The cover features a repeating pattern of horizontal stripes in a dark red or maroon color, alternating with white stripes. The stripes are of uniform width and extend across the entire width of the page. In the center, the letters 'J' and 'S' are rendered in a large, teal-colored, serif font. A small four-pointed star is positioned between the two letters. Below this, the word 'JOURNAL' is written in a smaller, teal-colored, sans-serif font. On either side of the central text, there are two horizontal red bars, one above and one below, which appear to be part of a larger graphic element or a design choice to frame the central text.

**J·S**  
**JOURNAL**

**Vol. 1**

**July 1947**

**No. 3**

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The Sainsbury House Magazine

Vol. I

July 1947

No. 3

## *Here and there*

WE are pleased to introduce the third number of the *J.S. Journal*. We have not been able to cut down the interval as yet—for a number of reasons—not the least being the control of paper order which prohibits the use of more than a limited amount of paper during a certain time. The alternative of producing a smaller version twice as often, quite frankly, does not appeal to us, as we are very anxious to keep to the standard which we have set ourselves. Please bear with us, therefore, if the *Journal* does not put in an appearance as often as you would like—we have plans for a more frequent issue as soon as the paper control order relaxes.

\*

Mr. Gregory, our Head Meat Buyer, who is, at the time of writing, on his way back from the Argentine, has written several interesting letters to his colleagues—in most of which he at least manages to make their mouths water to no little extent. Judging by his accounts he has had an extremely interesting time and has been very well looked after—having seen more of the country in a month or so than the average

Argentinian sees in a lifetime—which of course is always the way. There is no doubt that if “Greg” manages to bring back all the nylons he was asked to, he will be an extremely popular figure in and around Stamford House—although, unfortunately, he’ll probably be a pauper for the rest of his life!

\*

There have been strong representations to the organisers of the Dulwich Flower and Vegetable show for a section for Couch Grass, Bindweed and Groundsel as we understand several prominent growers in South London have some extremely fine specimens to submit.

\*

The S.S.A. outing on the *Royal Eagle* to Margate was a huge success. Although the weather (and we understand the third and fourth party lunch) perhaps left something to be desired, nobody’s enjoyment seemed to have suffered as a result. Unfortunately, the lack of sun (and film) evidently affected the camera enthusiasts and we have not had many photographs here that will reproduce sufficiently well to include in this number. There are a few, however, on page 12.

# **THE GOODFELLOWSHIP TRUST**

**A MESSAGE FROM Mr. R.J.**

**THE** Goodfellowship Trust was instituted in 1922 by Mr. J. J. and Mr. John. The origin of the Trust was the desire on the part of the then partners to ensure the continuation, in a practical form, of the personal solicitude which they had always felt for the well-being of the staff. The Trust Deed provided that the income of the Fund then established should be applied to the provision of relief and assistance to members of the staff, and in certain cases their immediate dependants, in times of sickness or adversity, at the discretion of the Trustees.

The general object of the Goodfellowship Trust naturally remains as conceived by my Father and Grandfather. The present Trustees and the Directors of the Firm have, however, thought it right to give consideration to the functioning of the Trust in the light of prevailing circumstances, which are, of course, somewhat different from those of a quarter of a century ago.

The Firm has now taken over the

liability for all pensions formerly paid by the Trust. Such pensions were mainly to employees forced to give up work at a comparatively early age through ill-health, but who are now well over the present retirement age. There were also a small number of pensions to former Housekeepers who were not originally covered by the S.W.S. As is known, Housekeepers are to be provided for under the S.W.S. as from 1st July, 1947.

The Capital of the Trust, increased since the original deed, now stands at £60,000, and as at 31st March, 1947, the Surplus Account (i.e. accumulated income free for disbursement) amounted to £4,000. The Trustees consider that in order to carry out the original conception, and bearing in mind the Firm's published Conditions of Employment, the income of the Trust, approximately £2,250 per annum gross, should, in the first place, be used to make special grants in cases of sickness or adversity of an employee, or his or

her immediate dependants, where the need is great, but the Firm cannot reasonably be asked for assistance.

In view of the Firm's published Sick Payments Scheme and Staff Pension Scheme, the Trustees are of the opinion that any income remaining should be used in the following ways :—

1. Where an employee has exhausted his, or her, benefits under the Firm's published Sick Payments Scheme and where the Trustees are of the opinion that weekly assistance is required to enable the employee to meet his, or her, obligations.
2. Where an employee is forced to retire early, through sickness or adversity.

It will be appreciated that it is unlikely, in practice, that the income of the Trust will be sufficient to make all payments which may be thought desirable under the above two headings. The Directors will, on behalf of the Firm, give their most sympathetic consideration to all such cases brought to their notice by the Trustees with a recommendation that assistance be given, although the Trustees themselves may not have the means to do so at the time. (The Directors feel that this procedure will be more satisfactory than if, as hitherto, some cases are referred in the first place to the Goodfellowship Trust, and others direct to the Firm.)

The financial year of the Goodfellowship Trust runs from the 1st April to the 31st March. As soon as possible after the 31st March, 1948, the Income and Expenditure Account for the year ending that date will be published in the *J. S. Journal*.

The present Trustees of the Goodfellowship Trust are Mr. John (Chairman), Mr. F. W. Salisbury, Mr. N. C. Turner and myself.

The Trustees feel that in accordance with the spirit of the Trust, the capital of which is held solely for the benefit of the staff, representatives of the staff

should have a more direct say than hitherto in the distribution of the income. It has been decided, therefore, to set up forthwith a Benefits Committee, which shall be responsible to the Trustees for recommending all payments. The Benefits Committee will consist of :—

- (a) One of the Trustees who will act as Chairman.
- (b) The Personnel Manager (or in his absence his Deputy).
- (c) Representing the branch staff—the Manager for the time being of the 13/15 Stamford Street branch (or in his absence the Assistant Manager for the time being).
- (d) Representing the Depot staff—a Staff Council representative.

The various Staff Councils will take it in turn to send a representative, who will be the senior in length of service of the staff representatives on that particular council. Naturally, each Trustee will *ex officio* be a member of the Benefits Committee, although it is anticipated that not more than one will normally be present, and that one will be in a position to give approval to the recommendations on behalf of the Trustees or to exercise his discretion of referring any recommendation to the Trustees.

Mr. E. A. Farrell, my Personal Assistant, will act as Secretary of the Trust and also of the Benefits Committee, and all matters appertaining to the Goodfellowship Trust will be dealt with in my office.

I hope and trust that our present organisation is such that cases requiring consideration by the Trustees will automatically be brought to their notice. I would, however, like to stress the urgent desire of the Trustees that Officials, Managers and any other employees who are aware of cases which they feel should be considered by the Trustees, will not hesitate to submit them to the Trustees by communicating direct with Mr. Farrell.

# STAFF ASSOCIATION

## *Recent Outstanding Events*

IN May, 1946, a nominated committee was appointed to prepare the Rules of the proposed Sainsbury Staff Association, to open up the Griffin Athletic Club again, and commence any new activities which might be demanded by the Staff. The work of this Committee was completed early in April when the Firm gave approval to the constitution of the Association.

This approval was followed quickly by the election of Section Committees, followed by Group Committees, and culminated in the inaugural meeting of the Staff Association at Stamford House on Tuesday, April 29th.

