cheese-making. They form a link between farmer and cheese-maker to maintain the standard of quality and to bring any new discovery into immediate use.

When the cheese finally reaches the cellars of the exporters it still requires many months of technical skill and care until it is ready to be eaten. Each cheese demands individual treatment and has to be regularly tested.

Anyone who has followed the various stages of cheese production from delivery of milk to the packaging for export cannot fail to be impressed by the care taken to ensure that each one maintains a high standard of quality and flavour.

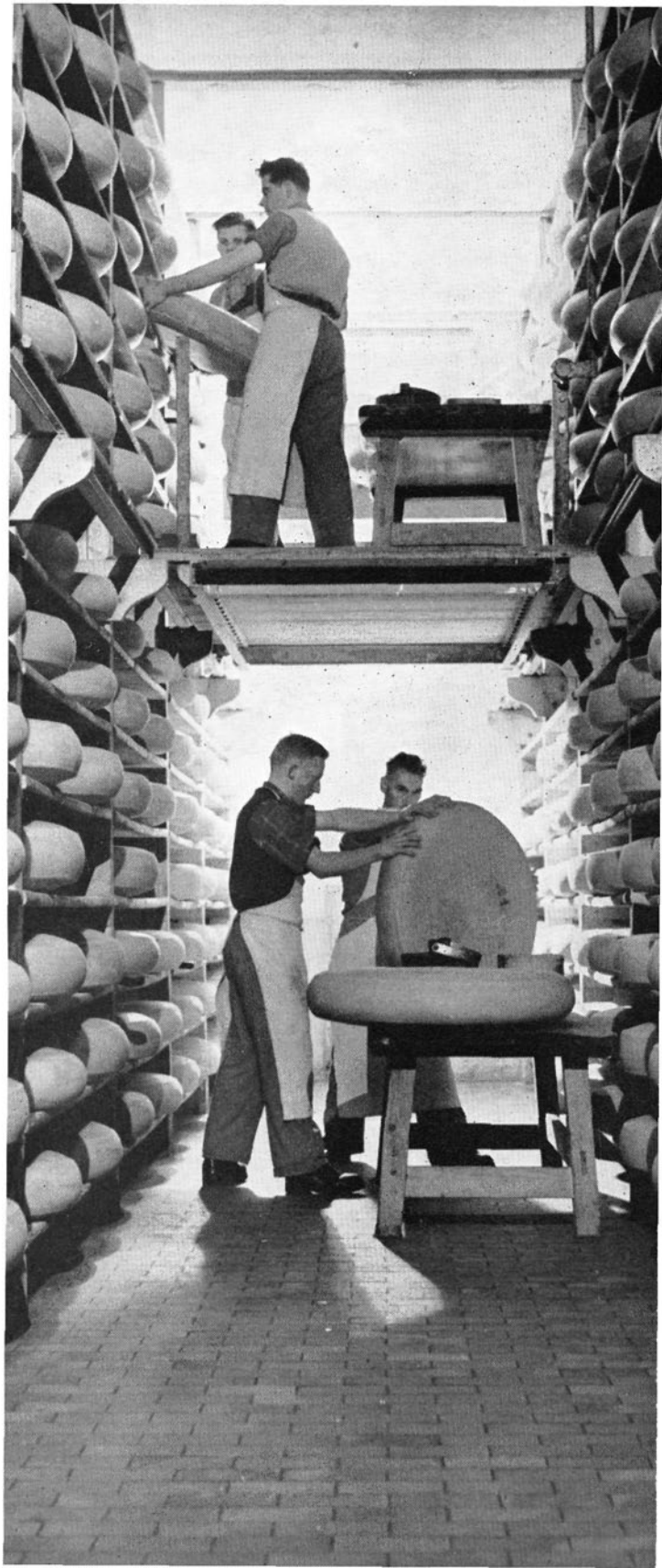
Emmenthal for J.S. are selected by the exporter to meet our requirements of:

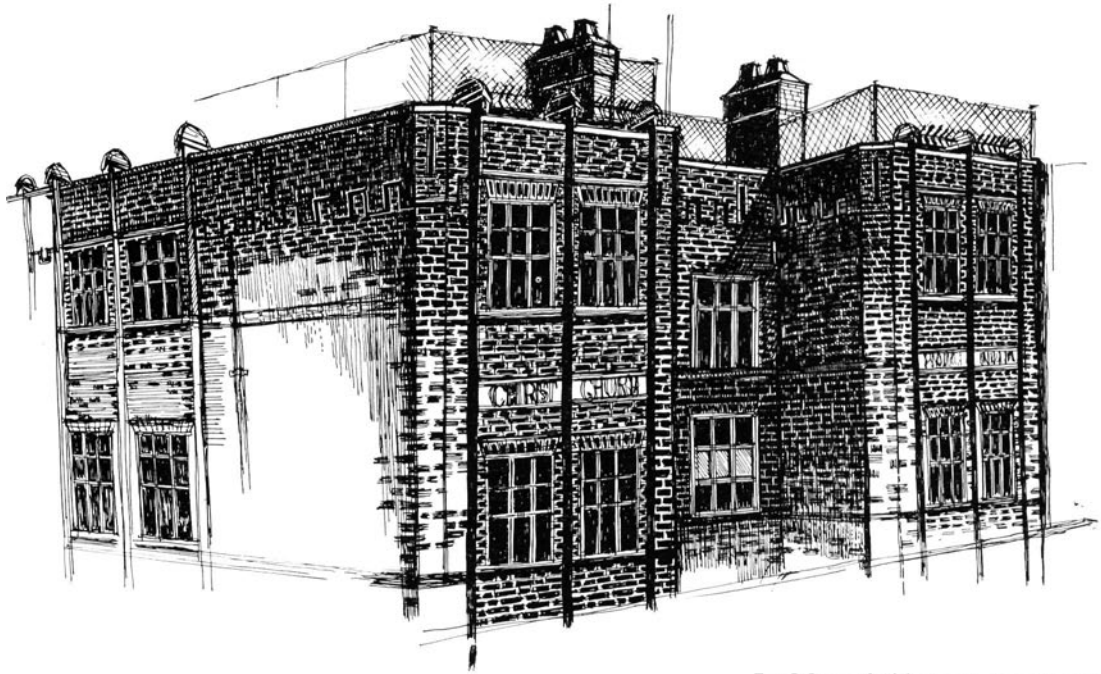
Flavour, characteristic and sweet but not too strong.

Formation, the holes evenly spaced, of regular size, and not running into each other. Ideally the holes should be slightly moist, the trade refers romantically to 'tears in the eyes'.

Size, the cheese should not be so big that cutting is difficult.

