The Founder of the firm was a man of few words. When Mr. Alfred Sainsbury began work at Blackfriars in 1906 these were his first instructions from Mr. J. J. Sainsbury. The letter came to light when Mr. Ivor Sainsbury was going through some family papers after his father's death.
Visitors at Basingstoke

On May 4th a large number of visitors were entertained at our Basingstoke depot and were taken on a tour of inspection of the work of our depot, one of the largest food distribution centres in Britain. Our visitors were mostly representatives of the town and local business. The Mayor and Mayoress, Councillor and Mrs. T. Baptist, were among them and Mr. David Mitchell the Member of Parliament for Basingstoke. A number of our guests were our business neighbours on Houndmills Estate. The Minister for Agriculture, Fisheries and Food the Rt. Hon. Frederick Peart, MP and his wife accepted our invitation to inspect the depot and in a speech following the tour the Minister paid tribute to the firm's leadership in the far-reaching changes which have taken place in the distributive trades in Britain. He also spoke about Government intentions to keep food prices stable and of Sainsbury's efforts to resist price rises. On the left in the top picture the Minister is seen with Lord & Lady Sainsbury. Below Lord Sainsbury (centre) is talking with Councillor J. W. Downes, formerly Deputy Mayor, and Mr. David Mitchell, MP for Basingstoke.
Basingstoke visitors were briefed for their tour by Mr. N. C. Turner, JS Company Secretary (at the blackboard left). He spoke about the enormous increase in our total sales which had made it obvious that we could not expand sufficiently in Central London. Our Basingstoke depot is one answer to this problem. The guests set off in three separate parties to visit all the depot's sections. Below left a group of visitors is listening to an explanation of our bacon smoking plant. In the foreground the Mayor and Mayoress of Basingstoke. Below right, Mr. Timothy Sainsbury (left) talking with Alderman John Stroud, Chairman of the Basingstoke Town Development Committee.
Hook converted its grocery department to self-selection on May 25. The branch in Ace Parade Chessington was opened first in 1938. Manager is Mr. H. J. Boakes who joined JS in 1949 and first became a spare manager in 1962. He has been managing Hook since 1963. He is seen on the left with Mr. A. E. Leach the new Area Superintendent. Below are Mr. G. Smith Assistant Manager and Mr. S. Baker, Head Butcher at the branch.
Chelsea pensioner sitting patiently in the picture at the foot of this column is just across the road from our new King's Road project. The branch is taking shape now. The picture on the left shows the basement area and the branch floor under construction. The one below shows the making of the drive-in for our transport.
'Edgware', says the man looking through the apparatus, 'hasn't been the same since Courrèges came to town. And what's more they're getting a new Sainsbury branch by the look of things'. 
West Wickham, where our new self-service branch opened in May 1964, has proved a very successful site. When an opportunity arose to extend it we increased the shopping area of the branch by about 1,650 square feet. This extension opened for trading on May 19. Picture on the right shows the extension and one of a type of refrigerated cabinets in use in several branches. In the picture below, the new section is to the left of the black partition.
Winton is to the west of Bournemouth and our new branch there will be an addition to the south coast Sainsbury’s. It is due to open in autumn.

Ballards Lane, extension is now completed. Pictures show work in progress before the opening when the older section of the branch was closed, so that the shop fitters could install new fittings. The extended branch will sell a very much extended range of goods. Our two Temple Fortune branches closed on June 28.
Glass is one of the oldest packaging materials known to man, and yet in the highly competitive marketing conditions of today, sales of glass bottles and jars continue to increase. In 1963 the record number of 4,564 million were sold, and sales for the first six months of 1964 were the highest achieved for this period in any year. New uses are constantly being found for this versatile material, and research into all stages of manufacture and handling ensures that it remains a 'modern' container.

The origins of glass manufacture are lost in antiquity but Pliny's account seems as plausible as any. In his *Natural History* he relates how some Phoenician merchants, carrying a cargo of crude soda, put in to the shores of the river Belus. Preparing a meal on the beach, they brought lumps of soda from their ship on which to support their cooking pots. The heat from the fires then melted the soda which mingled with the sand to form 'transparent streams of a strange liquid' – molten glass.

Though glass in the form of glazes or as beads in imitation of precious stones was made before 3000 B.C., the earliest glass bottle so far discovered is some 1,500 years later in date. At that time bottles were made by winding threads of molten glass round a core of clay and sand which was removed after the glass had fused. Probably used mainly for perfumes and cosmetics, they were regarded as luxury articles.

The invention of the blowing-iron, believed to have taken place in Alexandria in the first century B.C., revolutionised glassmaking. Bottles and jars could now be produced more rapidly and more cheaply and were used for the storage of wines and oils and as incen­ery urns. Under the Roman Empire glasshouses were started in Gaul, the Rhineland and Britain, but it is not thought that glassmaking in Britain survived the end of the Roman occupation.