Messrs. F. W. Salisbury and N. C. Turner were appointed the Firm's Representatives to the Association, either one to act as Chairman; Mr. W. C. Gurr was elected Vice-Chairman. An Executive Committee was elected and agreed to meet weekly in order that the affairs of the Association should receive constant attention. Further, in order to keep the Branch Representatives on the Management Committee fully informed, it was agreed that the Management Committee meet monthly during

the early life of the Association. Collectors were appointed, and subscriptions became payable on May 1st.

The first record of members is now to hand and the result merits congratulations to all concerned. We have got off to a very good start. Many shops, and even some complete sections, have returned 100 per cent. membership. In a few instances the result has been disappointing, but we are hopeful that all members of the staff will eventually join the Association.

We are anxious to meet the interests of all members as far as it is possible, and to that end we would welcome suggestions from all Sections. We realise that many members are not interested in playing games, and in an effort to interest them, we have arranged to hold a Fruit and Vegetable Show at Dulwich in the autumn. Good prizes will be given and entries will be accepted from all Association Members from any branch. We hope to make this show the commencement of a Horticulture Group which should be of great help to a large number of Members. In addition we are exploring the

possibilities of a Handicraft Group and Show. This should appeal not only to many men, but also the large number of ladies among our members, not forgetting the married ones who, no doubt, are excellent cooks and housewives, and who would be willing to submit samples of their cooking, bottling, rug-making, knitting, etc., for competition.

The Staff Association exists to assist all members to make wise use of their leisure hours, and we want as far as possible to meet the wishes of everybody.

The Griffin Athletic Club is gaining strength. Cricket at Dulwich is quite the best for years, whilst branch cricket is making a far wider appeal than last year. The Bowling Green, in excellent condition, is attracting many players, whilst throughout the Firm there is a big demand for Tennis.

At Dulwich the Kiddies' Corner has been improved by the addition of a sand-pit, complete with buckets and spades, whilst the provision of additional toys is under consideration.

With so many new staff on the Firm who have never seen Dulwich, we welcome the Section Parties who are arranging visits to the Ground.

The *Royal Eagle* Outing on Sunday, May 18th, gave a very enjoyable day to 1,200 members and friends. We look forward to another great rally of members at the Swimming Gala on October 16th, and the next Dance at the Lyceum on October 23rd.

It has been agreed to put up the Sainsbury Cup for Football again next season, provided not less than 12 teams enter the Competition. The Six-a-Side Competition will also be revived, but on a Section basis instead of the pre-war branch teams, owing to the smaller number of young men now employed in the branches.

The *Association News* has taken the place of the *Griffin News*, and is providing the Sections with up-to-date news of the Association.

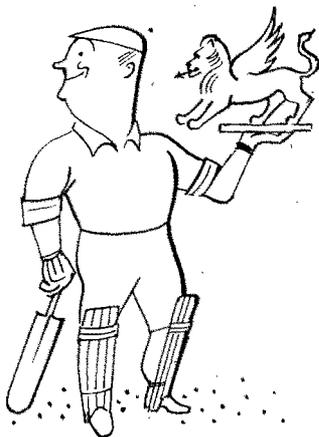
The organisation has been created and will be perfected as time goes on,

but the real success of the Association will come from the efforts of each individual member. The more effort each one puts into the Association the greater will be the benefits which we shall obtain.

The subscription of 6d. per week is extremely low when we consider the present high costs of all kinds of equipment which we need to buy. To give only two examples: Tennis Racquets now cost us £4 against 19/- in 1939, whilst the cost of Table Tennis outfits has risen from £7 to £20. Rent, Rates, Taxes, Electric light, Gas, Labour, all call for a greater expenditure than pre-war. After all, 6d. per week is only the price of 3 cigarettes—why not cut down your smoking to that extent, or, better still, give it up altogether? You will be pleasing both Mr. Dalton and our Treasurer, and become a welcomed member of an Association with great possibilities for promoting the happiness of the Sainsbury Staff.

One last thought: the Association offers to all, great opportunities for service to one's fellow members. Take your part in the organisation of your Section's Sports and Social Functions and, although the work may be hard, and the demands on your time, many, you will surely derive great satisfaction in seeing things successfully accomplished.

W. C. G.





SINCE our last report in the *Journal* we have had great encouragement by the increase in visitors to the H.O. range. We have seen many new faces, and made, and we hope converted, many new friends. Some branches have been a little slow in responding; however, we take hope from the several sections who have started in good style.

We would like to see a few more Ladies make the effort, because they can shoot just as well as the men, when they make up their minds. Let's try and make up a strong Ladies' Team.

We propose buying a quantity of new rifles in the very near future, and the majority will of course be available for sections, just as soon as we can get some local ranges going. So it's up to you, Sections.

"R" Section are hoping to commence functioning on Messrs. Hamilton's range at Harrow, as soon as arrangements can be made and "U" Section have been made very welcome in a local T.A. Drill Hall.

As you will have read recently, in the *Association News*, a start has been made with some inter-section friendly matches. We hope to extend these very soon.

R. A. G. L.

THE Discussion Group held its first official meeting on May 22nd at Stamford House, when a good attendance of members heard a debate on "The Age of Chivalry is Dead". The Group members were very pleased to find that Mr. Alan Sainsbury was present.

Mrs. Roberts took the Chair and opened the proceedings with a welcome and outlined the rules which the Discussion Group would employ in debates.

An interesting and amusing debate then began and opportunity was given for everyone who wished to voice their opinion. The outcome of the debate was, that it depended on what was meant by "chivalry" before it could be decided if the Age of Chivalry were Dead and in the end it was decided by a large majority that chivalry covered a wide range of virtues and that it definitely was very much alive.

A programme of meetings is being arranged for the winter and it is hoped that the spirit shown for the first event—which we feel was very largely due to the pioneer work put in beforehand by Mrs. Roberts and other "interested bodies"—will be continued.

Sections interested in forming a Discussion Group during the coming winter should get in touch with the Secretary of the Group at Blackfriars, when suggestions on subjects and speakers and any other help will be given.

G. W. S.





"I'm from Missouri—show me." We in Blackfriars will be delighted to show you.  
N. D.

### STOP PRESS.

As we go to Press the Musical Society have just produced their first Musical Concert. Approximately 200 people attended at the London School of Printing on Monday, June 23rd, where an Orchestral Concert was given by the members of the Staff Association Musical Group, assisted by one or two guest artists. It was a most successful evening from all points of view and will, we hope, be the harbinger of many more such evenings in the future.

AS most of you know, we of the Musical Society in Blackfriars have experienced our due share of the veritable pot-boiling of meetings recently called to regularise all activities under the rules of the S.S.A. and with the approaching end of a successful season our thoughts naturally turn to plans for the next.

We are confident that we can give four good concerts in the next season and we have made out our budget accordingly, but let me state quite clearly that success will largely depend upon the interest and support of members from the Depot and those branches in the Metropolitan area. In addition to these concerts there will be regular monthly recitals of recorded music at Blackfriars and visits to sections with record playing equipment so please let us know what you would like to hear and we will do our best to bring it to you. Remember that we as a society are doing all we can at this stage to cater for your needs in music, to capture your imagination and finally induce many of you to come along among us to share the joys of singing or playing instruments together.