The crates in which the cheeses are to travel are 'custom-built' around them and they start the first leg of their journey by barge down the Rhine to Rotterdam. Here they are transshipped across the North Sea and come on to the Port of London. On arrival at Blackfriars each cheese is inspected for quality and stored until required for despatch, when it is cut into 5 and 10 lb pieces and packed into polythene bags. These bags, as well as protecting the cheese prevent it from drying out so that it is received by branches in perfect condition.





Drawing by John Summerson

Bear Lane School

Miss G. Springthorpe

Bear Lane School not far from our Union Street premises has been a Southwark institution since it was founded in 1713. The decline in numbers of the local school population has brought about a need for a reorganisation of the school. As from this year the Ministry of Education takes over the school but a fund remains which will be administered in the parish of Christchurch in the interests of the young people of the parish. One of the new trustees of the fund is Mr Timothy Sainsbury.

In May of this year the parochial school of Christchurch in Bear Lane celebrated its 250th year. It is interesting to note that its need arose for reasons similar to those of today. All through the ages people have bemoaned the attitude of the young people of their time, and a quite startling statement was made in 1707 about the young boys who then lived in the parish of Christchurch at Blackfriars. Christchurch was only a small village bounded by Upper Ground on the north, Broadwall to the west, Hopton Street to the east and Burrell Street to the south. Mainly, the inhabitants owned or worked in the surrounding market gardens, public houses or on the river as watermen, and a few were proprietors of business houses across the river in the City of London.

It was in such a community that Thomas Johnson lived. A pinmaker by trade, he was of a charitable nature and was concerned with the welfare of those around him. Upon his death he bequeathed to the Churchwardens of Christchurch the sum of £80, to be laid out in establishing a Charity Writing School for six poor housekeepers' boys residing within the parish. The following year this sum was supplemented by a contribution of £80 by Henry, Lord Bishop of London, out of certain charity-moneys then in his Lordship's hands for disposal. With certain other sums donated by 'well-disposed persons' the total amount involved was £350 and it was

agreed that the money should be settled upon trust to erect and support a 'free school' in the parish.

Several 'vestry meetings' followed, and subsequently a Deed of Declaration was issued, a document which sets out with rather brutal clarity the state of the morals of the boys for whom the school would be founded:

'Several good and well disposed persons commiserating the wretched condition of many of the poor inhabitants, children of the said parish, who for want of due and timely instruction and education, squander away their time, childhood and youth in idleness and ignorance, without knowledge of their duty to God or Man whereby (not seasoned with due and proper education) they have not only become less useful to themselves and obnoxious under the least temptations to commit the greatest evils but also were liable to be made the ill instruments of destruction rather than the preservation of the Common Weal of this Kingdom to the great danger of their temporal and eternal state and welfare, wherefore and for and towards the preventing and cure of such maladies for time to come, They the said well disposed persons (whose names and bounties are set down in and amongs the several Entrys and Vestry Orders of the said parish) have subscribed and agreed to add the sum of one hundred and sixty pounds to make up in the whole the sum of three hundred and fifty pounds to be employed and laid out in the purchase of the said houses, grounds and premises ....'

In 1719 it was decided to do something about the girls of the parish, and accordingly, through the generosity of certain parishioners a girls' school was started. A few years later the trustees had the bright idea of amalgamating the two schools and carrying on both under the same Trust.

Very little change was made in the parish until the building of old Blackfriars Bridge in 1769, when Great Surrey Street (later Blackfriars Road) was made, and a double row of large houses gradually covered the fields and gardens, and were inhabited by wealthy merchants and others from the City, who wished to escape from the noise and turmoil of the great metropolis after business hours and enjoy *the serene seclusion of the Surrey side!* With such prosperous residents, many gifts and bequests were made to the schools and to the Churchwardens for the poor of the parish.

The school began its life in a building in Holland Street (now Hopton Street). Various alterations, improvements and additions to the building went on through the years, but towards the end of the 1800's it became clear that accommodation was still insufficient. The Trustees, at the beginning of 1891, decided to purchase a site in Henley Square, including a frontage on Bear Lane. A new building was opened on 26th October 1897.

The children who attended the school benefited from a very broad-minded teaching policy. The subjects which were instilled into them included, besides the staple one of religious knowledge, reading, writing and arithmetic, such diverse ones as geography physical and political, mapping, drawing, vocal music and musical drill. Regular inspections were carried out, both by the Diocesan Inspectors and the Inspectors of the London County Council School Board. On the whole their reports were very good. Hobbies were encouraged, and other activities included a rifle range, dumbells, and mention of pet animals.

Attendance was often affected by either Sunday School or Band of Hope treats, and on one occasion so many children were absent on treats that the school had to have a half-holiday. The attendance was also affected by changing conditions in the parish, and in October 1890 the Headmaster recorded 'There is a considerable migration of parents to other and distant localities at the present time which affects the average attendance much. This may be accounted for in some measure by the strike of dock labourers and consequent demand for other labour.'

The original school was founded in 1713 for 'from six to twenty poor Housekeepers' boys in the parish of Christchurch.' A few years later it had grown to thirty boys and a few girls; by the end of the 1880's the number was about 375 and still increasing. When the new school was designed it was deemed necessary to provide accommodation for 700 pupils, and it is this accommodation which still stands today. Unfortunately the residential population of the parish has gradually diminished and there are now only about 150 children enjoying a school intended for many times that number. Because of this, the future of the school is very much in the balance. But whatever decisions may be taken its 250 years of service to the children of the community. will always be remembered.

Focus on Suppliers No. 8

The Cadbury Story

Cadbury's Bridge Street factory in Birmingham, 1847.

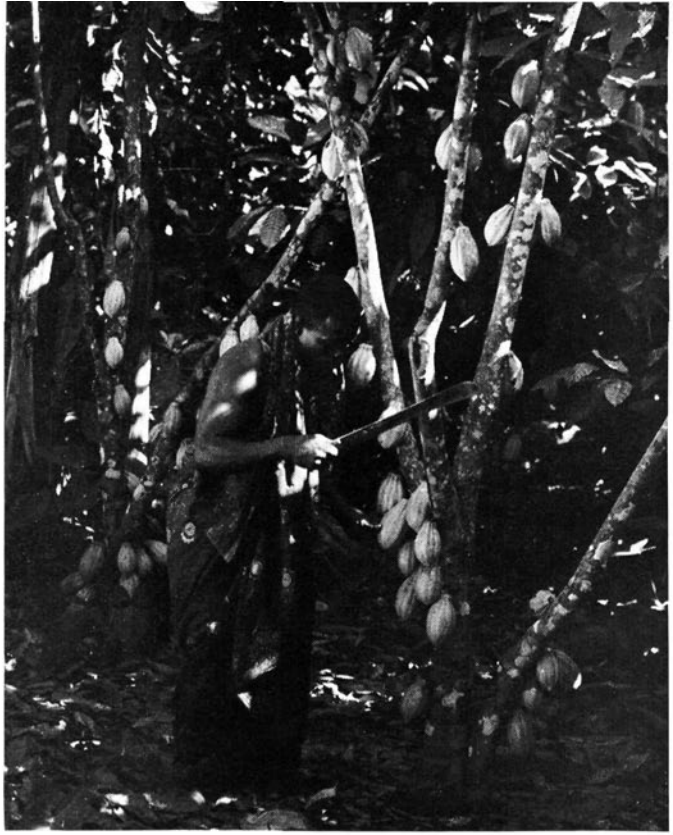
The end of the eighteenth and beginning of the nineteenth century was a time of shifting populations. No longer able to earn a living in the country, people were moving into the towns, attracted by fast-growing industries. One was a young Quaker, Richard Tapper Cadbury. He left Devonshire, a county in which his family had been established for many generations and where it was well known for its early connection with the Society of Friends. After learning the drapery business in London, in 1794 he set himself up in fashionable Bull Street, Birmingham.

