

JS JOURNAL

December/67

House magazine of J Sainsbury Ltd

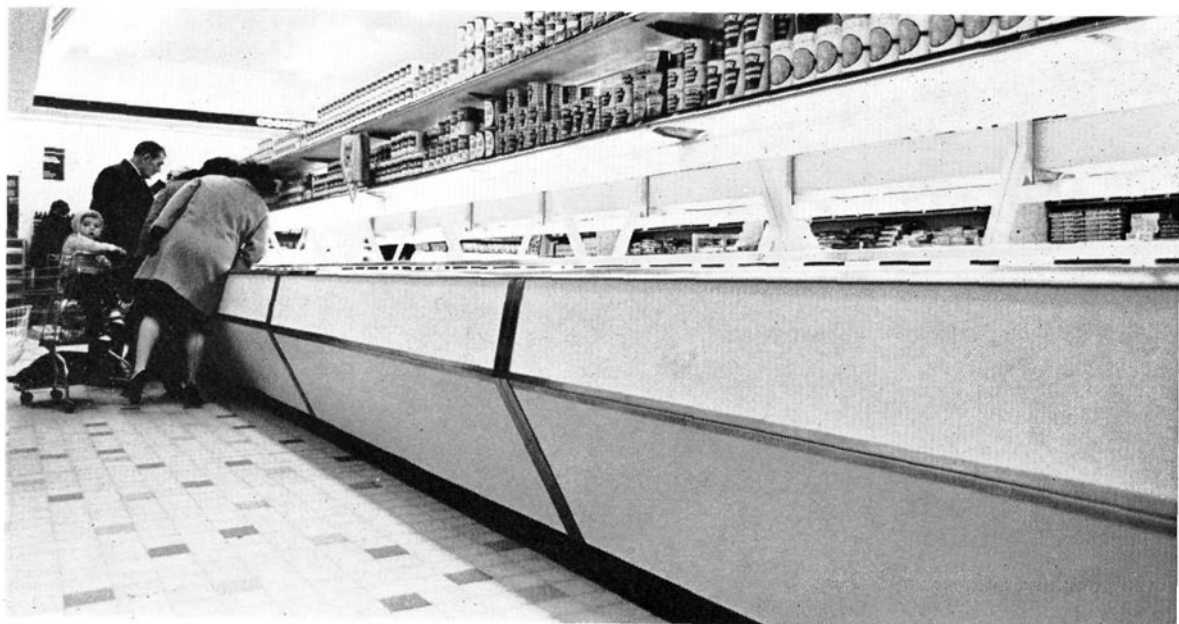
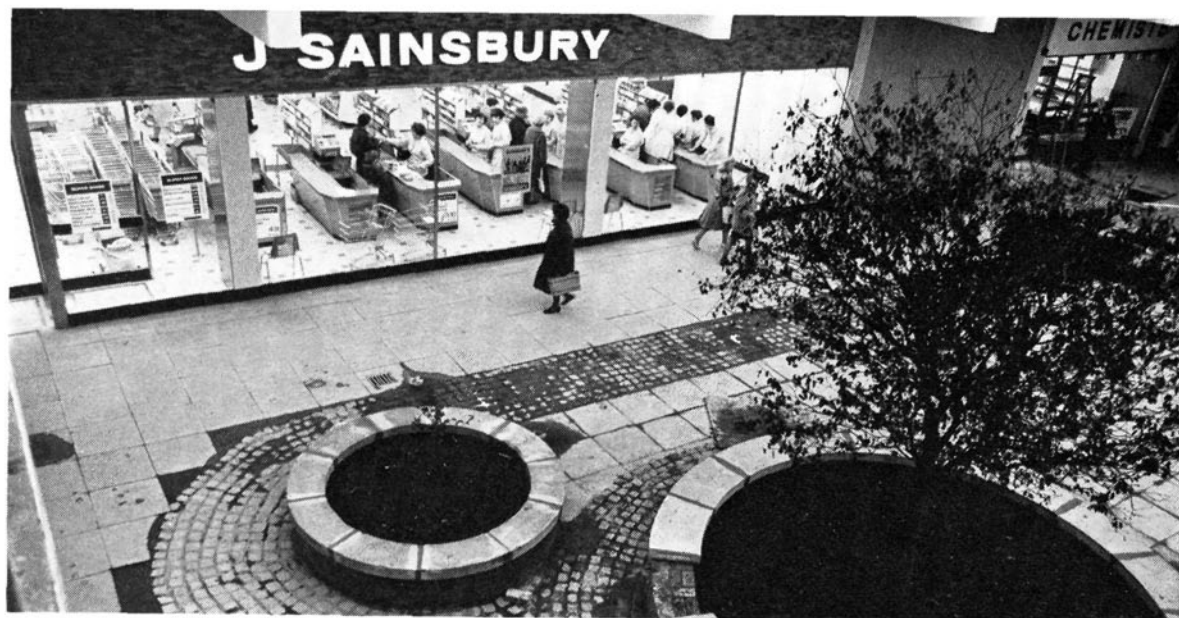




NEWS AND DEVELOPMENTS

Halesowen

Our new branch in this growing township to the west of Birmingham opened November 14. Shopping area is 5,700 square feet, with ten checkouts. The dining room at first floor level looks out on a raised walk-way around the central area. Lower picture, shows one of our new refrigerated display cabinets with two-tier shelf.





Manager at Halesowen is Mr. W. R. Yeates who joined the firm in 1950 was first appointed manager at Collier Row in 1962 and came from Solihull for the opening of this branch. Below him is Mr. R. Sowerby, Assistant Manager, then Mr. C. Harvey, Deputy Manager. Bottom picture left is of Mr. R. Simpson, Assistant Manager. Immediately below is the Head Butcher, Mr. C. Downey. First Clerk is Mrs. A. Barton.



Kingston

Kingston has a new self-service branch standing next to a multistorey car park in Eden Street which is only a minute's walk from Clarence Street where we have now closed two branches, 57b opened in 1905 and 97 opened in 1930. The butcher's shop in Fife Road is also closed.

The new shop, opened on October 24, has 17 checkouts and a shopping area of 9,200 square feet. Despite the contemporary look of our picture Kingston is an ancient market town that still holds weekly markets. In the Middle Ages it was a popular spot for crowning Saxon kings. King

John of Runnymede fame granted the town a charter in 1209 which was extended by several monarchs and is still extant. On the opposite page is a view of some of our new transparent egg packs which are being tried out in a few branches.



The staff at Kingston. Below left is the manager Mr. O. D. Keen who came from Victoria to open the branch. He first joined the firm in 1939, became a manager in 1951 and has been at Hythe, 10 Eastbourne, Boreham Wood and Paddington and is now a District

Supervisor Designate. Below him is Deputy Manager Mr. J. W. Irestone, followed by Mr. R. Gleeson and Mr. D. Webb, both Assistant Managers. At the top of the middle column is the branch Head Butcher Mr. M. F. Collins, and below,

Mr. J. Slark, Assistant Manager, Mr. D. Holley, Assistant Manager, and Miss P. Harding, First Clerk. On the right are two of the more unusual features of this branch, a cabinet for fish and a cabinet for ice cream.



Beckenham

In 1915, just after World War 1 had started, the firm opened a branch in Beckenham High Street. Last October 31 saw the branch converted and trading as a self-selection shop. Our pictures tell the story better than any words.