Why not take the attitude of a certain gentleman from the Middle West who walked into a store that advertised a certain line of goods and with kindly scepticism remarked to the assistant—



## ***Dramatic Group***

THE Dramatic Group has now become a subscribing member of the British Drama League, and this, as will be seen, will be of considerable help and advantage to us. For instance, instead of buying sets of plays for readings, etc., which would prove to be very expensive, we can hire them from the B.D.L.'s extensive library at a very low cost. The League issue a yearly catalogue of the works in their library and we are thus kept up to date on the plays at our disposal. They will also put us in touch with the costumiers, perruquiers, etc., necessary for a production, and will help in many other small ways.

A play-reading was held in Room 60 at Stamford House on Tuesday, May 20th. The play chosen was a farcical comedy in three acts—"Indoor Fire-works" by Arthur Macrae, and although the number of persons present was comparatively small, all concerned thoroughly enjoyed themselves, indeed the readers were chuckling so much that at times a temporary halt had to be called. It was even more amusing

when those who were "doubling" found themselves with consecutive speeches and had to keep quickly changing the tone and accent of their voices.

A further reading of the play was fixed and, though only seven members made the effort in the heat, the first act was gone through again before we decided to call it a day.

B. J.

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## **The Cocoa Competition**

OWING to the almost unbelievable number of suggestions which came in as a result of the announcement in *Journal* No. 2 the judges have not as yet come to a decision regarding the winning entry, but the result will be published in our next issue.

In the meanwhile, the following letter from sources unknown (?) we think is deserving of publication.

*To the Editor,*

*J.S. JOURNAL.*

Dear Sir,

### **COCOA COMPETITION**

Having had wide experience, I feel first of all that there should be at least two varieties of cocoa owing to the many uses to which it is put, e.g. distemper, writing fluid, leg tan, etc. I therefore suggest for the cheaper brand :—

**KARNT-BEE COCOA**

and for the better brand :

**MUSST-BEE COCOA** ('cos Coffee's 3/-)

Please forward first and second prizes.

Yours truly,

**E. WHARTERNOUGH-BETTER.**

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## **Travel Group—***from page 9*

are in free supply. Travel facilities in Austria are being resumed to a limited extent.

J.S. Tours.—It has been proposed that certain specialised tours be arranged for small parties from the firm. These tours would include visits to parts of Europe connected with the provision trade (e.g. Denmark and Holland) and to the J.S. farm in Scotland.

The costs per person would be kept to a minimum and the firm propose to give some free places.

If sufficient interest is indicated then it would be possible to arrange a long weekend in Scotland within the period September to March and one or two trips to Denmark and Holland next season. Please inform Mr. Brightwell (Laboratory, WATERloo 5563, Extension 318) if you are interested. Any helpful suggestions would be welcomed.

Do not forget that we are glad to receive a note of any reliable holiday accommodation which may prove useful to others next season.

S. B.

---

## **So that's what it is!**

A branch informs us that one of their competitors has ample stocks of Veil and Ham Loaf.

City Hall  
Square,  
Copenhagen.



# Travel Group

THE booking of holidays in this country and on the Continent has been almost impossible for some weeks past unless one was prepared to go late in September. Nevertheless, there are still vacancies in the Continental tours arranged by a number of Youth organisations. The term "Youth" is used to describe the attitude and activity rather than age of the participants. Consequently accommodation is usually of the hostel camping or very simple hotel type and the activity varying from canoeing to rock climbing. There are some milder sightseeing tours included. Most Western European countries are visited and the prices including fares

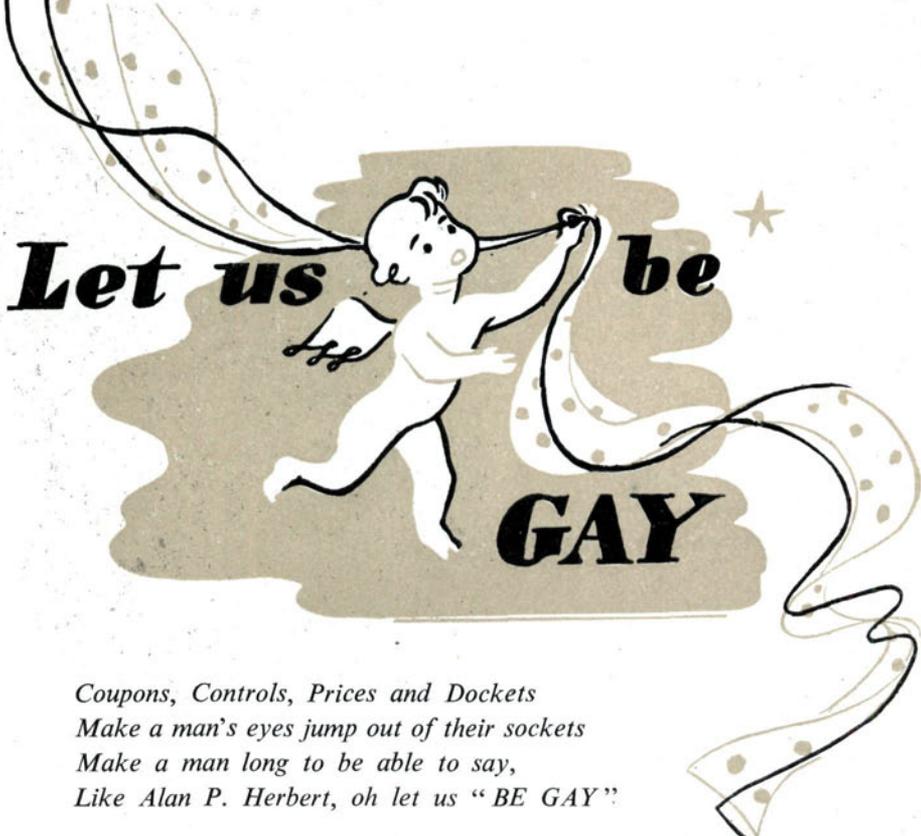
and accommodation vary from £15 to £30 for two weeks.

Too much emphasis is laid on the Agency organised Continental tours. There is no reason why individuals or small parties should not undertake Continental holidays without pre-arrangement. A few guiding rules are worth knowing. Travel should be booked about five weeks ahead and food rationing procedure studied for each country. With some foresight there need be little difficulty in respect of food. Although in Denmark for instance meat, cocoa and sugar are difficult to get, *ham, cheese and eggs*

*Continued on previous page*



*The Luren is an ancient instrument used by the Vikings when going into battle. It gives a deep, but rather harsh, singing tone. Since a farmer's find, in S. Jutland in the 1880's, of two pure gold Luren, it has been accepted as the hall-mark of the finest Danish agricultural produce.*

A whimsical illustration of a cherub with wings, holding a long, flowing ribbon decorated with small gold dots. The ribbon loops around the text. A single gold star is positioned to the right of the cherub. The background is a light brown, cloud-like shape.

**Let us be**

**GAY**

*Coupons, Controls, Prices and Dockets*

*Make a man's eyes jump out of their sockets*

*Make a man long to be able to say,*

*Like Alan P. Herbert, oh let us "BE GAY"*

And we can, with a little wit and ingenuity plus imagination, and plus again knowing what we want and taking a little trouble to get it, contrive to instil a fresh and refreshing draught of colour and personality into what have too often become rather dull surroundings in the past few years. And how?