The earliest authenticated record of a glass­maker in England dates in fact from the reign of King Stephen (1135-1154). The king made Henry Daniel, a 'Vitriarius' (i.e. glassmaker), prior of a Norfolk monastery. The fact that Daniel was a layman and married seems not to have troubled the monarch, who said: 'Had he known how to sing Mass, I would have made him Archbishop of Canterbury'.

The next record of a glassmaker in this country is a deed, dated 1226, for the purchase of land near Chiddingfold in Surrey by Laurence Vitrearius, a Norman immigrant. The Normans, Lorrainers and succeeding immi­grants established an itinerant glass industry in the forests of the Surrey-Sussex Weald, but apart from a few crude bottles their main
Above: Raw materials - sand, limestone and soda ash - are automatically weighed, conveyed and fed to the furnace.
Left: The molten glass is extruded through an orifice above the machine. Shears automatically cut off a predetermined amount of glass which then drops into the mould.

Below is the finished bottle before it is moved on to the conveyor belt. In the background of the picture is the "parison" (the preliminary shape of the bottle) moving on to the finishing mould.
Inspection and sorting at the end of the annealing oven, called the "lehr". This is a long tunnel where the glass is strengthened by reheating and controlled cooling.

output was window glass and drinking vessels. Nearly all containers for wines, ales, oils, etc., were made of leather or earthenware, and there were no means of preserving more than a few foodstuffs.

At the beginning of the 17th century the rate at which the glassmakers, but more particularly the iron smelters, were destroying the forests for fuel for their furnaces, led to the development of coal as an alternative. Higher melting temperatures were now possible and glass melting became a cheaper process.

At about this time, too, control of the entire British glass industry was gradually acquired by one Admiral Sir Robert Mansell. Under his stern but efficient monopoly was produced a strong, heavy bottle of the simplest design, which could be made both quickly and economically. By the end of the century, the annual production of glass bottles had reached three million, and earthenware containers had been ousted from the field.

Foodstuffs became associated with glass rather later than beverages or medicines. Towards the end of the 18th century, however, housewives had discovered how to preserve perishable foods in glass. Jane Lindesay, wife of an Irish squire, described in a letter how she cooked cocks' combs, hogs' ears and gooseberries in 'pint glass jars . . . with glass lids', and after cooking sealed the lids with carpenters' glue.

In 1810 Nicholas Appert, a French confectioner, published his theories for food preservation which won a prize from the French government and were adopted commercially. 'I chose glass' he said, 'as being the matter most impenetrable by air'. Fifty years later, Louis Pasteur published his famous theories and methods for preserving foods by destroying bacteria with heat. He, too, used glass containers for his experiments.

As the Industrial Revolution transformed a largely agrarian community, producing its own foodstuffs, into urban centres dependent on preserved foods, so methods were sought of improving and increasing the production of the bottles in which they were to be contained. In 1821 a Bristol bottlemaker named Rickett patented a new method of manufacture in a split iron mould which determined the shape of the whole bottle, including the neck, whereas previously only the body had been moulded. In 1880 a Yorkshireman named William Ashley invented the world's first semi-automatic bottle-making machine, and in 1903 the American Michael Owens built the first successful fully automatic machine.

The British glass container industry today is a fully automatic continuous process industry. Twenty-three manufacturers operate between them 40 glassworks, situated mainly in St. Helens, South Yorkshire, Central Scotland and the London area.
The principal raw materials of glass bottle manufacture - all of them indigenous - are sand, soda ash and limestone. Cullet, which is crushed glass, is added to hasten the melting, and other minor ingredients are used to assist refining or to add colour. Selenium, for example, will neutralise the slight blue-green tinge imparted by the iron oxide content in the sand, if transparent glass is required, whilst an amber glass can be produced by the addition of carbon and sulphur, or iron and manganese oxide.

These raw materials are accurately weighed and mixed before being charged automatically into the 'melting chamber' of a furnace. (Glass container furnaces, usually oil-fired, operate at temperatures up to 1,500° C. and can hold from 4 to 400 tons of glass.) When fully melted into a homogenous, viscous mass, the glass passes through a 'throat', or connecting channel, into the furnace's working chamber. There it is allowed to cool slightly before being transferred to the feeders for delivery to the forming machines.

The molten glass is either sucked up or, more commonly, extruded into the first set of moulds, known as 'parison' moulds. In these, the necks and rough approximations of the final shape are formed: by pressing in the case of wide-mouth containers (jars) or by blowing in the case of narrow-mouth containers (bottles). They are then transferred to the finishing moulds in which they are blown to their final shape.

After forming, the glass containers soon cool sufficiently to become rigid and stand on their own, and so are conveyed to the annealing 'lehr', a long tunnel where by reheating and controlled cooling objectionable stresses and strains in the glass are avoided. At the cool end of the lehr every container is carefully examined for faults. Trained inspectors undertake this task but automatic units are being developed for checking neck bores and other critical tolerances.