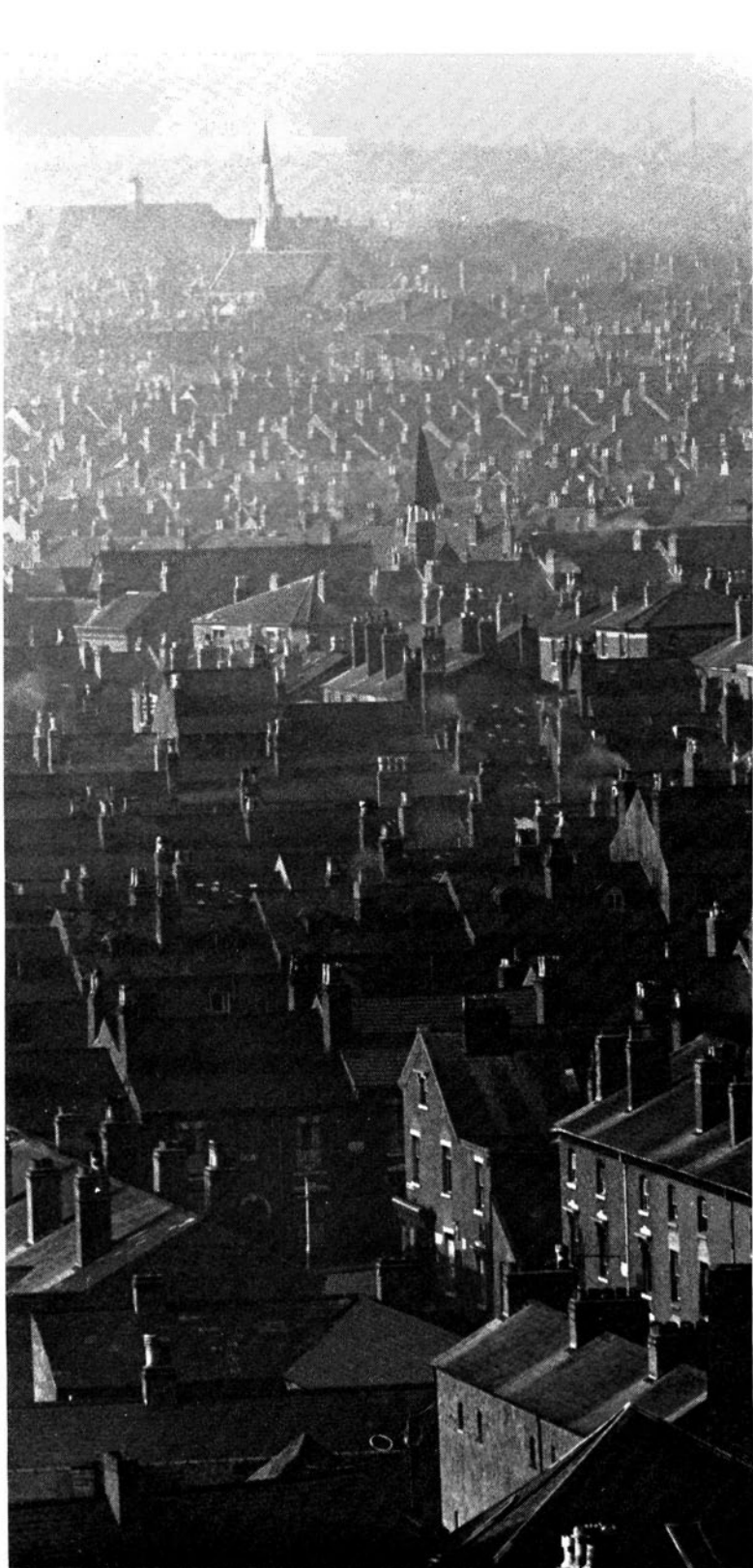


Aston

Our pictures catch two faces of this Birmingham suburb which is being rebuilt for the 21st century. On the right is the pattern of last century's housetops, on the left Newtown Shopping centre where our new self-service branch opened on October 31. It stands at the foot of the tower block, has 10 checkouts and a shopping area of over 6,000 square feet. Below on the right in the picture

is manager Mr. D. J. Butolph who came from Kings Heath for the opening of this branch. Next to him is Mr. T. F. Delves, Assistant Manager and behind them stands the Head Butcher, Mr. S. A. Askew. Middle left is District Supervisor Mr. E. Weeks, bottom left Head Butcher Mr. S. Hawes. Middle right is Assistant Manager Mr. K. Burgess and bottom right Assistant Head Butcher Mr. J. Young.



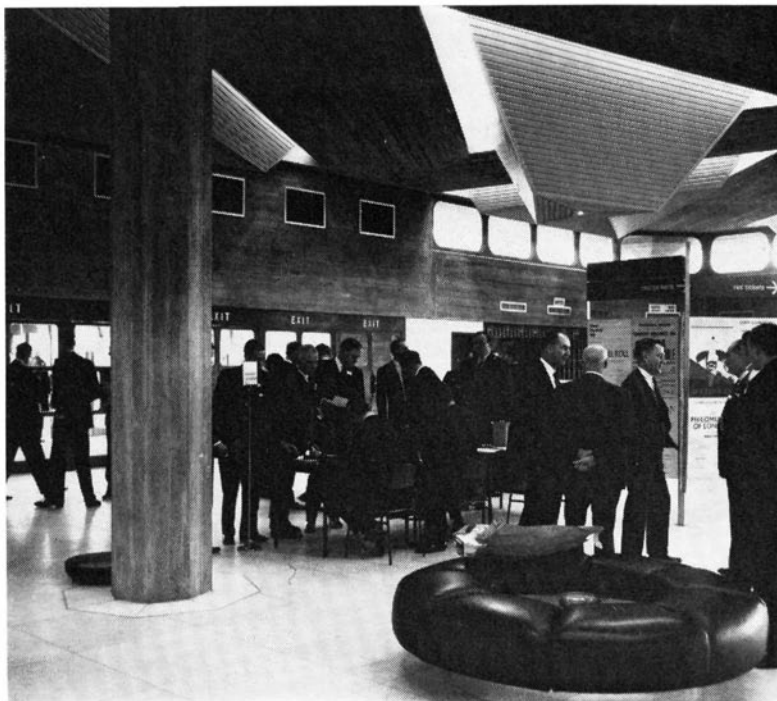


JS MANAGERS' CONFERENCE '67

The Purcell Room, Festival Hall, South Bank



On November 6 Managers and Produce Supervisors met in the Purcell Room of the Festival Hall. While they were assembling they were able to inspect a display of bread, arranged with the co-operation of our suppliers, to show the high quality we look for. Mr. J. D. Sainsbury opened the conference with a general review of trade and of the firm's policies over the next year. He was followed by Mr. W. M. Justice who dealt with the work of the meat department and its contribution to the firm. Mr. G. C. Hoyer Millar then spoke about the necessity for improvement in understanding between branches and depots. Mr. C. Roberts and M. B. T. Ramm wound up the morning session, dealing with aspects of stock control. Lunch was served in the main building and afterwards the Self Service and Service Managers held separate study sessions until the final summing up, back in the Purcell Room.



A JS BOTTLE FOR XMAS



The wines are all JS 'own brand' sherries. Our range of sherries is a varied selection at prices from seven shillings and sixpence to fifteen shillings. We also stock a good range of proprietary brands. Generally the drier sherries like our Fino or Amontillado or the Cyprus Medium are preferred before dinner but many people choose the Sweet Cream or Oloroso sherries. They go down marvellously well after a Christmas walk in the cold fresh air. And so does our excellent Scotch Whisky at forty-five shillings a bottle.

Sainsbury's have eleven branches selling beers, wines and spirits. One of them—Weybridge—had a licence before we took it over in 1920 and has done a steady trade ever since. Another is in a small 'off-licence' only shop in Lewisham which we are trying to have transferred to the large Lewisham self-service shop. The others are at self-service branches where it is now our policy to open a wines and

spirits department whenever space permits and we can get a licence to do so. In opening these departments the firm is moving into a field traditionally associated with the retail food trade. It is also introducing its 'own brand' wines (and there is a JS Scotch Whisky as well) to provide a range of table wines and sherries which meet most of the needs of customers who want a good bottle at a fair price.

JS table wines come from France, Spain, Germany and Yugoslavia and sell at prices between seven shillings and sixpence and ten shillings and sixpence. The Beaujolais at ten and six is an agreeably fruity wine. The new Beaujolais—the 1966 vintage—is just coming onto the market and it promises to be very good. Spanish Burgundy at eight and six is a strong, full flavoured wine, heavier in style than the Beaujolais and softer. A drier wine but with good body is the Bordeaux Rouge at nine shillings. Our Vin Rosé is also on the dry side and a pleasant table wine. Serve it very cold but not iced. Our Bordeaux Blanc is a medium dry wine and at nine shillings a very worthwhile bottle. These are only some of the JS range. If you're wondering what the kids drink, they both speak highly of Sainsbury's Cola.