Very well, let us start with the basic position.

You have done your spring cleaning, the windows which are the eyes of a house are bright and shining, furniture has been washed and polished, those who are lucky enough to have linoleum will have fed it till it looks alive, and the hundred and one things that are done under this heading have produced a sense of vitality and set the stage. Now what can we do to get an element of change which is stimulating, and the answer is—all sorts of things, and,

moreover, they need not be expensive. Some furnishing materials are coupon-free, printed hessians can be found, or a plain one could be bought and a pattern stencilled on it; there are felts, too, and cotton duck, furnishing tweeds, and occasionally printed linen, while, of course, if you are prepared to pay more, better things can be used. With these you can renew your curtains and covers or perhaps you already have good curtains with no pelmet—if so, make a pelmet which will give the window quite a different character—and, since you will not have any of the original material left, be in the latest fashion and make it of something entirely different in colour and texture. Then again, new lampshades, a fresh cushion cover, a carefully chosen and well-framed reproduction of either an old master or one of the modern school



market. Also if you have any iron bedsteads try painting them in a colour to suit the room. And why not carry the same idea into your garden and recover your hammock and deck chairs?

I am told the oak has come out before the ash this year, but even so there may be a few golden days in which such things can be enjoyed.

Really there are numberless effects that can be thought out, some quite small and trivial in themselves, but not trivial in their effect on our general well-being.

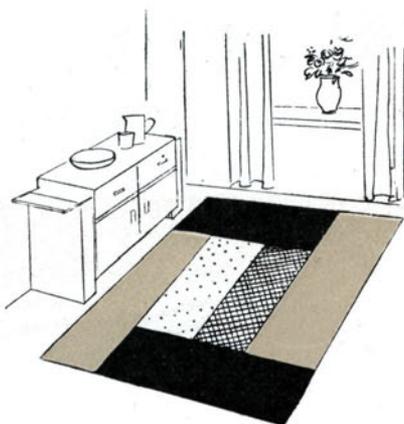
"And so" not, as Samuel Pepys said "to bed", but, as A. P. H. urges—

"LET US BE GAY."

of painters, if hung in just the right place in the room at just the right height, will produce a feeling of satisfaction it is hard to define.

Felts can be bought now for flooring and can be obtained in different colours. Coloured matting is clean and attractive for putting down on linoleum, in passages, or on kitchen floors, and all sorts of quite attractive rugs can be made, from strips of carpet bound at the ends, to making one yourself from rug-wool.

Another way of introducing colour is with a gay bedspread and table runners—and charming effects both with curtains and dressing-tables can be got by using some of the many different plastic materials now on the



### A Recipe for Salad Cream

- 1 rounded tablespoonful sugar,
- 2 oz. cooking fat or margarine (or 2 tablespoonfuls any salad oil),
- 1 level dessertspoonful mustard,
- 1 heaped tablespoonful plain flour (or 1 rounded tablespoonful cornflour)
- 1 level dessertspoonful salt,
- 1 fresh egg,
- 1 pint fresh milk (or 5 level tablespoonfuls dried milk and 1 pint water),
- $\frac{1}{2}$  pint vinegar.

Sieve and mix all dry ingredients together (including dried egg and dried milk if these are used). Mix to smooth cream with a little of the fresh milk or water, gradually add

rest of liquid. If shell egg is used, beat and add. After adding the liquid and being sure all is smooth, continue to stir. Add vinegar last, taking care to stir all the time.

#### COOKING

Put mixture in double saucepan or in large jug in saucepan of water. See that water is boiling. Add fat or oil at this stage. Cook, stirring all time till mixture thickens.

Pour in wide-necked bottles or old mayonnaise jars; cream thickens more after cooling. Will keep at least three months.

Should it separate and become thick at bottom and thin on top, this is due to slight over-cooking, but a good shake remedies it.

Reprinted by kind permission of the "Daily Telegraph."



*Four happy "Sailors" from the Romford Branch*



*Messrs R. J., Alan and Farrow can just be seen judging the "dress" competition*

*Lifeboat drill on leaving Margate pier*



# **Our Trip to MARGATE**



*A shot of the Housey-Housey School  
in action*





# Mr. Alan



THE years since 1939 have shown progress in certain fields, but very regrettable (although unavoidable) departures from the established principles upon which the business was successfully built up.

In a world of scarcity and rationing there is little room for the refinements of quality, and the Ministry of Food, to do its job at all, had to concentrate on obtaining and distributing a standardised article. All Butter—irrespective of origin, quality or whether it was fresh or salt—was “National” Butter. The manufacture of special quality Margarines—none of which was more renowned than J.S.’s Crelos—had to cease in the national interests, and similar examples could be endlessly enumerated, but it may be of interest to recall some of the principles of selection and quality control which enabled the Firm to build up such an enviable reputation before the war.



For example, although we had received Danish Butter from the same dairies in Denmark for 50 years or more, each arrival was examined and tasted prior to despatch to the branches. Incidentally, scarcity and rationing, necessitate the holding of stocks to make certain that every consumer’s entitlement is always assured and whereas before the war we reckoned to sell our Danish Butter within a week of manufacture, to-day’s story—as some of you who work at the branches will realise by looking at the date that is

# *discusses—*

## **some of the changes since 1939**

still placed in the cask on top of the butter—is rather different.

With certain commodities the principle of freshness did not apply, but another principle—that of maturity. For instance, Sardines were stored for many months to enable them to mature in olive oil, and as part of the process every case had to be turned regularly. To-day, of course, they are put on sale as soon as they are available, the oil is not always “olive” and sometimes the “Sardines” turn out to be Pilchards! The principle of maturity is nowhere more important, of course, than in Cheese, upon which an article in itself could be written, but those who visited Blackfriars prior to 1939 will remember the large area which we gave to Cheese maturing and, if their visit was in the autumn, the rows of Stiltons that were being nursed to the right degree of ripeness for Christmas.

We have probably seen greater changes in connection with Meat than with any other single commodity, for not only is the quality involved, but the distribution has been taken out of our hands right up to the shop door. Prior to the war, of course, we were able to select our source of supply according to the particular kind of meat required and to the season of the year, and by inspection at Union Street to exercise a close control upon the quality. Our close connection with the producer enabled us to take an interest in the breeding and feeding and to give advice

on these points. The lambs from New Zealand and the beef from Argentina were specially graded before shipment. To-day, of course, for reasons known to us all, the imported lambs and sheep are telescoped and much of the imported beef is boneless and, incidentally, frozen. These innovations have brought about a marked change in the technique of cutting and selling at the branches, upon the staffs of which for the time being a much greater responsibility devolves.

As the world food supply improves and the need for rationing disappears, so quality and the ability to meet individual variations in taste will return. In the meantime, some of us are keeping our palates in training!

It would, however, be quite erroneous and the last impression we would desire to create that, because we are not masters in our own household to the same extent as before the war, it is a matter of indifference to the consumer from whom she buys her rations. We still have a background of knowledge and experience that enables us to handle our produce and ensure that it reaches the housewife in the best possible condition.