Quality control is recognised as an essential part of the production line. Representative samples are drawn at regular intervals during the manufacturing process and checked for weight, capacity and dimensions and for resistance to mechanical and thermal shock. An acceptance sampling code has been drawn up by the industry to assist packers and glass manufacturers who wish to agree on a detailed procedure for sampling and testing deliveries of glass containers.

Meanwhile constant research is undertaken by individual companies and at the British Glass Industry Research Association at Sheffield into every stage of production, from the refinement of the raw materials to the handling of the finished containers on the filling and capping lines. For example, various methods of strengthening the glass surface have lately been introduced.

Perhaps the most striking advance has taken place in the 'rightweighting' of glass containers. Many bottles and jars have been progressively reduced in weight since the war - the jam jar is an outstanding example - but this is not of course an arbitrary process. The nature of the product to be packed, the processing and packaging operations it has to undergo, the number of trips the container must make, the market in which it is intended to be sold and the ways in which it will be used by the final customer; all these factors are carefully considered before any decision is reached on the weight and design of the container - and on the type of closure.

Jam jars have been reduced in weight since the war but are nevertheless as resistant to mechanical shock and as stable as the older, heavier ones. Seven new ones are the same weight as five of the older type.
The story of the production of aluminium, the modern light metal which today is finding a multitude of uses in industry, in packaging and, in the form of Kitchenfoil, a host of domestic applications.

Today aluminium foil is not only used in packaging by the manufacturer but is used in the kitchen by the housewife to whom it is readily available as household or domestic foil. Its uses are infinite for aluminium foil is a sheet metal and moisture and odours do not pass through it. Foodstuffs will not dry when wrapped in aluminium foil and they will not lose aroma or pick up undesirable flavours from other products in close association with
them. Used as a cover for meat, poultry and fish while cooking, the natural juices are not evaporated and the full flavour of the food is preserved. Different foods, each individually wrapped in foil, can be cooked in the same saucepan, an invaluable aid for the single bed-sitter with one gas ring.

Aluminium, the light metal is a modern metal. Its story begins only just over a hundred years ago when it was a laboratory curiosity. Indeed in 1852 aluminium was £6. 18. 0d. an ounce whereas gold was £2. 18. 0d. and Napoleon III had aluminium plates made for important guests, reserving gold and silver for less important members of his court. Aluminium is nevertheless the commonest metal in the earth's crust, it being a major constituent of many rocks and of clay. Its compounds are, however, so stable that extraction of the metal on a commercial scale had to await the resources of modern electrical engineering. The commonest source of aluminium is the mineral Bauxite which is not only found in parts of Europe and U.S.A. but is produced in many tropical and subtropical regions such as British and Dutch Guiana, West Africa, Jamaica, North Queensland and the northern territories of Australia.

The deposits are usually on the surface and are worked by open cast quarrying methods rather than by deep mining. The Bauxite is first refined and an aluminium oxide extracted from it. This oxide has now to be reduced to metallic aluminium and for this we must move to other remote parts of the globe. The method universally used is to pass a direct electric current through alumimum oxide dissolved in molten cryolite. Natural cryolite comes from Ivigtut in south west Greenland so the Arctic combines with the tropics in giving us aluminium although today synthetic cryolites are also used.

Reduction of oxide to aluminium requires about 8kWh to produce 1 lb of metal and the process therefore demands immense amounts of electrical energy. Producers of aluminium have therefore been pioneers in power development and have had moreover to turn for sources of power to undeveloped regions of the world where there is little or no industrial competition, and so we read names like Baie Comeau and Arveida in northern Canada and Kitimat in the Rocky Mountains and we read of the Volta River project in Ghana. The aluminium produced by this conversion process is in very pure form, purer indeed than 99% aluminium. It is then rolled into thin foil.

The first stage in foil production is to remelt the pig aluminium from the electrolytic furnaces under carefully controlled conditions to ensure that the aluminium oxide which always forms on the surface of the metal when it meets the air is not dispersed within the metal and that any dissolved gases such as hydrogen are expelled.
The molten metal is then carefully cast into immense blocks weighing more than one ton each. After removal of surface imperfections these blocks are heated and passed between large rolls in powerful rolling mills which rapidly reduce their thickness, rolling them out into long strips. The metal is then coiled into large spools and is further hot rolled and finally cold rolled to a thickness of under 1 mm, a common thickness being 0.045 mm or 0.018 inch. Here the foil roller takes on his specialised job and cold rolls the aluminium commonly in widths of about 30 inches down to the required final thickness.