Expertise in the wine drinking game has lately got itself a status value and as a result a good deal of 'gamesmanship' goes on about it. A remarkable lot of nonsense is talked about wine on this level. In fact you can't know much about wine until you've had some experience of it and this you only get by practice. But don't start practising on expensive bottles of wine believing that they will be a better drink with your meals than a cheaper wine. Good table wines are on the market today at prices from 7s. 6d. to 15s. They aren't and don't pretend to be the great wines of Burgundy or Bordeaux that cost four or five times that amount. But whatever you pay for your bottle, if you treat it right it tastes better.

Wines are imported into Britain from many countries. France, Germany, Italy, Spain, Cyprus, South Africa, Portugal, Yugoslavia and Australia all send us good wines. The first three countries produce some of the world's best table wines and, because they regard it as a national industry of importance, the quality of French and German wines is to be relied on as a rule. Italian wines are a bit dearer because of transport and duties. The best known in England is Chianti which compares well with most French table wines. It is a robust wine most suitable with meat dishes.

French Red Wines

The great wine-producing areas of France are

Bordeaux and Burgundy. The Bordeaux reds (they're called clarets in England) are, in general, light, dry and perfect with meats and with poultry and game. The northern Burgundy reds are heavier (and more expensive) and probably go better with an evening meal. There are good young and light ones, like *Macon* and *Beaujolais* which come from the southern vineyards, and are good for the table two or three years after they're made.

Red wines, say the experts, should be served 'at room temperature'. Anyone who has spent any time among the French during the winter months will realise that this means at the temperature of a good old flog in which all *courants d'air* have been suppressed. It doesn't have anything to do with that rather chilly dining room we go off to when the turkey is on the table ready to carve.

The fact is, red wines don't have much flavour until they have been open for a while, preferably decanted, and are off the chill without actually feeling warm to taste. They taste sharp and thin when they are cold, improving as they warm up. Don't pass judgment on your wine after eating grapefruit or melon at the beginning of a meal. It will mean nothing to you. Wait till your mouth is well covered in the fats and flavours of the meat course and then try the wine. That way you can tell whether or not it is going to be enjoyable.

The White Wines of France

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

Hocks & Moselles

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

The Spanish Table Wines

Spanish table wines which are full flavoured and rich have improved a great deal in recent years. The whites are similar in style to the White Bordeaux, and the Spanish Burgundy is a rich red that makes a good drink with the turkey. The wines of a country often have a kind of affinity with its food. Spanish ones go well with the strong flavours of Spanish cookery and so their Burgundy goes down well with a rich dish like roast turkey or steak and kidney pudding. The sweet whites are excellent with sweet dishes and are best served very cold.

The Pink Wines

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

Good & Bad Years

Beginners sometimes get very concerned about good and bad years. They should allow their sense of taste to guide them rather than a table of good and bad years. The good years are those when there was a good sunshiny summer with lots of blue sky when the grapes were ripening. Then the sugar content is high and the wines are rich and mature into splendid drinks. 1953 and 1959 were wonderful years but by now there's so little left that the prices are crazy. Generally, it's wiser to trust your palate in this good year/bad year exercise. Most wine is better than the cautious customer will admit if it has been treated right.

What About Blending?

Not long ago disclosures in the press about 'blended' wines created doubt among occasional buyers about what really was inside the bottle. They asked themselves, naturally enough, how they could be certain that wines they were drinking were not 'blended'. The question was asked because people are not usually familiar with the vintner's trade. Blending, in fact, is as much an essential art in wine making as it is in the tea or coffee trades. Sherry is made into the fine consistent wines we drink by skilful blending of wines from different years. Port, too, is the product of blended wines from different vineyards and vintages. The objection (a valid one) to blended table wines is that they may be sold at high prices under labels which command good prices whereas the wine has come from far away districts quite different from the names on the labels. But there are many blended table wines, sold at modest prices, in which the products



With dinner done and coffee served, the liqueurs, ports, sherries and cordials are the thing to keep the conversation flowing. There's a good selection of proprietary brands in our list and our own brands include Cherry Wine, Ginger Wine, Rich Ruby and from Spain, Muscatel and Tarragona as well as some very smooth sweet sherries.

of different vineyards or vintages are used to make a wine with advantages of flavour, bouquet or colour that are not separately possessed by any of the components. Moreover, it is a method of preparation which helps to maintain a steady quality from year to year in a wine which might suffer from variations of weather. The good vintages are used to help out the poor ones. So unless

you're being asked to pay an exorbitant price don't worry about the 'blending' bit. Remember to treat the wine properly; if it's white or pink chill it. If it's red let it come to room temperature, uncork it a good hour or two before you drink it. Decant it into a warmed glass decanter or jug and let it stand for half an hour; then trust your palate to tell you whether you like it or not.

DEPPO

A NEW GAME OF SKILL

ANY NUMBER CAN PLAY

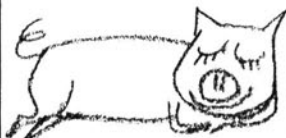
ONLY EQUIPMENT NEEDED: 500,000 SQ. FT. FLOOR SPACE, 116 VEHICLES & TOTAL DISREGARD FOR OCCUPATIONAL RISKS

KEYS OF CAR 666 CAN'T BE FOUND



REST OF HAIR FALLS OUT

BACON ASSEMBLY FALLS BEHIND



GROSS LOSS OF APPETITE



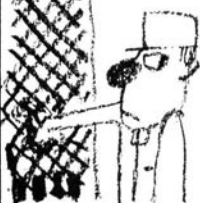
TEMP. GUAGE ON FROZEN FOOD CHAMBER READS +7°F.

NERVE BEGINS TO FAIL

NO MEAT

MAYBE YOU COULD RUN A RAILWAY

HOLE REPORTED IN WINE SECURITY CAGE — SEND FOR BARBARA CASTLE.



RACKING COLLAPSE — TWO SHOP-STEWARDS CALL



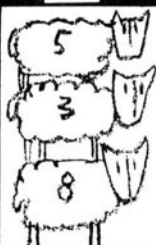
YOU SLIP A DISC

ACCIDENT ON REACH TRUCK NEEDS FIRST AID



YOU TOO PERHAPS

STA
AS NIGH
BASING
ASSEMB
DESPAT
ARRIVE
SIMPLE



STOCK FOREMAN REPORTS NZ LAMB ARRIVING OUT OF CODE — THIS ON TOP OF THIS SEASON'S ALL BLACKS



REACH TRUCK BUSTS WATER PIPE

BLOOD PRESSURE UP 15 POINTS



FIRE ALARM

HELP!



GLASS FALLS
IN BACON
ORDER

SHARP
ATTACK
OF
TWINGES

TRANSPORT
MANAGER REPORTS
CARS ON
THEIR
WAY

ARTIC SKIDS
AT GATEWAY
ALL EXITS
BLOCKED

HOMIE NOW TO
CONSIDER PLANS
FOR TOMORROW NIGHT

DRIVER
COMPLAINS
CAR NOT
EVENLY LOADED

BLOOD
PRESSURE
FAILS

ONE MEAT
SCALE HAS
BEEN
REGISTERING
4016 OVER
WEIGHT

ALL SEATS
ON BRAIN
DRAIN
SOLD OUT

0345 TWO DRIVERS FAIL TO REPORT
BOOK PASSAGE DOWN BRAIN
DRAIN

48 CASES OF CHRISTMAS
SPECIAL LINE 1966 FOUND

PREPARE TO EMIGRATE

MAIN FUSES BLOW IN CANTEEN.
DINNER DUE IN 29 MINUTES

GROPE TOWARDS MAIN EXIT

ARTIC FULL OF
KITCHEN
GOODS BREAKS
DOWN

YOUR HAIR
STARTS
TO FALL
OUT

10 BOXES
KITCHEN
GOODS
SHORT ON
ORDER

BLOOD
PRESSURE
UP 10 POINTS

3 LOADS OF
EGGS ARRIVE
9 HOURS
LATE

PINK SPOTS
APPEAR
BEFORE EYES

SHUNTER
REPORTS ALL
CARS DIFFICULT
TO START

NOT YOUR
NIGHT IS IT?

5 WAREHOUSES
FAIL TO REPORT
FOR WORK

DUODENAL
ULCER STARTS
WORK
INSTEAD

SOUP IN THE SAHARA

George Crowther and Wilma George

When the authors were planning to make their trip from Algiers to Timbuktu they called in at our Cowley branch to buy food for the journey. The soup that proved such a success was the suggestion of our manager Mr W. Reading.