Although the quality of the particular food—and quality includes flavour and texture—is what finally counts with the discerning housewife, it should be the aim of the progressive retailer to present his wares in the most attractive dress and, if he sells food, in the most hygienic

manner. J.S. over a number of years have been systematically endeavouring to fulfil these two aims and to-day the *Selsa* family of pre-packed groceries presents a very different appearance from what it did some years ago. This claim is well borne out by the accompanying photographs; further, the success we have achieved in this field was most happily recognised at the "Britain Can Make It" Exhibition when, in the Printing and Packaging Section, our Coffee Berries and

Semolina packs were chosen as outstanding examples.

There has been another small, but significant, improvement in the case of price and descriptive tickets. Gone—we hope for ever—are the grease-marked and dog-eared cardboard tickets (and the handwritten ones!). To-day, made of plastic material, they are greaseproof and washable, and of far more pleasing appearance.

Change, when it connotes improvement, is essential in a progressive business.

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### *A Christian Commando Meeting*

At the invitation of employees of the firm, a Christian Commando meeting, taking the form of a "Brains Trust" was held in Wakefield House on Wednesday, April 23rd. Mr. G. W. Smith was Question Master and the team was made up of Christian Commandos from Leeds, Cardiff, Berwick-on-Tweed, and the local vicar, the Rev. Allan Weaver. The team represented Anglican, Methodist, and Baptist Churches.

Among the Questions put and answered were:—

"What is a Christian?"

"Why the Christian Religion, why not adopt some other?"

"Is it possible to be a genuine Christian in business life to-day?"

"Is it an advantage or otherwise to the Church of England to be State controlled?"

The final question raised the point of Sunday Observance and asked why it was that the Churches opposed the opening of cinemas in some districts while in others the churches themselves organised dances, etc., on Sundays.

It was observed by a member of the audience that though the members of the team were practically strangers, coming as they did from different towns of the country, and from different groupings of the Church, such as Anglican, Methodist, Baptist, etc., yet

a remarkable spirit of unity was displayed in the answers to the questions. This point was taken up by the leader of the team in his summing up. He said "Fundamentally we are agreed on things which matter most. So agreed are we, and so much in earnest are we about it that we have come to London on this campaign for this one specific purpose, of presenting the good news of our religion to everyone wherever they are and whatever they are. We are united on this fundamental basis that Jesus can give the power, the pardon, and the peace, that everyone needs. . . ."

A. W.

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A Communion Service for members of J.S. Staff is being held regularly at 7.45 a.m. on the second Thursday of each month, in the Vestry of the unhappily bombed Christ Church in Blackfriars Road. It is realised, of course, that the time and place unfortunately precludes the possibility of any other than Blackfriars staff attending, but any Communicants who can get along are welcome. The service lasts for about half an hour and plenty of time is left for breakfast in the canteen. If anybody would like any further information, the Editor, on extension 47, would be very pleased to receive any enquiries.

**Dr. Pace**

**A**

**B**

**ON**

**C**

**D**

**VITAMINS**

THE previous article dealt with one of the functions of the food we eat—that of providing us with energy and warmth. But it was pointed out that the calorie value of a diet is not necessarily a reliable guide as to whether that diet is satisfactory. For example, we could give a child a diet of sugar and fat which would provide enough calories but the child would fail to grow, and would become seriously ill. As well as providing the calories our food should supply us with material which is suitable for the growth and renewal of bodily tissues, and which helps to protect us against certain diseases and increases our resistance to others. We assess the suitability of a food in this sense—its nutritional value—from analysis of its constituents and from experiments in which it is fed to animals or to human beings. The usual criteria of food value such as palatability, appearance, or price are no guide to its nutritional quality. For example, a food preparation may have the most attractive colour and seductive flavour and yet, nutritionally, be very poor value compared with a bag of chipped potatoes.

It is interesting to note that the first studies of the chemical composition of foodstuffs were concerned with the feeding of livestock. Here there was a direct economic incentive to study different methods of feeding and to arrive at the best types of food. In fact until comparatively recent times much

more attention was paid to the problems of the nutrition of animals than to those of human nutrition. From these early studies food constituents were broadly classified into groups based on chemical properties :—proteins, carbohydrates, fats, and mineral salts. Later work led to the discovery of the factors in food which we call vitamins, and I propose to discuss some of these in the present article.

Our present knowledge of vitamins is due to the work of scientists all over the world during the past 30 years. It has been built up from two main lines of investigation. One has been based on observations that certain diseases can be eliminated by changes of diet.

The other has grown from the fundamental discovery, in Laboratory experiments, that animals fed on highly purified food failed to grow properly, but they could be made to grow normally again if they were given, with the purified diet, quite small amounts of certain natural food such as milk.

We shall come across illustrations of both these approaches as we consider the individual Vitamins.

In the long sea voyages of the fifteenth and sixteenth centuries, scurvy took a heavy toll of the crews and explorers. In 1535 Cartier, during his exploration to North America, lost 25 of his 103 companions from death due to scurvy and, all told, 100 of his men were ill with the disease. It gradually became

known that scurvy could be prevented by eating fresh fruits and vegetables and it is said that Capt. Cook managed to keep his crew free from the disease by always replenishing the ship's larder with fresh fruits whenever he made a landing. In 1804 the British Navy made the regular issue of lemon juice a compulsory ration. From that time forward scurvy in the Navy became a rare disease although hitherto it had incapacitated hundreds of men each year. Although it has been known for several centuries that scurvy is a disease which is due to a deficiency in the diet, and that sufficient fruits and vegetables taken in the diet prevent the disease, it was only in the 30's of this century that the substance responsible was isolated and defined. Most of us are now familiar with it under the name of "Vitamin C".

Most fruits and vegetables contain some of this vitamin and on an ordinary mixed diet we are not, therefore, likely to suffer from a serious deficiency. But in the late winter and early spring, when vegetables and fruit are scarce and when we are eating old potatoes which contain less than the freshly lifted potatoes of the summer and autumn, our level of Vitamin "C" intake may fall rather low.

Vitamin "C" is easily destroyed by cooking, by exposure to the air and by dissolving in the water in which fruits and vegetables are cooked. We should, therefore, aim at keeping the boiling of our cabbages and potatoes down to a minimum and, if possible, using the water in which they have been cooked as a base for soup. Green salads are a good source of Vitamin "C".

Another disease which has been known for centuries is that of rickets in children. This disease is due to the fact that growing bones do not calcify properly. As a consequence children with rickets may have bow legs, prominent breast bones and enlarged wrists. It is only since the 1914-18 war that it has been clearly established that a deficiency of

the vitamin, which we now know as "Vitamin D", in children's diet will lead to rickets. Previously there were a variety of opinions as to the cause of the disease. It was ascribed, variously, to bad housing and overcrowding, as well as to a faulty diet. Among those who considered the diet responsible there was a divergence of opinion as to what precisely was wrong in the diet. Some authorities considered that rickets was produced by a diet which contained too high a proportion of cereals, others that the disease was due to a shortage of calcium. As we shall see, there was some substance in all these beliefs.