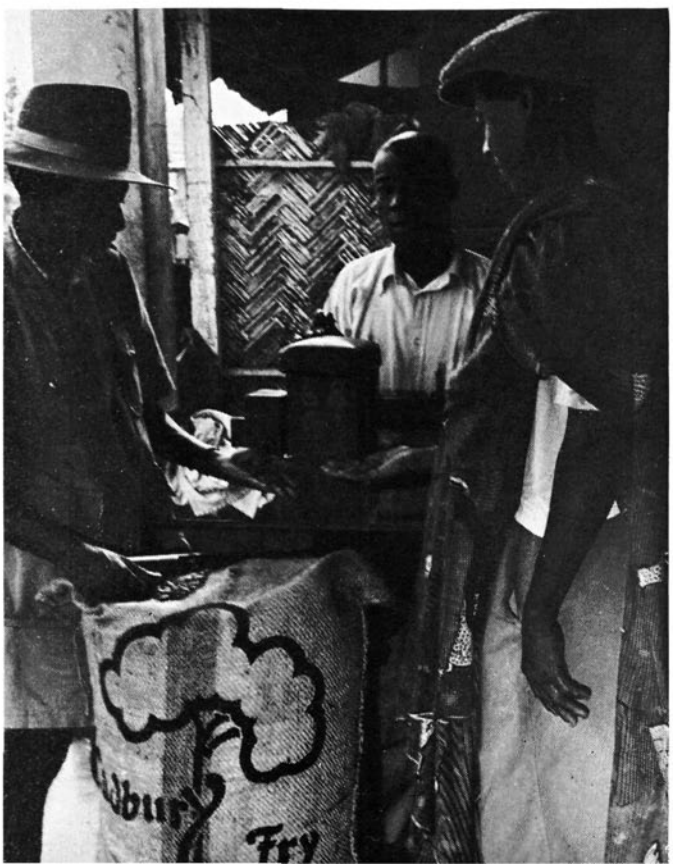
In 1796 he married Elizabeth Head of Ipswich. John, their third son was born in 1801. He was apprenticed as a grocer and when he was 23 his father gave him a sum of money and told him that he must now 'sink or swim'. He bought the shop next to his father's and traded as a 'Tea Dealer'. It was a shop designed to catch the eye – and catch the eye it did, of Birmingham's leading citizens. The show windows were among the first in the town to be fitted with plate glass, and once inside the customer was served his tea by a Chinaman dressed in his native costume. Those who could afford it drank chocolate, a heavy rich drink made from the whole bean – including the cocoa butter. Cocoa, introduced in the early 19th century, was for many palates a more acceptable drink because the cocoa butter was balanced by farinaceous additives such as cornflour, sago flour etc.

The Origins of Cocoa

Drinking chocolate was introduced to Europe during the seventeenth century. The cocoa tree, which is a native of Central and South America, had been cultivated for many centuries before by the Maya Indians, the Incas of Peru and the Aztecs of Mexico. The words cocoa and chocolate stem from the Aztec *cacauatl* and *chocolatl*, the drink they prepared from the cocoa beans. It was their national drink as tea is ours and it is said that Montezuma and his court drank fifty large jars a day, not sweetened with sugar but flavoured with vanilla or with hot spices like chillies. Columbus was the first European to taste it and he was not slow in taking the recipe back to the Spanish Court, where it was zealously guarded as a top secret. It took a century to spread to the rest of Europe.

However, in 1657 the first chocolate shop opened in London. More followed in rapid succession, rather like our contemporary coffee bars, and they became meeting places for





literary, artistic and commercial circles, and for gamblers! The most famous of them was Whites.

First Expansion

At first John Cadbury's trade in cocoa and drinking chocolate was so small, a mere sideline, that he ground the cocoa nib by hand. His cocoa preparation began to sell well and in 1831 he rented a warehouse to develop the manufacturing side of his business. By 1842 he was producing sixteen different kinds of drinking chocolate and eleven cocoas. He sold some eating chocolate, but one variety only as it was still a novelty. It was called French chocolate because the French then enjoyed a European reputation as confectioners and were thought to be unexcelled in this field.

In 1847 the Crooked Lane factory was demolished to make way for the new Oxford–Birmingham rail link. John moved his business to larger premises near the centre of the town and took into partnership his brother Benjamin. These were the first Cadbury Brothers. They installed grinding mills worked by a 20 h.p. steam engine and four ovens with a roasting capacity of two tons of beans a day. In 1849 John sold his Bull Street shop to a nephew, Richard Cadbury Barrow. This business is still in the hands of the Barrow family.

For 20 years the Cadbury Brothers thrived – then misfortunes came. John's health gave way and in 1855 he lost his wife. As he became less active, the firm, deprived of his vigour and initiative, gradually declined. The number of employees dwindled, the quality of their products fell although they had a Royal Warrant from Queen Victoria. Eventually the partnership had to be dissolved and the firm stood on the verge of extinction.

Happily for the future of the firm John had two sons – Richard and George. Richard joined the business in 1850 when he was 15, George in 1856 when he was 17. In 1861 John handed over

The largest share of the world's cocoa supply comes from Ghana. In the picture above the cocoa pods are being harvested. The average annual yield of a cocoa tree is about thirty pods, each one containing thirty to forty beans.
After harvesting, the pods are broken, the beans fermented and then dried. The crop is subjected to careful inspection at several stages before shipping to England.

control of the business to the boys and they threw themselves into the work of rebuilding the family fortunes. For five years they worked night and day, scraped, saved and stinted, sparing no effort for their task, until the firm was solvent and its course set for the enormous strides it was to take under their future leadership. In 1866 they made the 'break-through' which was to establish their firm as a household name by manufacturing the first pure cocoa powder.