It is said the extremes of temperature in the Sahara are so great that the rocks split open under the stars, that the traveller freezes at night and burns during the day. These temperatures are at their maximum in July and August when desert travel is forbidden by law. Then, a man walking will dry up and die within three hours: to stay alive he will need to drink thirty litres of water a day.

There are many stories of fools who have died, either through ignorance or fear, because they have walked, left their stranded vehicle.

There is the story of the German and the Coca Cola bottle: who left his Volkswagen, having filled the bottle from the radiator, to walk to the oasis, only fifteen miles away. He was found five miles from the oasis clutching the empty bottle.

A crashed plane or a stranded car is not only protection from the sun but a marker for rescuers. By burying himself under the vehicle during the day and with limited water a traveller can stay alive longer than if he walks. Laperrine, the famous French desert explorer, remained alive for fifteen days by his crashed plane, with multiple fractures and a broken shoulder, though he was dead when they found him: the mechanic and pilot, with empty water bottles, were found ten days later, alive.

If a traveller walks, how far must he walk? The map will not show if dunes cover the track. At what point, if he climbs with a compass through the dunes, will he rejoin the track? The farther away from the track, the less chance of rescue. At what point, if he climbs with a compass through the dunes, will he be unable to get back? The farther he walks, the more water he drinks. If there are dunes, he must follow the ruts round and put away his compass and map. But at what point, if he walks along the ruts, will he run out of water? If he stays by the vehicle, when will anyone rescue him?

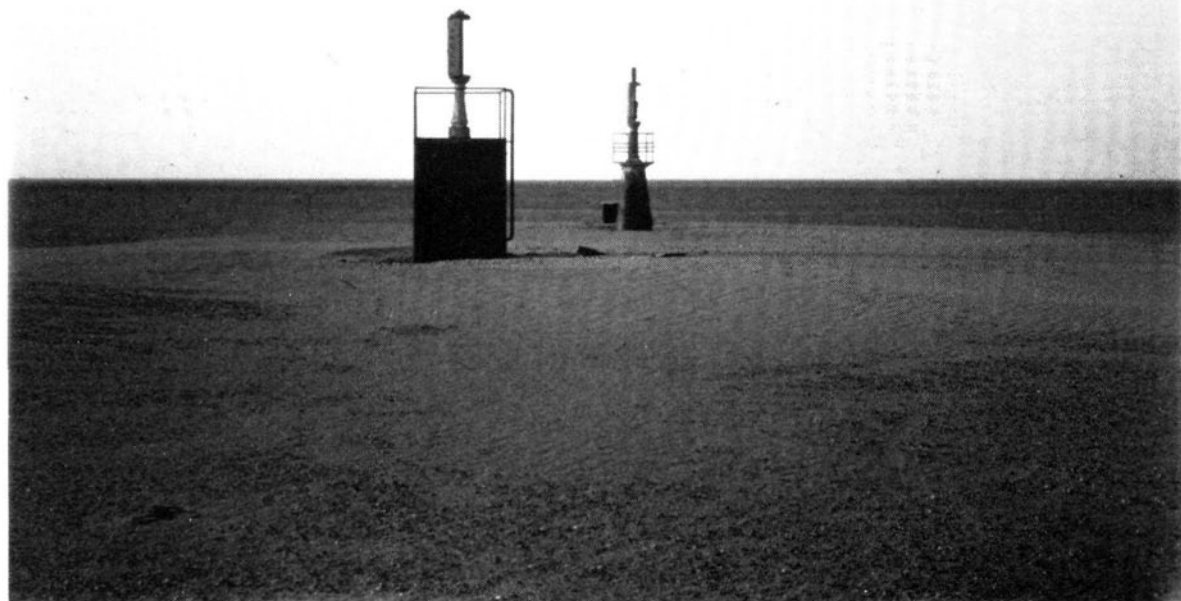
Some say it is a question of courage but, in the desert, the word is ambiguous. The European idea of courage is optimistic: the European will dig himself in or walk. For the desert nomad, courage is the acceptance of certain death. There is a system whereby, using a polythene sheet, a hole is dug and a bucket placed in it.



A gerbil, the desert rat that lives on the seeds blown on the wind and needs no water.

The water condenses at night on the sheet stretched over it and, by means of a tube, the traveller can suck water from the bucket. There is no desert so lacking in water that this system will not work to some degree and there is no limit, except that determined by buckets and polythene, to the number of holes. But we have never seen a desert nomad equipped with polythene sheets and buckets. A Tuareg, lost in the Tanezrouft, will resign himself to die. At Bidon V, where the desert is flat to the round horizon, a man will follow his shadow in a circle. In other regions of the Tanezrouft, there are dunes three hundred feet high.

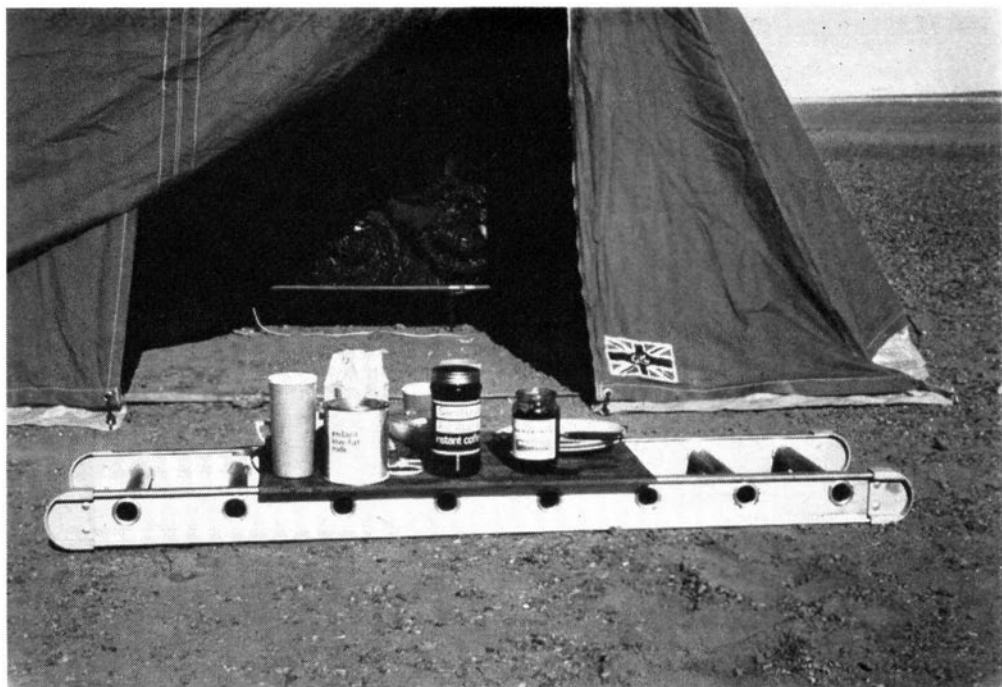
But the Tanezrouft is no ordinary desert. The Land of Thirst, the Arabs call it. The French call it *le désert dans le désert*. It was through the Tanezrouft that we drove to Timbuktu. The first motorists crossed the Sahara in 1923. Five caterpillar Citroens crossed the Tanezrouft to Timbuktu. The track was being marked and there were water and petrol points. The Tanezrouft track, *piste trans-saharienne no. 2*,



Petrol pump at Bidon V where the desert is flat as far as the eye can see. Established in 1926 by Rene and Georges Estienne it was the fifth watering point from the north for the men marking the tract across 950 kilometres of desert. Today the pumps are no more than relics.