Cigarette foil for example will be about a third of a thousandth of an inch in thickness and household foil is usually about two thirds of a thousandth of an inch in thickness or 0.018 mm. With each pass through the mill the thickness of the metal is reduced to about one half of its thickness at the point of entry and the precision of the operation can be appreciated when it is realised that the average thickness of the final foil is better than ± 8% of the nominal thickness. The full implications can only be appreciated when it is realised that the foil roller is producing a web of material often 40 miles long at speeds of over 1000 ft/min and of one third of a thousandth of an inch in thickness and must not and does not vary from this on average by more than one third of one ten thousandth of an inch.

To help to obtain this precision in thickness two webs of foil are spooled up together before the final pass when producing thin foils and the final pass is on paired or doubled foil. The surface of the foil which has contacted the mirror finish of the polished steel roll will itself have a mirror finish and the surface which has contacted the other web of the foil will have a matt appearance. This is why domestic foil is matt on one side and polished on the other.

The work that has been done in reducing the thickness of the metal, hardens it and where dead folding is required the metal has to be annealed. In annealing foil the metal in large spools weighing from 1 cwt up to half a ton is heated in ovens for many hours to temperatures of 750-950°F the precise time depending on the weight and width of the spool of foil. After this process the foil is soft and dead folding.

Aluminium foil is of course very widely used because of its protective properties and its decorative appearance. It is printed and embossed to add to its attraction, it is coated with protective coatings to widen the range of products which can be packed in it and it is coated with heat-seal coatings to allow packages to be hermetically sealed. It is bonded to films and to paper which strengthen the wrap, the foil adding protection to the assembly in the laminate. It can be seen everywhere, cigarettes, chocolate, processed cheese, soups, A.F.D. foods. Every product that needs protection can be wrapped in foil.
JS PEOPLE AT PLAY
Six-a-side, popular as ever, was the Griffin Athletic Club's last big football effort in a good season. Twenty-eight teams, bags of supporters and good football weather made a very happy day of it at Dulwich. Winners were the Factory No. 2 Team who defeated the office No. 2 Team in the final 9-5. Above P. Nolan is receiving the cup for his team from John Mortimore the Chelsea F.C. centre-half and vice-captain, a popular guest at the Club for this occasion. The winners kneeling on the right are: M. R. White, J. Mallaghan, R. Green, E. Dixon, P. Nolan (Captain) and B. Kirton. Standing: V. A. Labon and J. Sheils.
The Factory has had a good year in the sporting life of the firm. They took the Dready Team Trophy at the finals at Blackfriars on April 25 where competing teams and individual players from all over the firm met to fight out the last rounds of the annual competition. The final game, Factory versus Croydon, was closely contested in both legs.

The Factory team on the left were V. Snelgrove, T. Hawkes, J. W. White (captain), F. Coombs, J. Oakley and A. Atkins.

Opposite page: Winner of the Gurr Cup (Singles) Mr. A. Spanton of Northampton. Winners of the Pairs competition D. Grover and A. Ellis of Bedford receiving the cup from Area Superintendent Mr. W. J. Hedges. At the foot of the column J. W. White receives the Arcady Trophy on behalf of the Factory Team.
The football season finished on a high note with an entry of 28 teams in the Six-a-Side Tournament at Dulwich on Good Friday and it was pleasing that so many Country Sections participated. Most matches were closely fought, with two of them going to extra time and spectators got plenty of entertainment during the 4 hours play. ‘Q’ Section, who had already reached two finals in other competitions proved victorious, coming from behind to defeat ‘O’ Section in the final.

Darts Finals
The final rounds of the Darts Competitions brought the usual enthusiastic crowd and with an entry of 300 in the Singles, it was a tribute to the consistency of A. Spanton, Northampton and P. Murray, Edmonton that for the second year running, they should contest the Final. This time, however, the defending champion, P. Murray, was defeated after an exceedingly close contest. A. Spanton getting out on 76 in the deciding leg when his opponent was on a double. Newcomers to the competitions were D. Grover (who also reached the semi-final of the Singles) and A. Ellis from Bedford who won the Pairs Competition. ‘Q’ Section were the winners of the Arcady Team Trophy. Mr. W. J. Hedges kindly made the presentations.

Table Tennis
Our Table Tennis team reached the final of the Wellington Shield in the Southwark League, where they had to admit defeat to Fleetway Publications.

Summer Season
A full week-end programme of fixtures for our cricket and bowls teams based on Dulwich has been arranged this season. There is always room for more players for both these sports – the opportunity is there if you want it.

