



**NYLON HEAD-SCARF COMPETITION PAGE 3**

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*J.S*  
*Journal*

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**Vol. 5**

**May, 1952**

**No. 1**

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*The  
Sainsbury  
House  
Magazine*

Vol. 5

May, 1952

No. 1

## **Talking Shop . . .**

THE foremost topic in everybody's mind these days is how best to make the weekly budget meet the rising cost of living. Higher prices of raw materials brought about by world shortages are only too quickly reflected in the prices we have to pay for everyday commodities and all of us are being faced with the problem of what to cut to meet the increasing weekly cost to live.

The same factors that affect our personal circumstances — and many others as well—affect no less the cost of running a business, and those responsible for steering J.S. at the present time are faced with a similar set of problems—on what is it possible to economise in order to meet the rising cost of existence ?

To name just a few examples of the way costs have rocketed—the budget increase in the cost of petrol will add another £7,500 to the yearly bill ; the increase in the cost of wrapping materials in 1951 cost £90,000. To turn to electricity for a moment—branches alone consume no less than 5,000,000 units of electricity in a year ; the bill has increased by two-thirds since 1945. To such items can be added the considerable and increasing cost of Works Maintenance—keeping buildings in a fit state of repair and decoration. Even singly, these and other items

are considerable ; collectively, they amount to a formidable total.

True, the Ministry has to a limited extent increased retailers' margins on certain price controlled commodities for which, of course, we are duly thankful. On the other hand, we are having to face shortages of certain off-rationed foods, cheese and canned meats, for which we have built up a substantial trade. Every possible corner must, therefore, be explored to ensure that no saving, however small, which would help meet rising costs, is overlooked.

You may well say—what can I do about it ? It will not take you long to appreciate that there is the means at hand for each and everyone of us to help considerably. If, by care and thought we could each save, say, 1/- a week in the use of stores and 'services'—and when one reflects for a moment on the present-day prices of wrapping paper, bags, string, soap and hot water—a 1/- is quite a modest figure—the yearly saving to the firm would amount to £20,000 !

Obviously, we have standards which must be maintained but we are all under an obligation to give these matters our serious thought. If you have any suggestions to offer we shall be very pleased not only to hear of them, but also to publish them in our pages.

# Hygiene and the Hair

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REGULAR washing of hands and face is a feature of adult Western civilization and as a refresher is sometimes second only to a cup of tea to which it is frequently a prelude. Among Eastern peoples ceremonial washing of hands is known before eating and it is said that some Chinese prefer to wash the feet as well on coming indoors from dirty, dusty streets.

Not only does washing improve the appearance and act as a freshening influence but the action of washing removes both harmful and harmless germs from skin surfaces and is thereby hygienic. As most people are aware, all kinds of germs abound everywhere and settle on skin surfaces, but it is not sufficiently realised that hair also can become dirty and germ-laden simply by exposure to ordinary atmosphere and conditions.

The majority of germs which settle on hair and head are harmless, but their presence on technically clean hair is well demonstrated in the accompanying photograph in which several hairs were laid on the surface of a specially prepared medium which encourages the growth of germs. Such germs as were on the hair increased and grew until they were visible as the opaque white streaks in the photograph.



As far as is known, few people make a regular daily habit of washing their hair with the exception of a musical comedy star who "washes that man out of her hair" every day and twice daily on *matinée* days. This is probably the most regular habit of hair washing extant but it is not one which large numbers of people would wish to see adopted apart from shampoo manufacturers. There is much to be said for frequent and regular washing of hair and the well-known advertisement crystallised it in the famous "Friday night is Amami night".

As germs and microbes abound in all atmospheres except in those from which they are rigidly excluded by special filtering methods it is quite impossible to prevent some from settling on the hair unless the hair is kept continually covered. Such a state of affairs is impossible and a combination of covering at certain times and frequent regular cleansing would appear to form the basis of hair hygiene. This is nowhere more important than in the food industry in which, during preparation of foodstuffs, covering the hair is widely practised. This safeguards food from germs, falling hairs, hair-grips and hairpins and other unwanted offerings which fall from above.

Having gone to some trouble and expense to keep food free from this kind of foreign matter it is but common sense to continue this practice up to the selling counter and particularly the food preparation counter. Finally we should not lose sight of the derivation of the word hygiene from *Hygieia*, the Greek goddess of health, and so the feminine influence should still be paramount in matters of hygiene. Not only is it important to "Keep your hair on", it is just as wise to "Keep your hair in".

**£50**  
**OF CLOTHES**  
*to be won*

READERS will have seen from the photographs published recently within our pages that at Croydon, Eastbourne, East Grinstead, and all our newest stores, the saleswomen, and please excuse us for the want of a better term, our other "female staff" (except clerks) have been provided with headscarves.