Cocoa beans have a high proportion of cocoa butter. In 1828 Van Houten of Holland had invented a cocoa press which extracted part of the butter. Cadbury Brothers installed one of these presses and in 1866 made ' Cocoa Essence – absolutely pure, therefore best! ' It was not at first popular because people believed the nourishment of the original bean had been pressed out, but Cadburys and other manufacturers persuaded the public that this new drink was not only purer but more economical. By 1872 it had in any case become illegal to sell adulterated mixtures as cocoa. Cadbury's Cocoa Essence became a best seller for 40 years. It was ousted by Bournville Cocoa in 1906 but continued to sell for long afterwards.

Stemming from this came an even more important development. Cocoa butter became plentiful and, mixed with cocoa nibs – fragmented cocoa beans – and sugar could be made either into chocolate blocks for eating, or into a softer more liquid mixture which was used to cover chocolate confectionery. Cadbury's first began to gain a foothold and then to dominate in a market that had belonged exclusively to the French. Richard, who was an artist as well as a business man, set to work designing chocolate boxes with pictures on the lid of children, flowers, and country scenes, subjects of which the Victorians never tired. The first of these appeared in 1868. The models were Richard Cadbury's own children.

Milk eating chocolate as we know it was first made about 1876 by Daniel Peters in Switzerland. Something known as milk chocolate had been sold since the eighteenth century from a recipe made by the famous physician and founder of the British Museum, Sir Hans Sloane. He calls it the ' English way thus. Take a pinte new milke in a pinte water, & when boyle putt in 2 ounces Chocolate & 3 ounces sugar, & mill it on ye fire as aboue & when itt is readdye to boyle upp take it of ye fyer & mix with itt two new layd eggs, but lett your eggs be broke with ye mill in a spoonfull of cold water in a pinte pott, then mix it all to gather & lett it be a little coole, as you may drinke it! '

The Cadbury brothers spent a great deal of time and money experimenting with milk chocolate for eating and in 1905 they introduced their Cadbury's Dairy Milk and ended the monopoly which the Swiss had enjoyed.

When Cadbury's first brought out their Dairy Milk Chocolate, milk had to be transported from the farm to the factory at Bournville. As only milk solids are used this was a costly and cumbersome method, so milk-processing factories were built in milk-producing areas – in short the chocolate was taken to the milk instead of bringing the milk to the chocolate. There are now five of these factories, four in the Midlands and Wales, one in Southern Ireland. Together they process 40 million gallons of milk a year.

Bournville

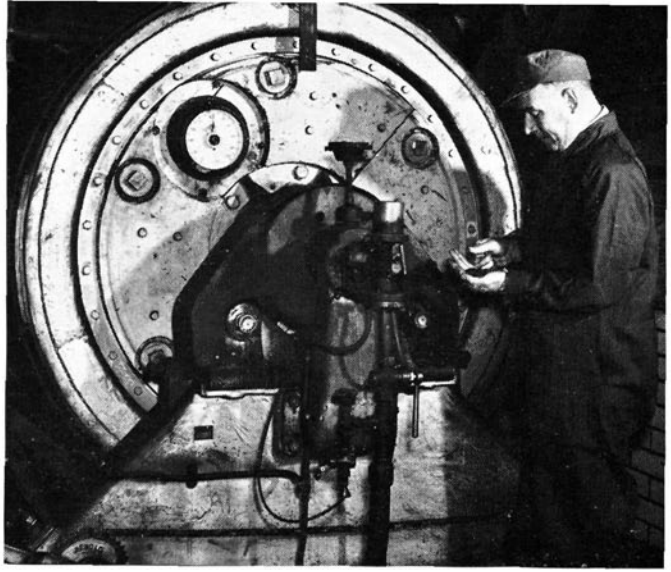
By the 70's the Bridge Street factory had become too small. Premises were needed that would give plenty of room for expansion. Birmingham by this time was a rough, overpopulated town. Many families lived ten to a room and sanitation was unusual rather than otherwise. Hard drinking and poverty were rife, children were brought up surrounded by vice and hardship. Richard and George had inherited from John the strong Quaker tradition of public service and social reform and decided that in fairness to their employees they would move right out of Birmingham into the open countryside. Here they could offer them a new way of life, clean air, decent houses and a measure of hope for their children. After much searching they found Bournbrook Estate, a rural spot lying some four miles south of the city between two main roads and near a railway and a canal. They bought fourteen and a half acres of land and invented the name Bournville. The word preserves the name of the Bourn, a stream which flows through the estate and 'ville' was an assurance to the public that French traditions in chocolate making were not forgotten.

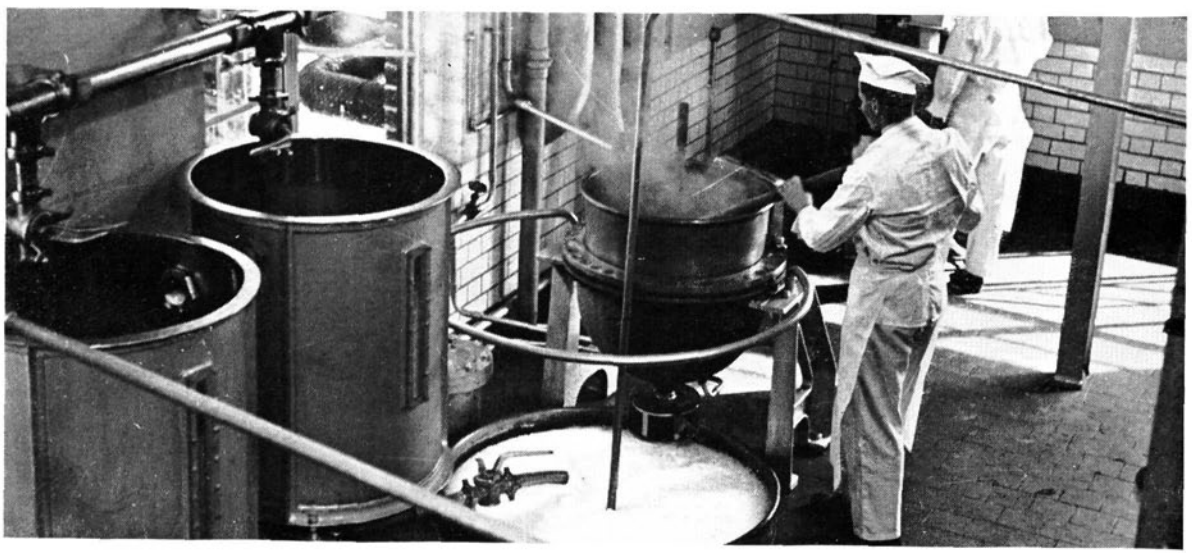
The original labour force at the factory numbered 230. Skilled confectioners were engaged and Cadbury's set out to capture a market that had been dominated to a large extent by continental products. By 1881 they were exporting and within ten years of the transfer the number of employees had risen to 1000, a figure which