In 1918 Sir Edward Mellanby showed that both butter and cod liver oil contained a factor which protected puppies from rickets and cured the disease if these foods were given in time. It had also been known that sunlight seemed to play an important part in preventing rickets and it was eventually demonstrated that children who had developed rickets could be cured by cod liver oil or by exposure to sunlight or ultra violet light, if the disease had not progressed too far. It was ultimately found that "Vitamin D" is produced by the action of sunlight on the skin and this explained why children who live in sunny climates tended to develop rickets less frequently than those who lived, for example, in North Western Europe. The old belief that bad housing played a part had, thus, probably a rational basis in that children housed under such conditions, say in Britain, probably got very little irradiation of their bodies by sunlight.

Fish liver oils, notably those from cod and halibut, are very rich sources of Vitamin "D" and there are also significant amounts of the vitamin in egg yolk, butter, fat and milk. As most parents know, a cod liver oil preparation is now issued for children by the Ministry of Food and during the war it was made compulsory to fortify margarine with Vitamin "D". With these adjuncts and a reasonably varied

diet, rickets should now become a rare disease in this country.

Fish liver oils are also the richest known source of another vitamin, "Vitamin A". The existence of this vitamin was discovered through Laboratory experiments on animals. It was found (by American investigators) just before the 1914-18 War that young experimental animals fed on diets which were similar in all respect except that in one diet the fat was lard, while in the other it was butter, showed marked differences in their well-being. Those

on the diet containing lard as the fat grew poorly and sickened while those on the diet containing butter fat were healthy and grew well. The butter fat clearly contained a factor which was absent in the lard and this is the factor which we now know as "Vitamin A". Apart from fish liver oils good sources of this vitamin are butter, eggs, cream and liver. Green vegetables and carrots contain material which can be transformed in the liver of animals into Vitamin "A".

J. P.



" . . . and if you're passing Sainsbury's—2 tins of Group I salmon, 1 lb. of sultanas, 1 tin of sausages, and some chocolate biscuits. . . ."

# About Books

*It is intended to use this column to bring to the notice of our readers popularly-priced books which we consider would have a general appeal but which, at the same time, have some literary value. If you have any problems about books or authors, write to us and we will do our best to answer them. Address your enquiries:—"About*

*Books," J.S. Journal, Stamford House, S.E.1.*

IN this first article we propose to deal entirely with short stories which at some time or other all of us are glad to read. For the crime fans we suggest *Here Comes the Copper* by Henry Wade (Penguin No. 583, 1/-) in which an old friend, Police Constable Bragg, finds a new and very adventurous beat.

We are pleased to see a revival of interest in the work of the late Arnold Bennett: as a renewal of happy memories to those who know his work and as an introduction to those who do not, we recommend *The Grim Smile of the Five Towns* (Penguin No. 519, 1/-). As the title suggests, the stories deal with Arnold Bennett's native North Staffordshire but the smile is not really grim. For those who find the very modern short stories rather curt and colourless, we recommend *Adam and Eve and Pinch Me* by A. E. Coppard (Penguin No. 595, 1/-), a collection of sparkling tales reminding us of the less austere days before the war.

There has appeared a new series of short stories which we can recommend with confidence. They may seem a poorer bargain than some of the cheaper paper-backs but in content they compare very favourably with much more expensive editions. We were very impressed by *Selected Stories* by Elizabeth Bowen (Hour Glass Library, 2/6). Several of the stories are grim and one we found quite horrifying ("The Cat Jumps"). They are, of course, extremely well written and form a useful

introduction to the work of Miss Bowen as a novelist.

Nowadays everybody seems to be writing stories about Ireland but Frank O'Connor has gained a place of his own in this sphere. In his latest collection of short stories, *Selected Stories* (Hour Glass Library, 2/6) we meet several old favourites including that masterpiece of humour, "The Majesty of the Law" and one of the most moving of stories of the Irish "troubles"—"Jumbo's Wife". In the same series, all with the title *Selected Stories* and published by Maurice Fridberg at 2/6, are collections by the following authors:—

John Brophy, Nora Hoult, Malachi Whitaker, Ethel Mannin, Fred Urquhart, Rhys Davies.

All these authors have larger works to their credit and it is probable that those who are meeting them for the first time in these stories will want to know more of them. We shall be pleased to suggest titles to interested readers.

Finally, on the subject of short stories we would refer you to the *Argosy* magazine which appears monthly, price 1/3. Some of the stories are reprints but every month there is at least one striking new story. A high literary standard is consistently maintained by this magazine.

H. W. C.

# *Personnel Problems*

**Your Queries  
Answered by  
"TRIBUNUS"**

## ***Practical Tests - Branch Staff***

Since April 1st, 1947, it has become possible to introduce practical tests of proficiency for male staff at the branches in accordance with the conditions printed in the Wages Booklet. In the future, Supplementary Payments will be subject to branch report and to practical test at Blackfriars. It is appreciated, of course, that some aspects in proficiency cannot be tested (for example, courtesy and introductory selling) and it is on these aspects that the branch report will remain particularly valuable. I had the privilege of looking in the training rooms at Blackfriars whilst some of the first batch of men were being tested and I was very impressed not only by the keenness of the men but also by the business-like way in which the tests were being carried out.

## ***Danger !***

This paragraph is addressed especially to Blackfriars staff. Now that traffic is back to normal particular care is necessary in crossing Stamford Street. I have noticed that some of the staff in their anxiety to reach the canteen promptly are rather reckless in crossing the street at the busy dinner hour. There

is an official crossing opposite 13/15 branch and whilst I have noticed an unwillingness in vehicle drivers to observe the crossing, it is surely worthwhile for pedestrians to use it and to do so with some caution.

## ***Education***

I have received from staff a number of enquiries regarding technical education and from them it seems probable that it is not generally known that advice is available from the Training Section of the Staff Department in all matters connected with education and training. In particular, the Training Section is in close contact with local education authorities on the provision of Further Education and employees who are considering taking up evening or other part-time studies are well advised to consult the Staff Department. It is hoped that before very long all employees under 17 years of age will be released during hours of employment for some form of education. It is realised, however, that many older employees wish to take classes in vocational or "hobby" subjects and it is primarily for them that the advice offered above is intended.

## ***New Schedule of Hours—Branch Staff***

A new schedule of hours became effective for all branch staff below the grade of Manager, First Butcher and Assistant Manager as from April 31st, 1947.

Under these new conditions all employees under the age of 18 will work a 44-hour week with fixed beginning and finishing times each day. For the majority of those under 18, hours actually worked per week will be considerably less by virtue of attendance at a Day Continuation school or County College.

For staff over 18, provision has been made for the varying volume of work in different departments and on different days. The 48-hour week is now made up of 45½ hours, in accordance with the printed starting and finishing times, and 2½ hours spent whenever necessary during the week on preparation and clearing up. Any preparation and clearing up over and above the 2½ hours (and therefore over and above 48 hours' total work) will be paid for as overtime. Although this 2½ hours for preparation and clearing up may vary as between members of the staff, it is the Firm's intention that each employee should have a general idea of when this work will have to be done, so that plans for personal activities can be made.

In certain cases it is possible to fix a schedule covering the full 48-hours' work and here the conditions covering the 2½ hours for preparation and clearing up will not apply: examples of this are Butchers, Warehousemen, Despatchers and Roundsmen.