Netball
To the Sections that already are or who are contemplating forming a netball team, you are reminded that an annual Rally is held at Dulwich and this year it will be on Sunday, 5th September.
Prizes, prizes, prizes were won by JS people on the left, the girl above got caught in the camera and we do not have her telephone number – the men in the picture up top and opposite are pondering the chances of the tug-o-war Team below (odds look like 9 to 14 at that moment). It's all happening at Bognor where the SSA took 1,400 weekenders to Butlinise their time away dancing, twisting, drinking, talking, competing and what have you. Next thing the SSA plans is a big dance at the Albert Hall on October 30.
Who was that lady I saw you with one second ago? is what people in this double exposure seem to be asking. Some are travelling faster than others. It was at Guildford where 600 guests attended a farewell dance for Mr. A. C. Welch who with Mrs. Welch on the right, look as if they’re having the time of their lives.
JS Veterans met on April 6 at Porchester Hall Paddington to hold their Annual General Meeting and Concert. The event was attended by about 700 members of the Group and after the election of the committee for 1965-66 they were entertained to tea and to a concert performance.
June and July are months of comparative relaxation for those who garden, and very welcome too after the labours of April and May. With planting completed, seeds sown, and the soil as weed-free as it is likely to be during the course of the year, the deck chairs can come out of storage and weather permitting, we can occupy them. There is routine work of course but the pressure is off and this is the ideal time to consider the flowers that we shall have in the garden next spring.

The Polyanthus

A plant that I would commend for your attention is the polyanthus, no hardy plant that I know has made greater improvement in the last decade. Strains of seed are now obtainable that will produce heads of twelve to fifteen blooms borne on stout stems twelve to fifteen inches long, which make them eminently suitable for cut flowers. The plant itself is most accommodating; it is capable of withstanding any degree of frost that we are likely to get in this country; it will tolerate shade and look equally well either on its own or associated with other spring flowers such as tulips, wallflowers, forget-me-nots, pansies, etc. The richness and variety of colour available today would astonish our forebears. White and all shades of blue, pink, red, yellow, orange, and purple are all represented.

Fertilisation and Protection

Their needs are simple, an adequate supply of humus in the form of rotted manure, compost, leaf mould or peat to hold the moisture in the soil and a little bone meal added will be sufficient. Artificial fertilisers are unnecessary, although I have found that a light dressing of sulphate of potash watered in as the buds are forming will intensify the colour of the blooms. Pests and diseases are almost unknown; a little greenfly may make an appearance on the under side of the leaves during a warm spell, but a single spraying with a systemic insecticide such as abro 1 x will effectively deal with these. Birds pecking out the buds can be a nuisance but there is a preparation now on the market called monox which sprayed on the plants when the buds are just forming makes them distasteful to our feathered friends. It is certainly a good deal easier than erecting barriers of black cotton which, in my garden at any rate, the cat seemed to walk through and break as soon as they were put up, and if the cat didn't I would probably do so myself.

It is important to get your plants from a good source, Blackmore and Langdons of Bath have been polyanthus specialists for many years and are well known, but plants from good strains of seed are now obtainable from many sources most of whom advertise in the gardening press. A fair price to pay for young seedlings which would make fine flowering plants for next spring would be around fifteen shillings a dozen. The time to get them would be now and they could either be planted in their permanent positions, or if that ground is occupied could be set out elsewhere to grow on. The plants will show their appreciation if this site is in partial shade.

Raising Plants from Seed

When a large number of plants are required the cheapest way to obtain them is to raise your own and supplies of the seed with the qualities I have described are readily available. Polyanthus seed can be sown at almost any time of the year but obviously the sooner it is in the larger the plant will be at flowering time; it is not too late to sow now. The price of the seed will vary, some will be gathered from plants growing in the open, some from selected potted plants grown under glass and hand pollinated. The former would cost about half a crown to five shillings for a packet containing approximately 150 to 500
seeds, and you could expect to pay ten shillings or so for 100 seeds of the latter. I have grown both myself and the results fairly reflect the prices paid. The seed should be sown in John Innes compost and with such expensive seed it is better in a seed box than in the open ground. Cover the box with a sheet of glass which should be cleared of condensation each day. A greenhouse or frame is not necessary, a shady spot on the north side of the house would do; as soon as the seedlings are large enough to handle they should be pricked out into a fresh box of soil spacing them two inches apart. It is important to lift them carefully, disturbing the compost as little as possible as germination is extremely erratic, and if the seed box is kept moist seedlings will continue to come through over quite a period of time. Once the plants are pricked out watering must be done with care, as they must not suffer from lack of moisture. On the other hand a yellowing of the leaves will indicate that they have been over-watered. If this occurs the box must be tilted a little to allow the excess to drain away. A very weak dose of liquid manure once a fortnight will help to build strong plants. The move to flowering positions should be as early in the autumn as possible, two or three weeks delay can make a tremendous difference to the size of the plants and the number of flowering stems obtained; I like to complete this operation during September.

Early Flowers

With a little glass at one's disposal the flowers can be enjoyed over several months. Plants in six inch pots are an ideal subject for the cool or cold greenhouse. Flowering during the early months of the year a high temperature is neither necessary nor desirable. A double row of plants in a spare part of the garden covered with barn cloches in January would produce blooms several weeks in advance of those growing in the open.