links Adrar with Tessalit, 900–950 kilometres. Today, the markers run into the dunes: the track is a jigsaw of ruts where the lorries mark their diversions with dead goats. Where at Bidon V and Poste Weygand there was water and petrol, today should the motorist come to a stop he might well wish for a polythene sheet and a bucket. Human life exists within 200 kilometres of either end of the track but the petrol pumps at Reggane have been smashed and the soldiers at Bordj-Perez have only enough petrol to get them back to the north again. Thus, forty years after the first motorists, we set out in our Land-Rovers to Timbuktu. They say that in the centre of the Tanezrouft nothing moves except the sun. But, at Bidon V, we trapped gerbils and photographed them. At night, when we were in our sleeping bags, they ran all over us. They eat the seeds blown on the wind and need no water. In 1926, René and Georges Estienne established Bidon V with a can of water. It was the fifth watering point, from the north, for the men marking the track. But it happened to be

at the centre of the waterless Tanezrouft and so became a famous stop. Five hundred kilometres to the west, the salt mines of Taoudenni. The camel caravans, loaded with rock salt, descend on Timbuktu. Five hundred kilometres to the east, the Hoggar mountains. Where men could live, once there was water, now only gerbils scramble beneath the beaconless tower. At night, a great light flashed in the desert sky. There is the story of the men who sold the water for gold to a caravan. When the lorry arrived to replenish the can, they found them dead. Such had been their greed for gold, they had kept no water for themselves. We set out in three Land-Rovers, six people. Each Land-Rover, six jerry cans of water, eight jerry cans of petrol: water for fifteen days, petrol for 1,200 kilometres. When there were dunes to avoid, double the amount of petrol: four wheel drive, low gear box, wheels spinning. When we washed, we poured like nomads, catching the water: water for radiators. We set out with £20 of Sainsbury food in each Land-Rover: enough, we



A sand ladder acts as larder shelf and table for breakfast. The author, his wife and four friends set out with £60 worth of Sainsbury food, enough to last them for two months in a desert that even the Arabs call 'The Land of Thirst'. Sand ladders are used to give purchase to wheels spinning in the fine loose sand where even a four wheel drive is often not enough to grip the shifting ground.

reckoned, to last us two months. The manager at Cowley never gave better advice when he recommended Sainsbury dried soups. Water, the great problem, is not always drinkable in the desert: it can be warm and paint flavoured or, if a man is affected by the heat, it can be unacceptable to him. One of us, the big one, became a problem, refusing water because it was not iced. Hot soup he accepted at night and so survived. Not only was Sainsbury soup acceptable to the big one in the negative sense of disguised water but it had a positive appeal as a peace offering in strange territory. We found ourselves, at night, between Algeria and Mali, with blocked carburettors. In that strip of desert we were technically outside the law of either country. We were cooking Sainsbury's Onion Soup when, suddenly, out of the desert, veiled nomads appeared on their camels. They were attracted by the smell of soup and, unable to resist it, approached our camp and asked for hospitality. Once we gave it, we were welcome in their territory for as long as we stayed. Never could the manager have foreseen that night, under the

stars, the big one drinking soup because it was not water and, opposite in a semi-circle, the solemn nomads, lifting their veils, their camels parked beside our Land-Rovers, inhaling the odour of magically blown up onions and praising Allah for it. They call Timbuktu *la cité des sables* and, truly, never did we imagine sand on such a scale. The whole way from Gao to Timbuktu, along the Niger river, we fought dune after dune and, on the flats, between prickly acacias, skidded from side to side in troughs, tearing our metal with their thorns. The market was filled with negresses selling dried dates and rocksalt and one of them wanted the big one for her daughter, who investigated him on her hands and knees, because he was the biggest and the most beautiful. Thus, as a result, all the way back from Timbuktu, each time we stopped, the big one ran off over the dunes screaming we had sold him for a eunuch. Heat affects big animals more than small ones and, I suppose, the rest of us were lucky, being of average size. When we set out, into the Tanzezrouft, there was a sand storm blowing.

We were afraid but the big one expressed courage: "I have not come this far to turn back." His great beard, lifted against the sand that blotted out the sun, inspired us. We set out, picking our way from marker to marker, investigating ruts and, ten minutes before dark, arrived at the abandoned Poste Weygand. Not only had we reached a shelter for the night from the storm but we knew we were on the track. We were exuberant when, immediately it got dark, the sand storm stopped and we saw the stars. We prepared a great feast of Chicken and Leek Soup, Beef Casserole and blown up Potatoes and opened three tins of Blackberries. It was at that moment, when we were all relaxed, that the big one became a problem and refused, that night, even to touch soup.

When we got back to Gao from Timbuktu we left the others, to continue our way along the Niger, east to Zinder. We left three men of average size, holding down a big man with a beard, under a mosquito net. We crossed back through the Sahara up the Hoggar and the others, when the big one hydrated back to normal, went south to the Congo.

The Hoggar track, *piste trans-saharienne no. 3*, runs south-north, from Zinder, 2,450-2,500 kilometres. It twists among prickly acacias at Tanout. It crosses the flood plains of Agadez and dips in the sand at In Guezzam. It winds among the peaks and craters of the blue mountains of Tamanrasset and bumps through the rocky gorge of Arak. It crosses the white sand desert of In Salah and climbs to the black cinders of the Tademaït plateau. It is a well-marked track with water and petrol points.



Tracks and dunes in the Tanezrouft desert through which the author drove to Timbuktu.



The transport.

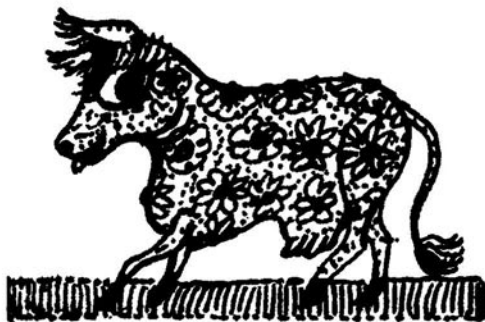
Rocksalt in Timbuktu, carried by camels across 500 kms of desert from the salt mines of Taoudenni.

George Crowther is a novelist and his wife, **Wilma George**, is a zoologist. It is amusing that he should have called his article *Soup in the Sahara* because, in 1966, he published a novel in which soup was a key image. The novel, *Sanitized For Your Protection* (Secker & Warburg) contains hilarious satire on the marketing techniques of Hinkelbumm's Supermarkets USA. Wilma George, (her maiden name under which she writes,) is assisted by her husband in the desert where she goes to trap, photograph and plot the distribution of rodents. She is an authority on animal distribution and her book, *Animal Geography* (Heinemann), is a standard work. She, too, has written on food and, within the next six months, in paperback, she will publish *Eating in Eight Languages* (Secker & Warburg). With this book, the traveller will have no problems in Western Europe in markets or restaurants. Thus, though working in different fields, their interests may be said to coincide within the pages of *JS Journal*.



THE HOME SCENE

Cream for Christmas



England's green pastures and famous breeds of dairy herds enable us to produce milk of a quality that is unsurpassed, but of the cream that is skimmed off the top of this milk about half goes to the bakers for cream cakes. Yet cream is one of the most delectable, useful and inexpensive aides to cooking imaginable, not just for fruit and puddings but for sauces, egg-dishes, vegetables. There's hardly a meal that can't be improved with imaginative use of a few spoonfuls and it is a shame to use it only on the odd Sunday, or during the soft fruit season or just at Christmas.

JS normally sell two kinds of fresh cream, single containing 20% fat and double with 50%—although some branches have a delicious West Country clotted cream. The ideal cream for beating is one with a fat content of 35%. So for whipping into a thick consistency a mixture of the two gives the best results; about one part of single to two of double cream. When sold it is very fresh so it pays to buy cream twenty four hours before you need it. It will thicken standing. If you use only half a carton and leave some sticking to the sides scrape them clean—a thin layer tends to harden and go off if left. Always, if you are uncertain about cream that has been left standing take a little off the top. The underneath may well be perfect. Here are a few useful hints on how to use cream for cooking and some recipes for making Christmas coffee.

A word of warning. Cream always gets thinner when it is heated so it is best to add it either immediately after cooking or at the very end. This is why it is not satisfactory for most slow cooking dishes although single cream can be poured over milk puddings halfway through baking.

Eggs and Cream

Break an egg into a small fireproof dish, put in a few asparagus tips if you like them, add salt and pepper and cover with a tablespoonful of double cream. Bake in a medium oven.

Break 4 eggs into a pan thinly coated with butter. Cover and cook until the eggs are almost set then season. Pour over a tablespoonful of double cream. This is an easy and quick dish for supper or high tea.

Make soft, buttery scrambled eggs, well stirred, without milk or water. Stir in a couple of tablespoonfuls of single cream immediately before the eggs have thickened.