We have for many months been endeavouring to obtain sufficient material to enable us to fit up all branches with these scarves, which are made of fine white nylon net, but owing to the shortage of nylon material, deliveries have been slow. Sufficient numbers have now been obtained to make a complete distribution to about half the shops, and it is hoped that further deliveries will enable us to complete the issue before very long.

It goes without saying that some kind

of headwear is highly desirable in a food store, but it has been by no means easy to find the right kind of "garment."

In the first place it must be effective from the point of view of hygiene, but it must also be attractive and comfortable to wear, strong and easy to launder, and so on.

Experiments with these scarves at Croydon have shown that the nylon net material fulfills all these conditions admirably — attractive, comfortable, hardwearing, and they need only be rinsed through soapy water as you wash your hands to clean them effectively. They dry overnight and, being nylon, need no ironing.

To mark the occasion of the first general issue of the new "Nylonettes" how about trying to win yourself a prize in our competition ?

## *Head-scarf*



**1**



**2**



**3**

4

TO use the famous words, "All you have to do" is to select five of the eight photographs, all members of our staff wearing the new head-scarves, shown on pages 4, 5 and 6 and place them in what you feel Mrs. Housewife would consider to be their order of suitability for the job of selling foodstuffs.

## *Competition*



**5**

Remember that "suitability" includes personal neatness, particularly of the hair (so consider whether the head scarves are being worn effectively) and add to this a dozen or so words of what you think of the new headwear and send the entry form provided on page 7 to the Editor before the 30th June next.



**4**



**6**



7



8

The prizes, we are sure you will agree, are well worth winning :

## ***First Prize***

***Fifteen Guineas  
to spend as you wish  
in any dress shop you  
may like to name.***

## ***Second Prize***

***Ten Guineas  
to spend as you wish  
in any dress shop you  
may like to name.***

## ***Third Prize***

***A handbag or travel-  
ling case to the value  
of £5 . . .***

and consolation prizes of six permanent waves, and twelve pairs Nylon stockings.

Obviously, this competition is designed for the ladies, but if any of the men feel like trying their luck we shall be pleased to provide the winners with more suitable prizes. Nylon shirts go to the three best entries from the men.

Send in your form as soon as you can ; there are no formalities, no entrance fee, but make sure your entry arrives at Stamford House before the closing day, 30th June.

# NYLON HEAD-SCARF COMPETITION

NAME.....(Mr. Mrs. Miss)

ADDRESS .....

BRANCH .....

1 .....

2 .....

3 .....

4 .....

5 .....

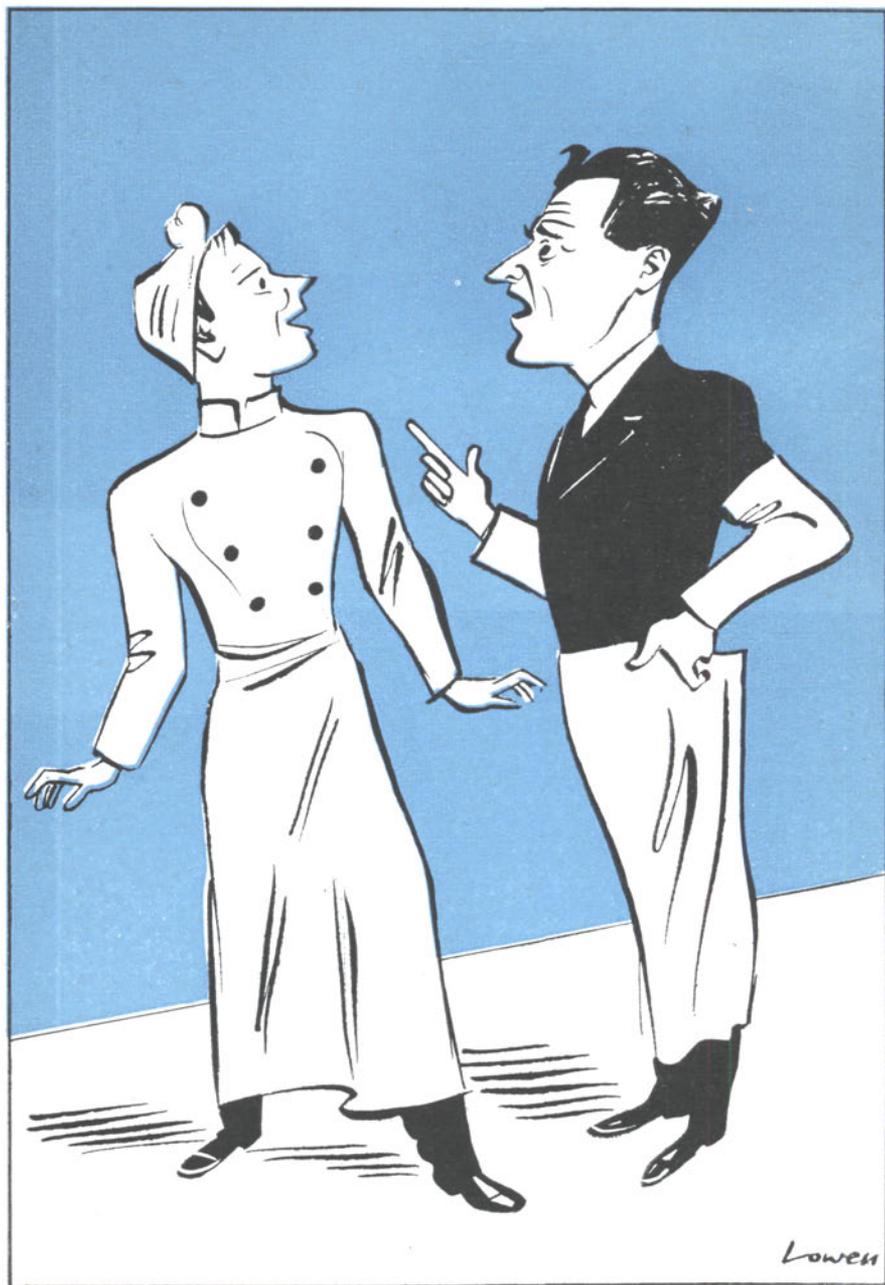
My opinion of the new headwear is .....