Increasing Stock

After flowering for two seasons the plants should be divided, the quality of the blooms showing a deterioration in those older than this. Now is the opportunity for increasing the stock of those family favourites; the method is simple, lift the plants and replant the outer portions with roots attached in ground well stocked with humus. Again some shelter from the sun's rays is advisable; another method of increasing stock is by sowing seed saved from one's own plants. This is both interesting and exciting work, naturally with free pollination of the blooms by insects there can be no guarantee that seedlings from such crosses will closely resemble the parent but there is always the possibility that an outstanding plant or two will be produced.

Review

About Shopping Published by the Consumer Council, 6d.

A new series of booklets giving facts about buying is being published by the Consumer Council and the first issue is titled, appropriately, "About Shopping". It differs from "Which?" magazine in that it gives general information about types of shops as opposed to dealing specifically with individual items.

The booklets will cover many subjects, including food, and the first gives descriptions of the different types of stores and includes such things as barrow street trading and mail order trading. Methods of payment are fully dealt with and there are also interesting sections covering complaint making and where to seek advice.

Points and Pitfalls

The booklet is in no way presumptuous in suggesting to the reader that a particular shop or type of store should be patronised. It attempts to further the shopping knowledge of the reader by indicating pitfalls into which people may stumble, as well as giving points they should look for.

I believe that a legitimate criticism of this first publication could be that it too often states the obvious - for instance that cash is the cheapest way to pay, that the majority of people dislike having to make a fuss, that a sale is a contract between customer and seller, also that you should ensure that you get what you pay for - but I suppose it is a reasonable assumption that many of us constantly need reminding of the obvious.

I am certain that this series of informative publications will be of interest and use to all who read it. It can be of particular use for all of us in the retail trade, because if, by reading the series, we become better shoppers we will also be better qualified to work in a shop. It is only by being able to look at ourselves from the "customers' side of the counter" that we can hope to serve them as they would wish.

Value, comfort and confidence

Having read the first publication I have in no way changed my opinion that the vast majority of shoppers concentrate their various forms of shopping in only a few stores. They buy in those stores in which they feel they will get good value for their money, where they are comfortable and where they feel quite "safe" about the goods which they intend to purchase. Hence the success of the traders who make a point of providing quality at competitive prices and who understand that goodwill cannot be bought but can only be earned.

P. A. Snow
 Movements and Promotions

Managers

G. BENTHAM From Victoria to further training
H. CROWE From Self-Service training to Paddington
G. HOWARD From 97 Kingston to Managerial Relief of Surbiton
O. KEEN From Paddington to Victoria
J. MASON From 41 Norwich to Managerial Relief of 6 Norwich
G. PARRY From Redhill to East Grinstead
E. RAMSDEN From temporary duties to Luton
A. RANGER From 57b Kingston to 97 Kingston
L. WARNES From 6 Norwich to Folkestone

Spare Manager

R. MCDougall From Display Supervisor to further Self-Service training.

Promoted to Spare Manager

F. ALLEN Display Supervisor, Head Office
J. ANGES Bexleyheath
J. JENKINS Paddington
K. WOOLNOUGH Maidstone

Our apologies to Mr. G. Hunt, manager of Brent Street, who moved from Hampstead to Brent Street and not to Burnt Oak as reported in our last issue.

Assistant Managers

B. FELL From Ballards Lane to P.A. to Mr. Hedges
R. GLEESON From Guildford to Richmond
J. HARRISON From Redhill to Reigate
B. LEE From Kettering to Self-Service training
F. NELSON From 43 Islington to Hackney
A. TREVETHAN From P.A. to Mr. Welch to Guildford
T. TUCKER From P.A. to Mr. Hedges to further training

Promoted to Assistant Manager

W. MITCHELL Cowley
W. O'SHEA 1/4 Ealing
J. PIERCE West Wickham
W. ROSS Slough
F. SKIRTH Rye Lane
F. WHITE Swiss Cottage

Above is Mr. A. J. Huggett, centre, recently retired from Surbiton branch, shaking hands with A. Welch. In the picture, Mr. A. E. Leach, Area Superintendent and right, Mr. S. Walter.

On the right, Mr. and Mrs. C. Clarke at the Red Lion, Luton, where Mr. Hopkins is presenting them with an electric lawnmower on behalf of the staff on the occasion of Mr. Clarke's retirement.
Head Butchers
R. G. ACKRIIA from Redhill to Spare at 114 Ilford
L. CHURCHER from Self-Service training to Purley
E. GINN from Purley to Redhill Self-Service
R. LLOYD from Stratford to East Ham

Promoted to Head Butcher
J. SCHOFIELD from Spare at Brentwood to Stratford

Promoted to Spare Head Butcher
R. PEAR from Northampton to Coventry

40 Years' Service
H. H. ABREHART Organisation and Methods Department
S. C. BOULTWOOD Head Butcher, 250 Kentish Town
S. L. DEAN Driver, Depot
T. FLETCHER Manager, Tottenham
G. LINTOTT Manager, 68 Brighton
W. S. MOORE Factory Trading Office
MISS E. PALMER Provisions Buying Office
A. E. SHEPHERD Leading Butcher, 147 Balham
W. F. WALLIS Traffic Supervisor

25 Years' Service
MISS D. N. CHILD Training Centre

Golden Wedding
Congratulations to Mr. and Mrs. A. E. Snow, who celebrated their Golden Wedding on 6th June 1965.