Make an omelette into which you put potatoes (ready cooked), cheese, bacon or ham. Run double cream over the top before it's ready and finish off under the grille.

Lightly cook, chopped mushrooms, drain and season them well, re-heat in single cream and use this mixture as an omelette filler. It's very much nicer than the ordinary mushroom omelette.

Vegetables and Cream

Cream always improves them. But be careful when you add it. Cook any young vegetable (broad beans, peas, carrots, baby turnips, courgettes) in a little butter and a little stock until there is no liquid left. Season, pour a couple of spoonfuls of double cream in the pan, let it get really hot and scatter in mixed herbs.

Add double cream to spinach, particularly the frozen purée of spinach.

To be served with steak: chop mushrooms or onions finely, cook for 10 minutes in a little butter, add fresh breadcrumbs and cream and re-heat.

New potatoes. Cook them in their skins, peel and brown slightly in a little butter and then heat them through in 4 tablespoonfuls of single cream (for 1½ lbs. potatoes) blended with 2 teaspoonfuls of French mustard. Sprinkle with chopped parsley before serving.

Tumble 1½ lbs. of small mushrooms, (wipe but don't peel), into a thickly buttered earthenware dish which has been rubbed with a clove or garlic. Dot with butter, season lavishly and cook in a medium oven for 35 mins. Just before serving pour in half a pint of single cream brought just to the boil. Garnish with coarsely chopped parsley.

Sauces

Some of the most delicious yet simplest sauces are made with cream.

Heat double cream, add lemon juice slowly, season with salt and pepper and garnish with chopped herbs. This is delicious poured over summer vegetables, fish or chicken.

Heat butter and double cream in equal quantities, stir gently and pour over potatoes, if possible small new ones.

Cook white fish in white wine and water, remove fish, reduce water by further boiling and add two thirds double cream. Pour over fish.

For roast beef: Stir 2 oz. of grated, not powdered, horse-radish into a quarter of a pint of cream that has been lightly whipped, add salt, pepper, lemon juice and a little mustard. Alternatively, a few spoonfuls of double cream in any make of horse-radish sauce improves it.

Coffee for Christmas

Heat a whiskey goblet and put in some sugar and enough hot black coffee to cover it. Stir well, and then add a measure of Irish whiskey. Fill the goblet with more hot black coffee, stir it and let it settle.

Now float cream on top by pouring it over the back of a cold spoon. The cream should be rich and chilled.

The cream won't float unless the coffee has been sweetened. Some people just put a spoonful of whipped cream on top. Another version of this is to use Tia Maria instead of whiskey, or rum if you like it.

Rum Cream

Whip ½ pint of cream sweetened with a heaped dessertspoon of castor sugar. Carefully flavour with rum.



Chicken for Christmas?

A short short story

Just before Christmas the office decided to hold a raffle in aid of a local orphanage. Tickets were threepence each or five for a shilling. Most of us bought five or ten. Harry bought just one. Just like Harry.

He'd been the smug office practical joker for as long as we could remember, perhaps because he was born on April 1st. Most of us had suffered from his sense of humour.

Needless to say, the winning ticket was Harry's, but the applause was formal and brief. Not that that worried Harry.

The first prize was a large ready to cook/sealed in a box/chicken. He accepted it smugly.

At this point George Bleasdale, one of Harry's most frequent victims, had his bright idea. While Harry was at lunch, George carefully opened the box. With a brick and a telephone directory he made up a credible shape the same weight as the bird. Then just as carefully he resealed the box. 'That should teach him a lesson', he muttered.

That evening, Harry wished us all a 'Merry Christmas', tucked his prize under his arm and left.

Christmas came and went.

The atmosphere was electric on the first morning after the holiday.

No mention was made of the chicken and Harry's face was a perfect example of inscrutability. But by the afternoon of the second day George Bleasdale could contain himself no longer.

'What did the wife think about the chicken?' he enquired nonchalantly.

Harry carefully finished filling his pipe and laboriously lit it before answering.

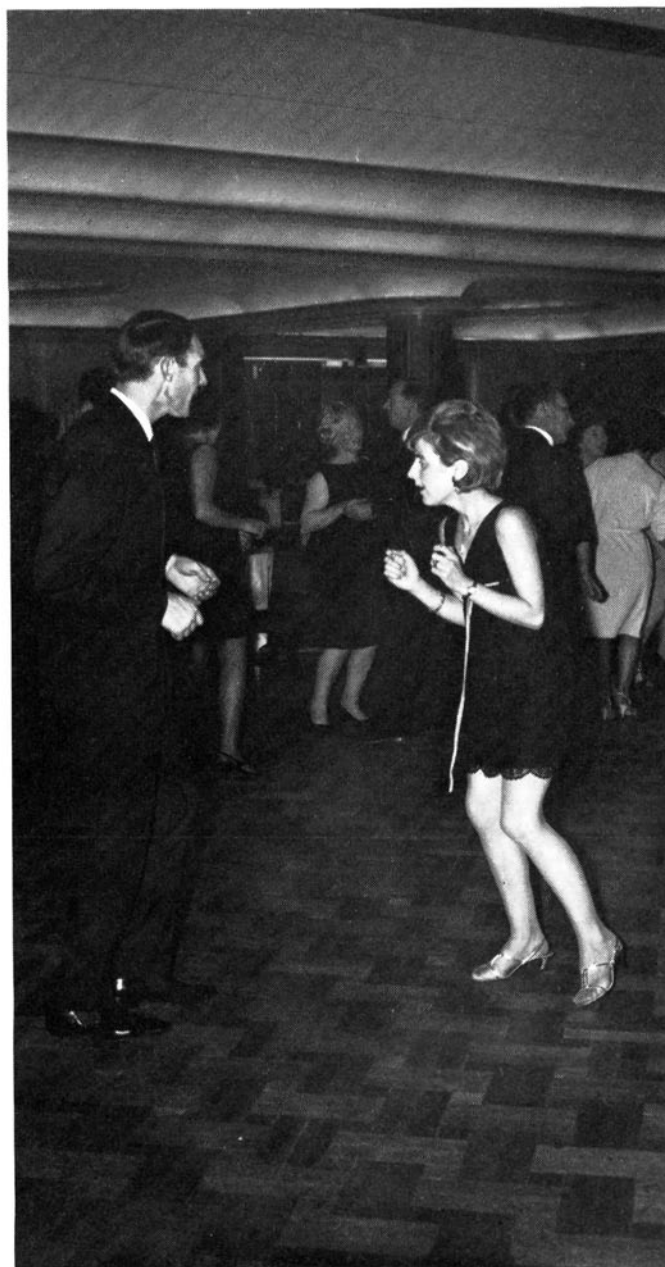
'Funny you should mention it', Harry replied reflectively. 'When I was going home on Christmas Eve I got chatting to a chap on the bus. He told me he'd clean forgotten to buy a chicken and was scared stiff of what his wife would say when she found out. Poor devil.'

We nodded sympathetically as Harry paused. 'He asked me where I'd bought my chicken and when I told him that I'd won it in a raffle he offered me fifty bob for it. I couldn't see him go without his Christmas dinner and since we'd already got a chicken at home I let him have it for a couple of quid.'

Gordon Bilsborough

NIGHT OUT IN W8

up on top of Derry and Toms in Kensington High Street where the Area Dinner & Dance on November 4 was a phenomenal success. The guests during dinner were relaxed and soothed by the Hula Hawaiian Trio and . . .





... the floor show was a glamorous display of Rex Gray's beautiful girls.