### ***New Wage Rates— Branch Staff***

As from June 9th, 1947, new Wage Scales apply to Branch Staff. Women shop staff will now reach £3 15s. p.w. at 21 which, with proficiency payments, may be brought up to £4 5s. p.w., with certain conditions on length of service. There are similar increases in the basic rate for Clerks.

There has been no increase in the total possible earnings for Male Staff but the basic maximum of £5 will now be reached at 21 and "supplementary" payments may be earned at 22 and 23. A new position for Butchers—Leading Butcher—is created, at £6 p.w.

For complete details, Branch Staff should see the new Notices which have recently been posted in all branches.

### ***Poultry Training Courses***

In preparation for the expected expansion in the poultry trade, Poultry Training Courses for branch staff have been resumed at Blackfriars. In the first place, attendance has been limited to those with previous poultry experience, but it is intended to extend the scope of the Courses very shortly.

### ***Mass Miniature X-ray***

The mass miniature X-ray unit paid us their long-promised visit on May 27th and stayed for a week, during which time—and free of all cost—over 1,100 of the Blackfriars staff were X-rayed. Of all the Depots, the Office probably had the higher percentage of attendances. Very nearly 100 per cent.—including the Directors' and Officials—were photographed. To the staff of the unit and the L.C.C. who provided it we should like to say "thank you" on behalf of all those of the firm who took advantage of the visit.

### ***Retirements***

SINCE our last issue the following have been added to the list of those who have commenced their retirement and we should like to take this opportunity of conveying to them our best wishes for their continued Good Health and Prosperity.

J. ASTELL (1914 to date)—Butcher in the Factory.

# Quizzle Corner

**W. AUSTIN** (1903 to date)—With the exception of a brief period on the Branch Staff, has spent all of his 44 years' service as a Butcher in the Factory.

**J. BISHOP** (1920 to date)—Ganger in the Bacon Department at Union Street. Also served in the Bramshott Depot during the war.

**J. J. BOYCE** (1910 to date)—Originally employed as a horse driver. Transferred to Motor Transport on the passing of the horses and finally, following a serious illness, was employed as a Petrol Pump hand at the Garage.

**E. J. BURGESS** (1908 to date)—Roundsman at 29, Eastbourne.

**A. LAGDEN** (1912-1915, 1923 to date)—Roundsman at Woodford Green.

**B. H. PAGE** (1919 to date)—Bacon Topman at Union Street.

**W. RALPH** (1909-1917, 1919 to date)—Butcher's Cutter at Folkestone.

**J. A. SMITH** (1919 to date)—Butcher at several branches, managed separate butchers' shops at 124 Ilford, 56 Lewisham. Worked at Blackfriars since 1943.

**F. TOGHILL-OBOURNE** (1911 to date)—Butcher's Cutter at Forest Hill.

**E. W. TOYNTON** the district supervisor, commenced his retirement after 48 years' service to the firm. Before being appointed District Supervisor in 1932 he managed 52 Holloway, 16/20 Holloway, 609 Lea Bridge Road and 13/15 Blackfriars.

**L. A. WOOLGAR** (1924 to date)—Warehouseman at 66 Brighton.

**C. A. WRIGHT** (1913 to date)—Commenced employment in the Stores Dept: Was for a considerable period, a Foreman on the Loading Bank, and later was employed as a Despatch Clerk and finally occupied a position—necessitated by health reasons—as a Timekeeper.

1. Now that the cricket season is with us again, this puzzling affair of bowling averages may be of interest.

In a certain cricket club, the President offered a prize to the bowler who showed the best average (i.e. the lowest average runs per wicket) at the end of the season. Before the last match both Smith and Brown, the two star bowlers, had taken 28 wickets for 60 runs.

In the final game Smith took 8 for 48 (6 runs per wicket) while Brown could only manage 2 for 30. Naturally Smith thought the prize was his.

Without getting out your pencil and paper, what do you think? When you have made up your mind, work out the end-of-season figures and see what really happened.

2. A rope passed over a pulley had a monkey at one end and a weight at the other, and the whole remained in equilibrium with the same amount of rope on each side of the pulley. The rope weighed 4 oz. for each foot, and the age of the monkey and the monkey's mother together was four years, and the weight of the monkey was as many pounds as the monkey's mother was years old.

The monkey's mother was twice as old as the monkey was when the monkey's mother was half as old as the monkey will be when the monkey is three times as old as the monkey's mother was when the monkey's mother was three times as old as the monkey.

The weight of the weight and the weight of the rope was half as much again as the difference between the weight of the weight and the weight of the monkey and the weight of the monkey.

What was the length of the rope?

## QUIZZLE CORNER—CONTINUED

3. A farmer had some goose's eggs for sale. To a would-be customer who asked the price he said "That depends on the number you want : two eggs will cost  $5/4$ , three eggs  $5/9$ , four eggs  $6/4$ , and so on."

The customer thought for a moment, and then replied : "And I suppose six eggs will cost 8/- and ten eggs would cost  $13/4$  ; in that case I will take eight eggs."

Why was this a good idea, and how much did the eggs cost ?

4. Three gentlemen, a financier, a detective, and a blackmailer, live at Elmers End, Ponders End, and Worlds End. Their names are Elmer, Ponder and World. No one lives at his own end. Each, himself a prospective victim, has decided to murder one of the

others. On September 13th, at 8 p.m. they all set out on their tasks. It takes 5 hours to get from Elmers End to Ponders End, 4 hours from Ponders End to Worlds End, and 3 hours from Worlds End to Elmers End. Each performs two journeys that night.

The blackmailer finds his victim out, and goes to his own end. The detective calls on his victim, poisons his whisky in his absence, and goes to Elmers End. The financier arrives at the house of the namesake of the end at which he lives, plants a bomb timed to explode  $4\frac{1}{2}$  hours later, and goes thence to Ponders End. All three villains die a sudden death as follows :—

Ponder dies at 3.30 a.m. on Sept. 14th

Elmer dies at 5.30 a.m. on Sept. 14th

World dies at 8 a.m. on Dec. 28th

Where did Ponder meet his end, and what were the circumstances ?

### Solution to Prize Crossword No. 2

1	B	R	A	C	E	10	R	A	D	I	A	L		
2	E	A	R	11	A	F	F	A	I	R	12	I		
3	A	P	P	O	S	E	13	F	L	O	W	E	R	
4	C	14	E	X	E	M	P	T	15	V	I	S	A	
5	O	R	G	Y	16	U	17	L	E	S	S	18		
6	N	I	G	G	E	R	19	I	R	E	E	L		
7	M	I	E	N	20	A	R	T	21	N	22			
8	E	L	O	N	G	A	T	E	23	A	N	T		
9	E	24	R	25	E	F	T	26	O	I	L			
10	A	S	T	R	A	L	27	U	R	N	28	A		
11	U	S	E	29	V	I	O	L	A	30	E	L	L	
12	N	31	E	V	E	N	T	32	I	N	N	A		
13	T	33	E	N	34	R	35	C	A	N	36	D	I	P

The solution to our Prize Crossword No. 2 is as above. The first all-correct entry to be opened was that submitted by L. E. Hope, of the Engineers' Dept., to whom the prize of one guinea has been sent.