Congratulations
Peter Proto and Tony Ward, both members of the Design Studio, have recently been accepted as Members of the Society of Typographical Designers.
The Society is a professional body of creative typographers and designers engaged in the Graphic Arts. Membership is gained by the submission of current work to a selection committee of practising designers.

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

C. H. C. Clarke was engaged as a learner at 169 Kentish Town in January 1920. After a short period at 296 Holloway he moved to the south coast in 1923, working at branches in Brighton and Eastbourne before his transfer to 14 Hove, where he remained for six years. Between 1928 and 1932 he worked in the Brighton area before his appointment to the management of 68 Brighton in 1933. In 1950 he took over the management of Bedford and three years later he became manager of Luton where he remained until his retirement on the 1st May 1965.

L. W. Holmes commenced with JS as a learner at 160 Cricklewood in January 1921. After two years at this branch, he worked at several branches, including 99 Kensington, Bedford, Mill Hill and High Barnet. In 1926-7 he worked at Edgware, Northwood and 2/4 Ealing, remaining at the last branch until being transferred to 128 Kilburn in 1930. From there he moved to 357 Harrow and Forty Avenue, and spent a year at 189 Kensington as assistant manager before his appointment to the management of East Grinstead in October 1932. He retired from this branch on 17th April 1965.

A. J. Huggett commenced with the firm at Terminus Road, Eastbourne in May 1920, moving to Cornfield Road in 1922. Six months later he moved to 24 Brighton, remaining there until 1927 when he was transferred to 14 Hove. In 1933 he moved to 10 Eastbourne, and was appointed to the management of Broadwater in June 1940. In 1942 he became manager of Worthing, remaining there for six years until his transfer to Surbiton in July 1948, from which branch he retired on 29th May 1965.

J. N. Marsh was engaged as a learner at Purley in August 1922. Three years later he moved to Tunbridge Wells and in 1927 he went to Folkestone, spending two years there before moving to Boscombe. He spent periods at 97 Kingston, Byfleet and New Malden before his transfer to Ashford in November 1934. In January 1935 he was appointed to the management of that branch, remaining there until moving to Folkestone in August 1943. He retired from that branch on 29th May 1965.
Miss F. Berne who was engaged as a daily housekeeper at Somers Town on 11th October 1954. She occupied this position until her retirement on 3rd April 1965.

B. Grabiec who joined the firm on 21st March 1949 as a porter at Victoria. In 1951 he transferred to Chelsea and it was from this branch that he retired on 1st May 1965.

W. Gusanie who was engaged in 1948 as a warehouseman in the Blackfriars depot. In 1951 he was regraded to a checker, which position he was holding on his retirement on 1st April 1965.

Mrs. E. Healey who formerly was with Coppen Brothers, transferred to JS when that company was taken over in 1954. She subsequently became a leading saleswoman. At the time of her retirement on 1st May 1965 she was working part time at Lambeth.

A. Kitching who joined the firm in the fresh meat department at West Ealing on 9th June 1939. He transferred to 1/4 Ealing in 1949, and at the time of his retirement on 1st April 1965, he was assistant head butcher at the self-service store there.

N. Myers who joined the staff of the factory in 1941. He was promoted in 1951 to the position of deputy chargehand in the bakery department. In 1960 he was regraded to a skilled tradesman and was working in this capacity at the time of his retirement on 1st April 1965.

D. Nash who was engaged as a stableman in 1932. He was transferred to the garage as a driver in 1938. He retired on 1st April 1965.

Mrs. G. E. Oldmeadow who joined the firm on 8th June 1955 as a daily domestic assistant at 176 Streatham, where she worked until her retirement on 1st May 1965.

F. Robbins who was engaged as a warehouseman on 16th July 1940. In 1948 he became a groundsman at the Griffin, but he returned to the staff of the Warehouse on 24th January 1965. He retired from there on 1st April 1965.

Mrs. L. I. Sanders who joined the firm as a second hand in the Factory on 3rd June 1946. She resigned in 1949, but was re-engaged in 1950 in the same capacity. She retired on 1st May 1965.

W. E. Stroud who was engaged on 7th February 1949 as chauffeur to Mr. R.J., which position he held until his retirement on 1st May 1965.

Mrs. R. E. White who was engaged as a daily woman at North Finchley on 10th August 1955. In 1958 she was regraded to a daily housekeeper, and retired on 1st May 1965.
Obituaries

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

W. F. Attewell who joined the firm in 1920 as a butcher at 140 Finchley Road. He was later regraded to head butcher and worked at several branches in the north west area. He retired from Kingsbury on 1st July 1964 and died on 27th March 1985.