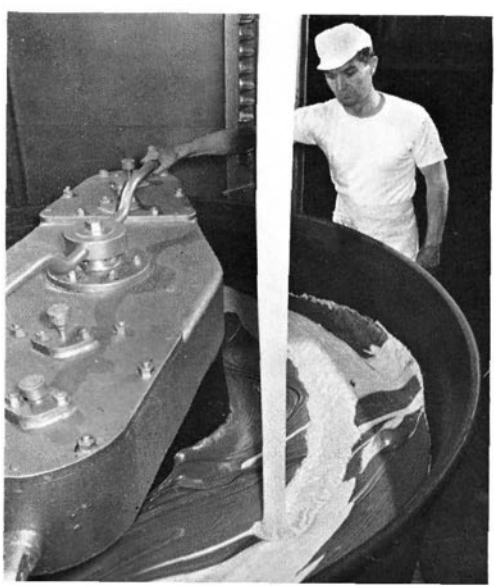
Making chocolate begins with roasting the beans (right). This develops their flavour and their aroma and dries the shells so that they can be winnowed away.

Cadbury's Dairy Milk chocolate is made by taking the chocolate mass to the firm's dairy factories in milk producing areas. The photograph below shows the first stage of concentration of the fresh milk at a dairy.

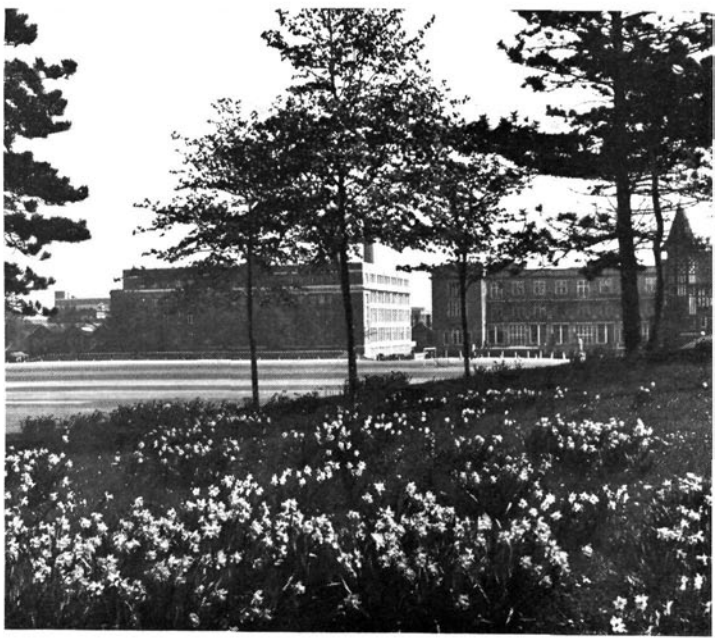
Below, left, a 'mélangeur' or mixer in which heavy rollers rotate at speed to mix and grind the chocolate mass as the milk concentrate is added.
On the right below is the final wrapping stage for blocks of Dairy Milk.







The photograph above is of a model of Cadbury's Bournville factory standing among the houses of Bournville Village. The firm is at present expanding productive capacity and some of the central portion is still under construction. The other picture shows part of the men's recreation ground with the cricket pavilion on the right.



was more than doubled in the next ten years. Athletic clubs, social security schemes, recreation grounds, all of which are taken for granted today were pioneered at this time by Cadbury Brothers.

After the death of Richard in 1899 the firm, which up to now had had little need of formal business organisation, was made into a private limited company with a Board of Directors headed by George. His fellow directors were two of his sons and two of Richard's. Cadbury's, like Sainsbury's, are to this day a family firm.

Bournville Village

George Cadbury always held that bad housing was the root cause of many social evils. His aims in founding Bournville village were, first, to make a practical contribution to the housing problem, and secondly to forestall the speculative builder. The first houses were built on the lines of detached or semi-detached country cottages – a pleasant contrast to the tunnel backs that were being built everywhere else. Rents were to be within workers' reach and at least one tenth of the land, in addition to roads and gardens, was to be devoted to parks and recreation grounds. The village was George's personal creation and was always entirely independent of Cadbury Brothers Limited. None of the houses on the estate, except those in small areas are reserved for Cadbury employees and, in fact, only about half the householders are employed at the factory. In 1900 the founder renounced all financial interest in his project and formed the Bournville Village Trust. Among the trustees there has always been a representative of the City of Birmingham.

The word 'Welfare' is not liked at Bournville. There are no 'Welfare Workers' and the word is looked upon with suspicion by management and workers. It is considered that the head of every department, every member of the shop committee and all the 'Works Council' members carry some responsibility for the happiness, well being and efficiency of the people with whom they work.

The factory health service has been an integral part of the organisation since 1902 when the first full-time medical officer was appointed. He is in charge of several nurses and physiotherapists who have at their disposal all the equipment of a similar unit in a large hospital. There is no waiting for treatment which is, of course, only given with the full knowledge and co-operation of the doctors and consultants concerned and patients who might have been absent from work for several days get prompt attention. Temporarily disabled people are quickly rehabilitated. The doctor who makes a point of being familiar with the work done in the factory, is able to recommend the type of work his patient can do and can limit his working hours per day. In this way a man who might have been idle for several weeks can slowly be coaxed back to full-time employment. An average 65 patients a day are treated by the physiotherapy unit at an annual cost of 8,000 man hours. Had these patients gone for hospital treatment elsewhere the loss in productive work would have been about six times as great.

At the beginning of the century the Cadbury Brothers took the unusual step of starting compulsory gym classes for all young workers. They built two swimming pools inside the factory for further physical training. This was followed by evening classes in English, mathematics and science. Within eleven years so many workers were making use of these facilities that the Directors approached the Birmingham Education Authorities to suggest a day school one-and-a-half days a week. By 1913 a Day Continuation School had been started but during a period of trade depression in 1921 it had to be closed down. Bournville decided to carry on alone and they now have a college administered by the Birmingham Education Committee which is able to award its own certificates, has its own student council, arranges foreign holidays and offers courses as varied as home decorating and science.

Perhaps the most interesting of the Bournville projects are the Works Councils, which have been in operation since 1918. They are concerned with joint consultation, with communications, and they have been playing an increasingly important part in the business during the past few years which have seen great changes at Bournville – in new buildings, plant layout and production methods. The Councils have executive authority especially in such spheres as health, safety, rules and discipline, education, holiday schemes, catering, recreation and suggestions. In this way the Executive side of the firm can have almost as immediate a means of communication with their workers as John Cadbury when he first started manufacturing in his warehouse over 130 years ago.