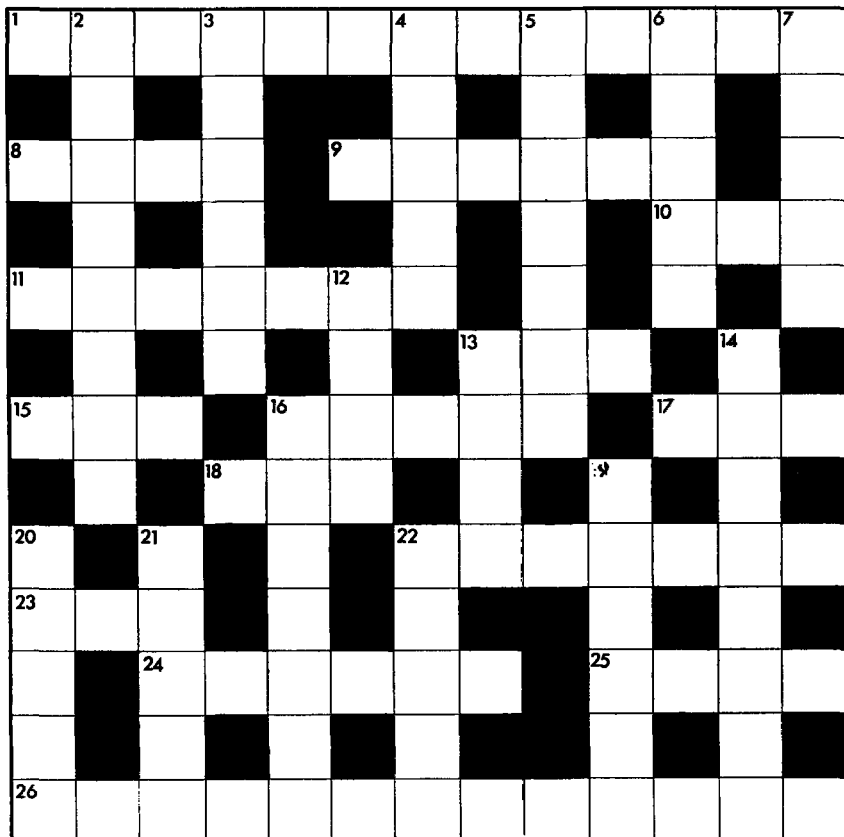


When dancing got under way Nat Temple and his Band made even the least light footed dancer feel like Fred Astaire. The band got a well deserved ovation for its music and Jim Clay got a well deserved thank you from all the guests for the work he had put in to make the evening so enjoyable for everyone.



THE JOURNAL CROSSWORD

No. 13/Solution page 30



Across

1. Batch off Colin was involved apparently (6, 2, 5).
8. Often the mark of a ruler (4).
9. Food obtainable from the divans (6).
10. Lie for the prophet (3).
11. Sharpen her or no? (7).
13. International Egg Commission (Abbrev.) (3).
15. Fish you pay for at the door? (3).
16. Obviously the meat hasn't been grilled (5).
17. A piece of parmesan? (3).
18. The man's part of Chislehurst (3).
22. The starting point of O.T. (7).
23. Ahead of the soup (3).
24. Essentially a rich cake (6).

25. Units involved in the morning afterthought (4).
26. Is said to owe its name to King Charles II (7, 2, 4).

Down

2. Midday repast (8).
3. I hit at the island (6).
4. Rosie for baskets (5).
5. A sumptuous feast (7).
6. Boxes for the doctor? (5).
7. Crushed candy seen in Havana bitters (5).
12. Sore back in the circus! (4).
13. Is placed before the French eyot (4).
14. If pure it can be made into this (5, 3).
16. So the mixture is to rot (7).
19. Smear, the bed first (6).
20. They are found in goulash especially (5).
21. Rag is finally returned to us—how sweet! (5).
22. This beheaded helps it to grow (5).

RETIREMENT

Miss Davison and Miss Newland entertained by their colleagues



At the end of November two senior members of our secretarial staff Miss Davison and Miss Newland retired on the same day. Miss Davison, far left, came to work for JS in 1933 when Stamford House fourth floor was almost all one big open office. She worked first with Mr. Goldup, staying with him until 1945 when she first went to work for Mr. Alan Sainsbury as his secretary, from which post she retired this year. She is planning to spend the first months of her retirement holidaying and visiting friends and relatives and later in 1968 she is going to Australia and to New Zealand. Miss Newland, left, joined JS in 1935. She came from Powers Samas who had just installed our first punched card office equipment, to work for 'Mr. John' as Mr. J. B. Sainsbury was known in (and out of) the firm. When Mr. John retired in 1938 she became secretary to Mr. F. W. Salisbury who was appointed Assistant General Manager in that year. She worked for him until his retirement in 1965 through a period which included the second world war and the subsequent development of the firm into its present vigour and prosperity. On November 20 their colleagues gave them a farewell party at The Grapes in Borough High Street. We feel sure that our many readers who know Miss Davison and Miss Newland will wish them both a long, happy and enjoyable retirement.



STAFF NEWS

Movements and Promotions

Managerial Appointments

- J. BROWN** from Assistant Manager at Hoxton to the Management of Hoxton from November 27
- L. SKELLON** from Spare at Bitterne to the Management of the branch from November 6
- L. WRIGHT** from Assistant Manager at Romford to the Management of Dagenham from December 25



J. Brown



L. Skellon



L. Wright

Managerial Transfers

- G. BUNCH** from Spare on Mr. Leach's area to the Management of St. Helier from January 1, 1968
- E. CORNELIUS** from Westbourne to Cheam from November 20
- R. CUNNINGHAM** from Bitterne to Shirley from November 6

- H. EDWARDS** from Cheam to Spare on Mr. Leach's area from November 20
- C. HAYNES** from Shirley to special duties on Mr. Leach's area
- R. KEEN** from special duties at Cowley to Spare at 16/20 Holloway
- J. MILES** from special duties on Mr. Booth's Area to the Management of Chichester from November 20
- J. MORANT** from Spare at Boscombe to the Temporary Management of Westbourne from November 13
- E. PEROU** from Hoxton to Watney Street from January 1, 1968
- A. RANGER** from Spare on Mr. Leach's area to Spare at New Malden from November 20

Promoted to Spare Manager

- D. BECKER** Debden from November 13
- C. MEIER** 9/11 Croydon from November 13

Assistant Manager Transfers

- E. AUTY** from 50 Goodmayes to 259 Ilford from September 28
- E. BLADES** from 114 Ilford to Produce Supervisor from November 13
- C. CROFT** from Bognor to S/S training at Portsmouth from November 13
- T. EVANS** from 16/20 Holloway to Stamford Hill from November 20
- S. HALL** from Stamford Hill to 296 Holloway from November 20
- W. HAMPSHIRE** from 296 Holloway to Hoxton from November 20
- D. KEAL** from Dunstable to Erdington from November 13
- C. LYTHE** from Victoria to Purley from November 20
- J. MANN** from Shirley to Southampton from November 6
- P. MARSDEN** from Produce Supervisor to 114 Ilford from November 13

D. RICHMOND- from Southampton to Bitterne
COLE from November 6
J. SLARK from North Cheam to S/S training
at Kingston
from October 30

Promoted to Assistant Manager

B. APPELEY Chelsea from November 27
J. ATKINSON Wallington from November 27
J. ELDERGILL Catford from November 27
R. JAYNES Stevenage from November 20
K. JONES Hemel Hempstead from November 20
R. PALSER Stockwell from November 20
A. STAINES Hemel Hempstead from November 20

Head Butcher Transfers

E. GREEN from Ruislip to self-service
training
from November 21

Forty Years' Service

MR. A. G. BAKER Manager, 3 Hove
MR. J. N. DANIELS Assistant Head Butcher, 3 Brighton
MR. G. H. Head Butcher, 3 Brighton
FELDWICKE
MR. J. L. MAY Porter, 68 Croydon
MR. E. A. Foreman, Kitchens
NICHOLS
MR. A. H. Manager, 21 Watford
RAWLINGS
MRS. K. A. Head Office—Retail Trading
TARRANT
MR. J. H. Driver, Blackfriars
THOMPSON
MR. J. H. Van Checker, 1/4 Ealing
VINCENT
MR. E. WEST Leading Butcher, 13/15 Blackfriars
MR. K. G. Meat Supervisor
WOOLSTON

Twenty-five Years' Service

MISS N. E. Leading Saleswoman, 66 Brighton
PETERS
MRS. J. WESSON Part-time Saleswoman, Thornton
Heath

Retirements

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



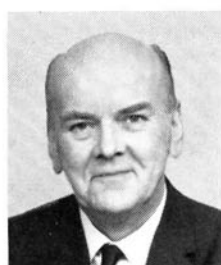
G. Coppard



C. R. Grigson



L. R. Robinson



F. J. Speed

Mr. G. Coppard commenced with JS on 3rd November, 1924 at Leytonstone, remaining in this area until January, 1941, when he left for National Service. He returned in January, 1946 and in December was appointed Manager of 179 Walthamstow staying there until May, 1948 when he took over 355 Lea Bridge Road as Manager. In February, 1955 he was appointed Manager of Earls Court and in January, 1958 of 73 Kingsland, going to Watney Street in June, 1960 from which branch he retires on 30th December, 1967.