J. E. Clarke who retired through ill health in November 1963, died on the 22nd April. He was the son of a branch manager and was born over a J&J shop. He joined the Company in December 1919 as a junior and worked in a number of office departments including some years in the Stores Buying office. At the time of his retirement he was a senior stock Clerk in the Depot Stock Office.

C. T. Darby was 63 years of age when he died on the 17th April. He was due to retire on the 1st April, after nearly 49 years' service, but was taken ill just two weeks before this date. He joined the company in 1918 as a messenger and served in many departments, including Retail, Sales, Engineering Department, Internal Audit and the Stock Office. He was for some time assistant to Mr. Battams who was the manager of the Stock Office and took over from Mr. Battams when he retired. He was subsequently transferred to take charge of the Wages Office and he held this post until his illness.

Mrs. G. A. Dowson who was engaged as a resident housekeeper at Hampstead on 19th March 1934. She worked at several branches in central London, including a time at Sutherland Avenue, and retired from 99 Kensington on 3rd September 1949.

S. R. Gorton who joined the firm as a butcher at Purley on 8th August 1950. In 1956 he was made a senior leading butcher and he transferred to 31 Eastbourne in 1960, and later that year to 10 Eastbourne and he was working at this branch at the time of his death on 28th April 1965.

S. G. Glennon who was engaged as a warehouseman in the depot on 2nd March 1949. He subsequently became a checker, stock keeper and bank foreman which position he was holding at the time of his death on 15th March 1965.

F. G. Haffenden who was engaged as a delivery lad at Hove in 1911. He subsequently transferred to the London area where he worked at a number of shops being employed for a time as a roundsman at Beckenham. In 1966 he was appointed to the position of basket issuer at Lewisham. He retired in 1968, and died on 9th March 1965.

W. Kemp who was engaged for the warehouse at Blackfriars in 1901. He eventually became manager of the tea department in the depot. He retired in July 1940, and died on March 12th 1965, aged 80.

Miss E. G. Hicks who was engaged at 169 Kentish Town on 17th May 1913. She transferred to 194 Kentish Town in 1929 and later to 950 Kentish Town from which branch she retired as first clerk on 30th June 1965. She died on 29th March 1965.

D. Kennedy who was engaged as a butcher in the factory on 1st October 1951. In 1956 he became a skilled tradesman which position he held until his death on 20th April 1965.

V. C. Plum who joined the firm on 15th February 1954 as a butcher at Hastings. At the time of his death in April 1955 he was assistant head butcher at Bexhill where he had been working since 1962.

C. Ransom who joined the firm in 1904 as a horsekeeper in the stables. He transferred later to Union Street. Subsequently he worked in the empties department, and for a period at Woolmer Green. Prior to his retirement in 1946 he was employed in the poultry department at Blackfriars. He died on 22nd April 1965.

R. C. Rigalsford who was engaged as a poultry grader in the poultry department on 13th May 1908 and worked there until his retirement on 1st May 1946. He died on 17th March 1965.

T. Smith who joined the firm on 12th May 1953 as a porter at Westbourne Grove. He transferred to 96 Kilburn in 1960 and was working at this branch at the time of his death on 24th April 1965.

W. G. Wainwright who joined the firm as a butcher on 8th August 1939 at our Luton branch. He was promoted to the position of spare head butcher in 1960 at Luton, and was carrying out these duties at the time of his death on May 2nd 1965.
ACROSS
1. Flavour of sugar licensing. (6)
4. Kind of cake for Christmas, Easter, or Mothering Sunday. (6)
8. The scene of many spectacular exhibitions. (7)
9. Down here for New Zealand! (5)
10. Points to shopping one in order to engage in public service? (6)
13. Imitator found in Alec Hollingsworth. (4)
14. Is a name, and very small too! (4)
15. The lard is in the fire? (3)
16. Incite the customer to take one? (3)
18. May be high or low to Scotland. (4)
21. Return it to an essential oil. (4)
22. May be bought as the customer leaves the store. (6)
25. May be tinned. (5)
26. Battered scuttle obtained from the meat counter. (7)

DOWN
1. Just the bird rogues grumble about? (6)
2. Correspond in sound. (5)
3. Urge with spirit. (5)
5. Chopped mixture of raisins, peel, and other ingredients. (9)
6. Strip of bacon on most of 28 across. (6)
7. Which sad man made one? (3, 8)
11. Act or process of nourishing. (9)
12. In short, the teetotaller. (2)
17. I see tea is given to the Ministry of Food – how sweet! (6)
19. The head of Sainsbury’s returns. (2)
20. The shutter is nearer? (6)
23. More than special. (5)
24. There’s a limit to this in town. (5)

27. Swede finds ornamental jar in rubbish dump. (6)
28. Stock of provisions. (6)

Solution on page 17