Potatoes Without Backache

Mr H. Brown *writes about a new way to grow potatoes*

The cultivation of potatoes, particularly for the keeping varieties, is perhaps best left to the commercial grower. Very few gardeners have either the amount of ground available or suitable storage facilities to cope with this crop.

The growing of a few early potatoes in the garden is a different proposition, for no new potato bought from the shop can compare for flavour with those home grown.

This is no reflection on the commercial grower; it is due to the fact that new potatoes are lifted before the skins are ripe, and exposure to air for a very short space of time in this condition causes a marked loss of flavour.

A comparatively new method of potato growing which has much to commend it, consists of planting the tubers at soil level and covering the rows with black polythene. Briefly the advantages are as follows: when the potatoes form, and this can readily be seen by lifting the polythene, only those of usable size are taken, leaving the small ones to grow on. The polythene is very effective as a weed suppressor, and the loss of moisture from the soil by evaporation is reduced.

I have grown potatoes this way for two years now. There has been a certain amount of trial and error but the following description will eliminate mistakes I made during this period.

Requirements

(1) The standard grade of black polythene will do, 18 ins. wide. A number of firms advertise this in the gardening press and weekend papers. 5d. a yard is the usual price but it is generally cheaper if bought by the roll.

(2) A supply of well rotted manure or garden compost; failing these, hop manure or well moistened peat would be suitable alternatives.

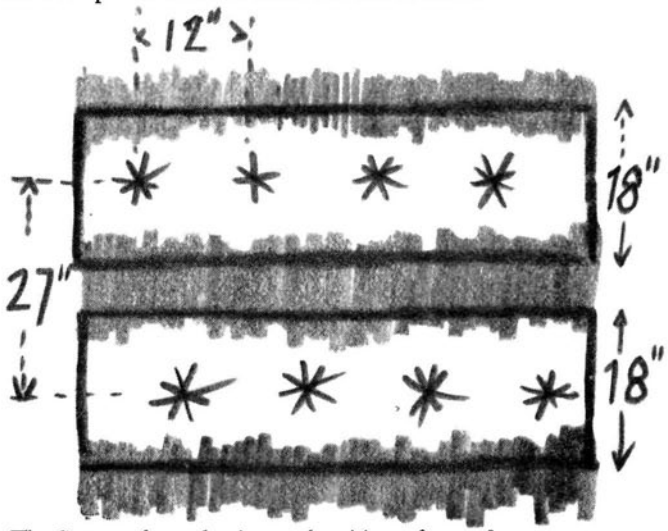
(3) Fertiliser. National Growmore is as good as any and cheaper than most.

(4) Slug bait. Liquid or pellets seem equally effective.

(5) Seed potatoes. Variety is a matter of personal choice, but any good seedsman will help you if you are uncertain. Tell him whether you prefer a waxy potato for chipping or a floury one for boiling. As to quantity, usually there are six or eight to the pound. At a foot apart in the row and the rows two feet three inches apart the amount can be worked out.

Preparation

As soon as the seed potatoes are obtained, they should be placed in a seed box, or something similar, with the eye end of each tuber uppermost. The box or boxes should then be placed in a light, cool, frost-free place with the object of encouraging a supply of sturdy green shoots by planting time. A start can now be made to prepare the soil for planting. At this stage a fork is a better tool than a spade and every effort should be made to break down all lumps and finish with a good raking to ensure a level surface. Next, measure off the rows, two feet three inches apart and place markers at each end. Now, with the spade, take out a shallow trench, a foot wide and not more than three inches deep, spreading the soil removed evenly between the trenches. Cover the soil in the trenches with as much compost as you can spare (if peat is used, be sure that it is thoroughly moistened), add fertiliser at a rate of a good handful to the yard run and incorporate both in the top few inches of soil. Go over the plot with the hoe to remove footmarks and leave for a couple of weeks to allow the soil to settle.



The diagram shows the sizes and positions of part of two rows under 18" wide polythene.

Planting Time

This is best governed by soil and weather conditions rather than the calendar. Nothing is gained by planting in a cold soil, indeed as long as the seed potatoes are in the sprouting boxes, time may be gained by waiting.

Situation, too, will have to be taken into account; in favourable areas, mainly in the South West, early March may be right, whereas in districts subject to late May frosts mid-April may be quite soon enough. So if you have no experience at all, ask the local growers for advice.

The polythene lifted to show the tubers

Planting

Choose a day for this operation when the soil is reasonably dry underfoot, plant the tubers a foot apart in the row, cover with soil but leave the uppermost shoot visible, and use a garden line to ensure accuracy. This is important! Ideally the best size for a seed potato is about that of a hen's egg, but larger tubers can quite safely be cut into two or even three portions provided each portion contains at least one shoot.

Now comes the part that can be a bit tricky. Covering the rows with the polythene. This is really a two man, or what is more probable, a man and wife job. It is possible on a calm day to manage single-handed but if a breeze is blowing, the only result for your labours will be a distribution of your polythene over the neighbouring three gardens and a filthy temper, which is no way to spend a fine Sunday morning. With two people it is quite a simple operation. The end is anchored with large stones or a couple of spades of soil starting two feet beyond the end potato in the row with the centre of the polythene directly over the row, and with one member of the team walking backwards unrolling the polythene, the other makes a three-inch lengthways slit over each potato until the end of the row is reached and the two-foot overlap anchored. Now soil from between the rows is drawn over the edges to a width of two or three inches to prevent the wind from getting underneath, and the job is finished.

Harvesting

The time will come when the polythene is regularly lifted to see if the potatoes are ready for use, and this is the opportunity to scatter a few slug pellets down, a practice which should be followed up.

As explained earlier, once picking starts—and picking, not digging, is the correct description—only sufficient for immediate needs are taken and the remainder left to grow. This can be expected to extend over a period of six to eight weeks, in fact until such time as the tops die off and further growth ceases. The dead tops are then cut off at ground level, the polythene rolled up for a further year's service, and this is where a pleasant surprise occurs. The roots are dug up and the crop lifted will be comparable with those grown in the traditional way.

Cultivation

There is little under this heading, most of the work has been done. Earthing up will not be necessary. Just keep the hoe going between the rows to kill seedling weeds and aerate the soil. Usually the shoots find their own way through the slits made in the polythene. Now and then the odd one won't play and needs a bit of help.

As the weeks pass the reason for the shallow trench becomes obvious. The combined action of rain and cultivations will have compacted the soil between the rows and the trench will no longer exist. This was my earliest mistake. In my first attempt I planted at soil level only to find after a few weeks that my potatoes were trying to grow on top of a ridge of dusty dry soil.