Mr. C. R. Grigson commenced with the Firm on 27th October, 1924 at 114 Ilford staying in this area for most of his JS career. In September, 1933 he was appointed Manager of East Ham remaining there until leaving for National Service in July, 1941. He returned to East Ham in April, 1946, before going to 17 Forest Gate as Manager in March, 1947. He took over the management of 50 Goodmayes in April, 1961 staying there until November, 1963 when he went to Dagenham as Manager from which branch he retires from on 23rd December, 1967.

Mr. L. R. Robinson's career with the Company started on 3rd December, 1923 at 9/11 Croydon, staying there until October, 1942 when he went to 13/15 Blackfriars. In May, 1949 he was appointed a Manager and took over St. Heller in December, 1949 from which branch he retires on 30th December, 1967.

Crossword puzzle No. 13, p. 27 Solution

Across
1. Filch of Bacon.
8. Inch.
9. Vlands.
10. Eli.
11. Whether.
13. IEC.
15. Cod.
16. Roast.
17. Arm.
18. His.
22. Genesis.
23. Sou.
24. Gateau.
25. Amps.
26. Sirloin of Beef.

Down
2. Luncheon.
3. Tahiti.
4. Osier.
5. Banquet.
6. Cases.
7. Nabit.
12. Eros.
13. Isle.
14. Fruit Pie.
16. Risotto.
19. Bedaub.
20. Ashes.
21. Sugar.
22. Grain.

Mr. F. J. Speed joined the Firm on 24th September, 1928 at Croydon, staying in this area until he left for National Service in November, 1940. He returned in April, 1946 and in May, 1950 was appointed to the Management of Oxted, going to Haywards Heath in August, 1953 as Manager. In September, 1959 he took over the Management of 31 Eastbourne and in October, 1963 was appointed Manager of Reading. In January, 1965 he went to Chichester and he managed the branch until October, 1967 when, because of ill-health, it was necessary for him to retire.

Mr. J. W. Denyer joined the company in 1938 as a porter at Worthing and remained at the branch until his retirement on the 1st of November.

Mr. W. T. L. Joyce was engaged in February 1926 and retired in October of this year. He has always worked in the factory and on his retirement was charge-hand in the cooked meats department.

Miss M. Power commenced with the company in 1942 as a 'resident maid' at 147 Balham. In 1945 she was promoted to housekeeper and two years later moved to 176 Streatham where she remained for nearly 20 years. She retired in November.

Apologies to Mr. I. W. Thomas for stating in the October issue that he was appointed Manager of Stamford Hill in May, 1948. This should have been to the management of Woodford, which branch he managed until November, 1964, when he took over Stamford Hill, from which branch he retired on 2nd September, 1967.

And to Mr. R. J. Harris who joined the firm in 1922 not 1933 as stated in the November issue.



Obituary

We regret to record the death of our colleague and send our sympathy to all his relatives.

S. H. Graney joined the company in 1924 and retired in October 1958 from the position of selector examiner. He died on the 2nd of November 1967.

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Aston

Our pictures catch two faces of this Birmingham suburb which is being rebuilt for the 21st century. On the right is the pattern of last century's housetops, on the left Newtown Shopping centre where our new self-service branch opened on October 31. It stands at the foot of the tower block, has 10 checkouts and a shopping area of over 6,000 square feet. Below on the right in the picture

is manager Mr. D. J. Butolph who came from Kings Heath for the opening of this branch. Next to him is Mr. T. F. Delves, Assistant Manager and behind them stands the Head Butcher, Mr. S. A. Askew. Middle left is District Supervisor Mr. E. Weeks, bottom left Head Butcher Mr. S. Hawes. Middle right is Assistant Manager Mr. K. Burgess and bottom right Assistant Head Butcher Mr. J. Young.



DEPPO

A NEW GAME OF SKILL

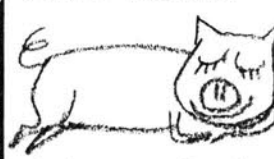
ANY NUMBER CAN PLAY
ONLY EQUIPMENT NEEDED: 500,000 SQ. FT FLOOR SPACE, 116 VEHICLES & TOTAL DISREGARD FOR OCCUPATIONAL RISKS

KEYS OF CAR 666 CAN'T BE FOUND



REST OF HAIR FALLS OUT

BACON ASSEMBLY FALLS BEHIND



GROSS LOSS OF APPETITE

HOLE REPORTED IN WINE SECURITY CAGE - SEND FOR BARBARA CASTLE.



RACKING COLLAPSE - TWO SHOP-STEWARDS CALL



YOU SLIP A DISC

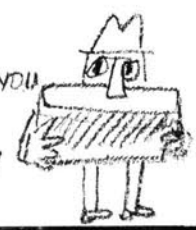


TEMP. GANGLIE ON FROZEN FOOD CHAMBER READS +7°F.

NERVE BEGINS TO FAIL

NO MEAT BINS IN STOCK

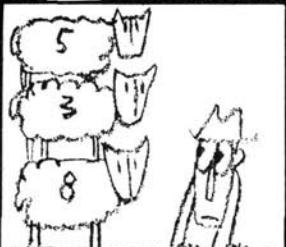
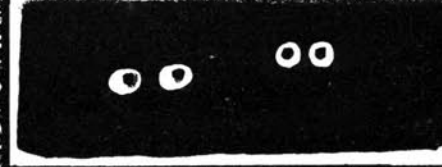
MAYBE YOU COULD RUN A RAILWAY



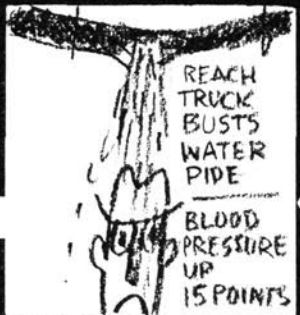
48 CASES OF CHRISTMAS SPECIAL LINE 1966 FOUND
PREPARE TO EMIGRATE



MAIN FUSES BLOW IN CANTEEN. DINNER DUE IN 29 MINUTES
GROPE TOWARDS MAIN EXIT



STOCK FOREMAN REPORTS NZ LAMB ARRIVING OUT OF CODE - THIS ON TOP OF THIS SEASON'S ALL BLACKS



REACH TRUCK BUSTS WATER PIPE

BLOOD PRESSURE UP 15 POINTS



FIRE ALARM

HELP!

START
AS NIGHT MANAGER OF BASINGFORD DEPPO TO ASSEMBLE LOAD AND DESPATCH 116 CARS TO ARRIVE BY 7-30 AM - SIMPLE!



3 LOADS OF EGGS ARRIVE 9 HOURS LATE
PINK SPOTS APPEAR BEFORE EYES



ARTIC. FULL OF KITCHEN GOODS BREAKS DOWN

YOUR HAIR STARTS TO FALL OUT



10 BOXES KITCHEN GOODS SHORT ON ORDER
BLOOD PRESSURE UP 10 POINTS



SHUNTER REPORTS ALL CARS DIFFICULT TO START

NOT YOUR NIGHT IS IT?

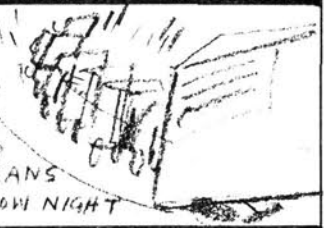


5 WAREHOUSES FAIL TO REPORT FOR WORK

DUODENAL ULCER STARTS WORK INSTEAD



ARTIC SKIDS AT GATEWAY ALL EXITS BLOCKED
HOME NOW TO CONSIDER PLANS FOR TOMORROW NIGHT



TRANSPORT MANAGER REPORTS CARS ON THEIR WAY



GLASS FALLS IN BACON ORDER
SHARP ATTACK OF TWINGES



DRIVER COMPLAINS CAR NOT EVENLY LOADED
BLOOD PRESSURE FAILS



SNOW! - TRY TO BE A HERO.