### Answers to Quizzle Corner

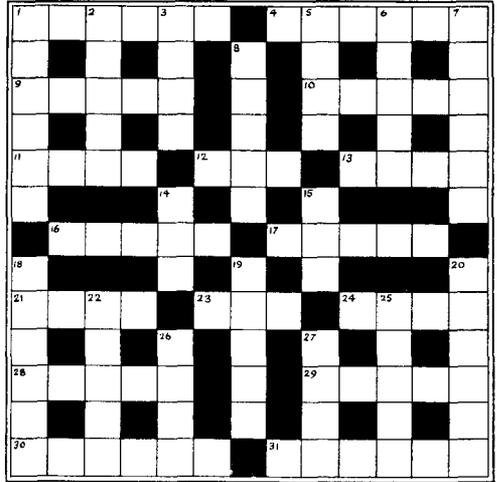
4. The Editor regrets that at the time of going to Press he is unable to supply the answer to this puzzle and he offers a prize of half-a-guinea to the sender of the first solution which proves—on working it out—to be correct.

3. Consideration of the prices will show that the 3rd egg cost 5d., the 4th 7d., and so on, each extra egg costing 2d. Eight is the most advantageous number to buy, as it will show the lowest average price of  $1/3\frac{1}{4}$  each, giving a total cost of  $10/4$ . For numbers less or more than eight the average price is higher.

2. 5 feet.

# PRIZE CROSSWORD No. 3

A prize of ONE GUINEA will be awarded to the sender of the first correct solution opened after 21st Aug., 1947. To avoid spoiling the book this is printed on a separate sheet of paper. Just detach it and send it in to the Editor, *J.S. Journal*, Blackfriars, marking the envelope "CROSSWORD". Don't forget to put your name and branch or department on the back of the entry!



## Across

1. You've either got it or you haven't.
4. With these clues I hope to . . . you.
9. Member of Cathedral Chapter.
10. Form of expression.
11. Sacred object of the Eastern Church.
12. Half of 14 down and can be associated with 8 down.
13. 9 across is quite liable to attend one.
16. If his name is White, this is what he might be called.
17. 12 across is one and so is 14 down.
21. In history it has been associated with a Duke.
23. Pick it up for luck.
24. To me, but maybe not to you, this crossword puzzle is one.
28. Has anyone really seen one?
29. The butcher has not much of it to 25 down.
30. Like a Black-Marketeer without a car, for instance.
31. Correct this quotation, "parting is such sweet sadness."

## Down

1. Say quickly out loud, twenty times, the words "TIC TAC" and you may get it.
2. Soldiers overseas are apt to pick it up fairly quickly.
3. In common with pins, law, cats and wonder.
5. Quantity chosen as a standard for purposes of comparison or measurement.
6. 16 across will tell you.
7. Always endeavour to keep it.
8. Sometimes offered for your thoughts.
14. A couple for instance.
15. 12 across minus one.
18. This can also be a 17 across.
19. Same as the one above.
20. Counterpart.
22. It can be identified by one of the five senses.
25. A special one every month.
26. Let it stand.
27. It takes four to play it.





Four happy "Sailors" from the Romford Branch

# Our Trip to MARGATE



A shot of the Housey-Housey School in action



Messrs R. J., Alan and Farrow can just be seen judging the "dress" competition

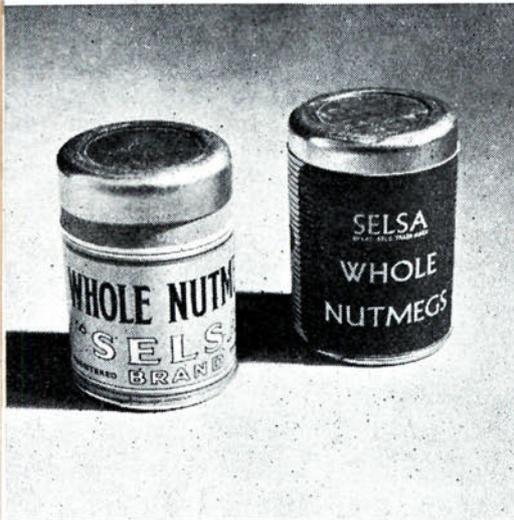
Lifeboat drill on leaving Margate pier



# Mr. Alan

# discusses—

## some of the changes since 1939



THE years since 1939 have shown progress in certain fields, but very regrettable (although unavoidable) departures from the established principles upon which the business was successfully built up.

In a world of scarcity and rationing there is little room for the refinements of quality, and the Ministry of Food, to do its job at all, had to concentrate on obtaining and distributing a standardised article. All Butter—irrespective of origin, quality or whether it was fresh or salt—was “National” Butter. The manufacture of special quality Margarine—none of which was more renowned than J.S.’s Crelos—had to cease in the national interests, and similar examples could be endlessly enumerated, but it may be of interest to recall some of the principles of selection and quality control which enabled the Firm to build up such an enviable reputation before the war.

For example, although we had received Danish Butter from the same dairies in Denmark for 50 years or more, each arrival was examined and tasted prior to despatch to the branches. Incidentally, scarcity and rationing, necessitate the holding of stocks to make certain that every consumer’s entitlement is always assured and whereas before the war we reckoned to sell our Danish Butter within a week of manufacture, to-day’s story—as some of you who work at the branches will realise by looking at the date that is

still placed in the cask on top of the butter—is rather different.

With certain commodities the principle of freshness did not apply, but another principle—that of maturity. For instance, Sardines were stored for many months to enable them to mature in olive oil, and as part of the process every case had to be turned regularly. To-day, of course, they are put on sale as soon as they are available, the oil is not always “olive” and sometimes the “Sardines” turn out to be Pilchards! The principle of maturity is nowhere more important, of course, than in Cheese, upon which an article in itself could be written, but those who visited Blackfriars prior to 1939 will remember the large area which we gave to Cheese maturing and, if their visit was in the autumn, the rows of Stiltons that were being nursed to the right degree of ripeness for Christmas.

We have probably seen greater changes in connection with Meat than with any other single commodity, for not only is the quality involved, but the distribution has been taken out of our hands right up to the shop door. Prior to the war, of course, we were able to select our source of supply according to the particular kind of meat required and to the season of the year, and by inspection at Union Street to exercise a close control upon the quality. Our close connection with the producer enabled us to take an interest in the breeding and feeding and to give advice

on these points. The lambs from New Zealand and the beef from Argentina were specially graded before shipment. To-day, of course, for reasons known to us all, the imported lambs and sheep are telescoped and much of the imported beef is boneless and, incidentally, frozen. These innovations have brought about a marked change in the technique of cutting and selling at the branches, upon the staffs of which for the time being a much greater responsibility devolves.

As the world food supply improves and the need for rationing disappears, so quality and the ability to meet individual variations in taste will return. In the meantime, some of us are keeping our palates in training!

It would, however, be quite erroneous and the last impression we would desire to create that, because we are not masters in our own household to the same extent as before the war, it is a matter of indifference to the consumer from whom she buys her rations. We still have a background of knowledge and experience that enables us to handle our produce and ensure that it reaches the housewife in the best possible condition.

Although the quality of the particular food—and quality includes flavour and texture—is what finally counts with the discerning housewife, it should be the aim of the progressive retailer to present his wares in the most attractive dress and, if he sells food, in the most hygienic