Most of the soil placed over the edges of the polythene will have washed away by now but this doesn't matter as it is now held down by the weight of the stems and a couple of stones at each end of the row will suffice to keep all secure.

All over the Firm.....

JS people in the pictures on these two pages are whooping it up in parts of the firm both near and far. Like Balham, Kingston, Ipswich, Norwich, Nottingham, Bristol, Crawley and Bury St Edmunds – and looking like it comes very easy to enjoy yourself.



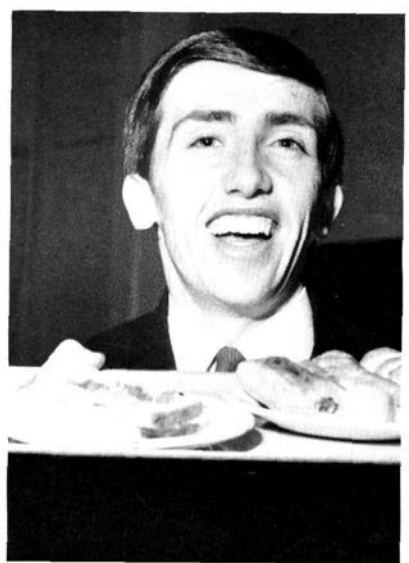







. . . Nights Out

And here's more pictures of JS people from Chatham on this page and London, next page, except for one sailor adrift among the Factory Engineers who were eating, dancing, singing and drinking in our canteen at Blackfriars.



Staff News

Movements and Promotions

Managers

G. ANSELL	From West Wickham to Rye Lane, Peckham
H. M. COLLINS	From Upminster to Forest Gate
J. CRANE	From Grange Hill to Upminster
F. C. FREEMAN	From Spare i/c 177 Haverstock Hill to Wealdstone
R. H. GUINEY	From Forest Gate to Basildon
F. MARCHANT	From Redhill to 55 Brighton
E. NEWMAN	From Grocery self-service training to 176 Streatham
A. W. PALMER	From Wealdstone to 357 Harrow
G. PARRY	From Wallington to Redhill
L. RAWSON	From 55 Brighton to Haywards Heath

Mr E. B. Boulter

Mr L. Finch

Promoted to Management

E. B. BOULTER	From Spare at 357 Harrow to 177 Haverstock Hill
W. J. BUTCHER	From Spare at 9/11 Croydon to Wallington
L. FINCH	From Spare at Grange Hill to management of Grange Hill

Spare Manager

B. GOODSWEN	From P.A. to Mr Dyer to Spare in self-service training

Assistant Managers

W. COLE	From Grocery self-service training to 176 Streatham
P. CONLAN	From South Harrow to Kingsbury
J. CREED	From Wallington (service) to 168 Streatham
J. ENFIELD	From 24 Croydon to Wallington self-service
O. GOUDIE	From self-service training to Collier Row
L. HALL	From Swiss Cottage to Paddington
C. KNOWLDEN	From Fulham to self-service training
R. LEESE	From P.A. to Mr Welch to Fulham
F. RENNICK	From Kingsbury to South Harrow
M. J. RHODES	From Swiss Cottage to P.A. to Mr Dyer
A. SEAWARD	From Purley to Wallington self-service
A. TREVETHAN	From Guildford to P.A. to Mr Welch
W. A. WATSON	From Luton to self-service training
R. J. WICKENS	From Victoria to Head Office (Training Centre)

Promoted to Assistant Manager

A. F. ARMSTRONG	Burnt Oak, Edgeware
C. R. BOOTS	3 Golders Green
S. BRIERS	357 Harrow
R. COX	Southampton
B. FELL	Ballards Lane, Finchley
L. GREGORY	Victoria
S. L. HAGAN	55 Brighton
D. M. HINTON	59 Hove
R. K. HODGSON	St Albans
F. N. HOLLEY	Willesden Green
C. KNOWLDEN	Fulham
W. A. LANGRIDGE	Oxted
J. E. SPICER	Pinner
A. TREVETHAN	Guildford

40 Years' Service

Congratulations to the following who have completed long service with the firm.

A. W. BAYLEY	Supervisor, Maintenance Department
T. W. REED	Assistant Manager, Surbiton
A. H. GIBBS	Manager, Worthing
F. SMITH	Manager, Muswell Hill

Head Butcher Transfers

D. COCKERTON	From Norbury to Wallington
R. FENNER	From Selsdon to Norbury
E. ANCRUM	From 73 Croydon to Selsdon
A. G. SOMMERVILLE	From Wallington to 73 Croydon
J. GOWER	From Forest Hill to Rye Lane, Peckham

Retirements

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

F. Smith joined the firm in 1923 as a butcher at Harrow, and after working at several branches in this area he was appointed Butcher's Manager of 23 Brighton in January 1931. In 1934 he took charge of the Butcher's shop at 6 Temple Fortune. In April 1940 he was promoted to the wartime management of Brent Street. After the war he spent one year in the Training Centre as an Instructor before moving to Ballards Lane, which branch he managed until 1950. He was then appointed manager of Muswell Hill, from which position he retired on the 29th February 1964, although from March 1963 he acted as relief manager at Crouch End.

S. C. Sherman commenced with J.S. as a learner at 13 Palmers Green in March 1921. He was transferred to 16 Enfield in 1926, and was appointed to his first management at Mill Hill in 1928, where he was in charge until July 1941. After managing Edgware and Mill Hill during the war, he was appointed to Willesden Green in 1946, and to 140 Finchley Road in 1950. In March 1958 he moved to 357 Harrow, where he remained Manager until his retirement on the 15th February 1964.

Mr S. C. Sherman

Mr F. Smith

Mrs M. R. Brantingham, who was engaged on the 29th October 1962 as a daily woman at our branch at 189 Kensington. It was from this branch that she retired on the 1st February 1964.

Congratulations

To Mr Fred Welford who celebrated his 93rd birthday on 7th February. He first began work with J.S. as a carter in 1890. He retired in 1940.

To Mrs Evamy who celebrates her 94th birthday on 23rd March. She was one of the firm's housekeepers for 22 years and will be remembered by many of our senior staff.

Mrs A. M. Burge, who joined the firm as a part-time saleswoman at Colindale in 1949. She later undertook full time duties and became a leading saleswoman at this branch. She transferred to Luton in 1958 and to Dunstable as a packer weigher in 1961. She retired from full-time employment at this branch on the 1st February 1964.

Miss E. M. Digman, who joined the staff of the Factory in 1946 on a part-time basis. At the time of her retirement on the 1st February 1964 she was in fact working full time as a piemaker in the bakery department.

Mrs A. M. Burge

Miss E. M. Digman

Mrs M. Ellison, who retired from 250 Kentish Town on the 1st January 1964 after having been employed there as a shop cleaner since May 1956.

Miss V. A. Franklin

Mr C. H. Higlett

Mr F. W. Hunt

Miss V. A. Franklin, who started in 1940 as a daily maid in our branch in Rye Lane, Peckham. She worked also at our Stamford Street branch, and in August 1951 she transferred to the main canteen in Blackfriars as a canteen assistant. She retired on the 1st January 1964.

G. H. Higlett, who joined the firm originally as a learner in 1915. He transferred from the provisions to the fresh meat department in 1946 and in 1950 he was promoted to Head Butcher. He worked mainly in the Ealing and West London areas, and it was from 1/4 High Street, Ealing, that he retired on the 1st January 1964 where he was employed as assistant head butcher.

F. W. Hunt, who initially was engaged in 1915 as a learner at Woodford. He subsequently worked at several branches in East London in the fresh meat department. He left the firm in 1932 and was re-engaged five years later. He retired on the 1st February 1964 from Chelmsford branch where he was assistant head butcher.

W. S. Peters, who was engaged in 1952 as a porter at Woodford. He transferred three years later to Chingford, and it was from this branch that he retired on the 1st January 1964.

Mrs J. Pumfrey who, after an initial period as a part-time saleswoman at Purley from 1942 to 1946, was re-engaged as a daily woman at Purley in 1948. She also worked at 73 Croydon, but it was from Purley that she retired on the 1st January 1964.

Mr W. S. Peters

Mrs J. Pumfrey

C. B. Sell, who was engaged as a porter at our shop at Bishops Stortford in 1942. He retired from full-time duties on the 1st February 1964.

G. B. Skene, who was engaged in 1959 as a poultry dresser at our depot in Aberdeen. He was regraded to poulterer in March 1962 and retired on the 1st February 1964.

Mr. C. B. Sell

Miss M. E. Tutcher

Miss M. E. Tutcher was engaged at the service shop in George Street, Croydon, in August 1954 as a supply woman. She later transferred to 24 Croydon as a packer weigher and retired from full-time duties on the 1st February 1964.

Obituaries

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

Miss D. E. Gibbons

Mr J. W. Lewis

F. J. Ansell, who joined the firm in 1929 as a shop porter. He transferred to the staff of the Warehouse at Blackfriars in 1934 and one year later became a relief driver. He spent a short period at our depot at Saffron Walden prior to his absence on National Service from 1943 to 1946. It was while carrying out his duties as a driver that he died on the night of the 30th January 1964.

R. H. Baughen, who was engaged as a warehouseman at our branch in Surbiton in 1945. He helped for a period as a despatch hand in the catering section, and worked at other branches in the Surbiton and Kingston area. He retired finally from Surbiton in 1958. He died on the 2nd January 1964.

E. C. Davies, a pensioner who joined the firm in 1924 as a porter at Boscombe, and who retired from this branch in 1946 after completing 22 years service. He died on the 25th December 1963.

Miss D. E. Gibbons, who was engaged in September 1939 as a saleswoman at our shop in West Ealing. She worked subsequently in several West London shops and during the war undertook the duties of deputy manager. After the war she transferred to the office and in 1947 was appointed first clerk at Victoria branch. She was working at 13/15 Stamford Street at the time of her death on the 10th February 1964.

Miss E. N. Green, who joined the firm in 1920 as a clerk at our branch in Weybridge. She was subsequently promoted to first clerk at this branch and retired in 1945. She died on the 1st January 1964.

J. W. Lewis, who joined the staff of the Factory in 1939. He worked for a time as a special grade labourer, but was later trained as a tradesman and was promoted to chargehand in 1953. Four years later he was appointed shift supervisor. He died on the 2nd February 1964.

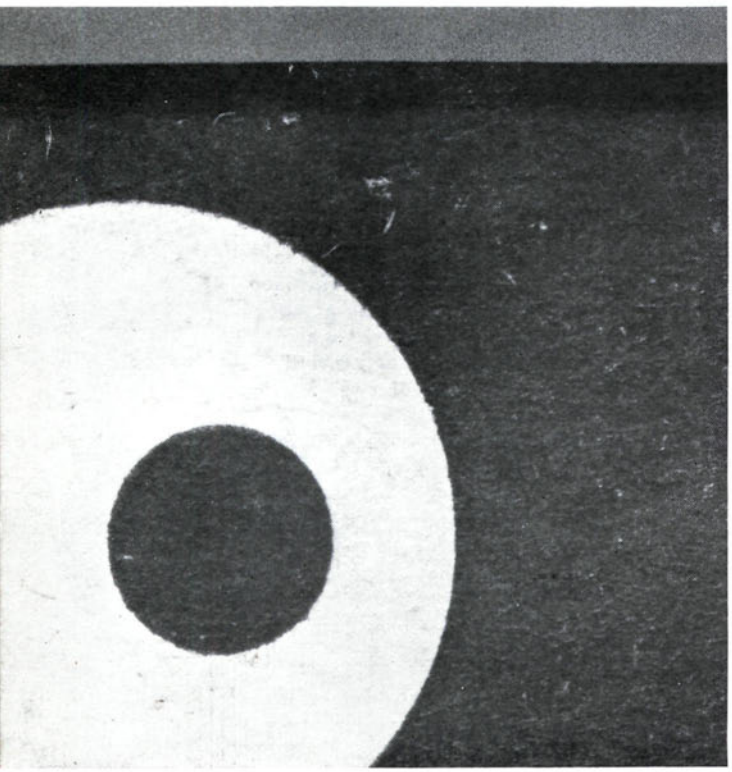
W. J. Patten joined the firm at our branch at Catford Corner as a learner from school in 1933 and was later transferred to Catford Hill. After being absent on National Service during the war, he resumed at Lee Green before moving to Lewisham, where he was promoted to Assistant Manager in 1956. He died in hospital on 1st January 1964, after a long illness.

F. J. Udall, who was engaged in 1919 as a stoker in the Factory. Just prior to his retirement in 1945 he transferred to our depot at Woolmer Green as a warehouseman. He died on 24th January 1964.

H. M. Ward, who was initially engaged as a roundsman at Guildford. He resigned in 1914, but on his re-engagement in 1923 he worked for periods at our Surbiton shop and 97 Kingston branches. He retired in 1946 and died on the 1st January 1964.

T. Woodstock who was engaged as a stoker in 1949 in our factory. He subsequently transferred to the labouring staff of the electrical engineers at Union Street. Latterly he was employed as a messenger for the post department at Stamford House. He died on the 31st December 1963.

Whatsit No 2 *Solution in our next issue*



Last issue's Whatsit

The photograph was taken looking down from above.