.....

.....

.....

.....



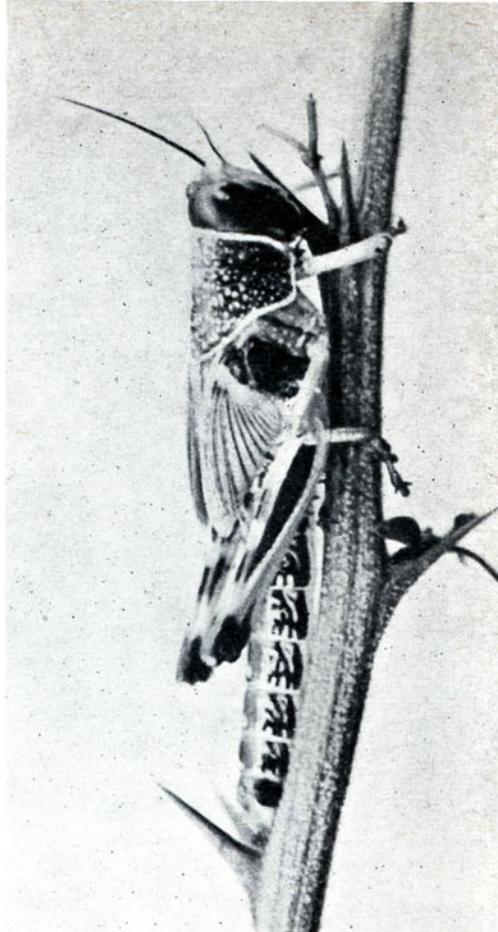
*Are you sure Higginbottom, you have read the Bulletin correctly ?*

# ***The War against LOCUSTS***

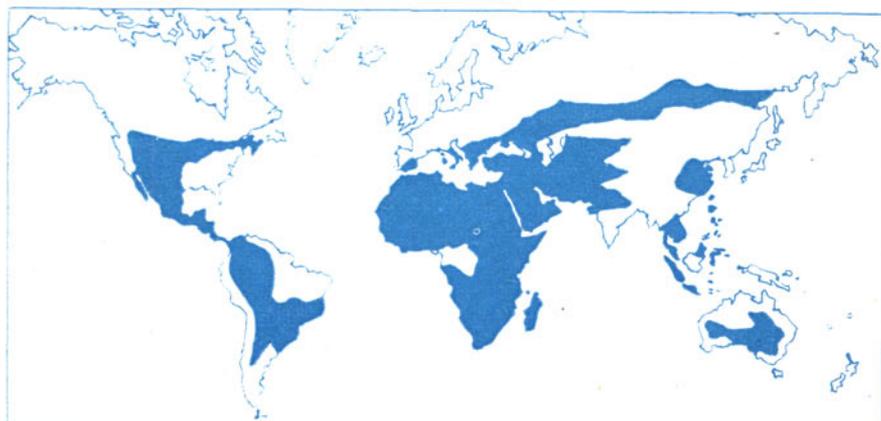
*Photographs  
by courtesy of the  
Anti-Locust Research Centre.*

AS the population of our planet is increasing in numbers at an astonishing rate, the problem of providing food for the additional millions becomes more and more acute. To solve the world food crisis more food must be produced, new territories must be developed and the present crops must be protected against pests.

Among the agricultural pests of tropical countries the locust is the most dangerous. Before the Second World War the losses caused by locusts to food crops were estimated as high as 15 million pounds per annum, and



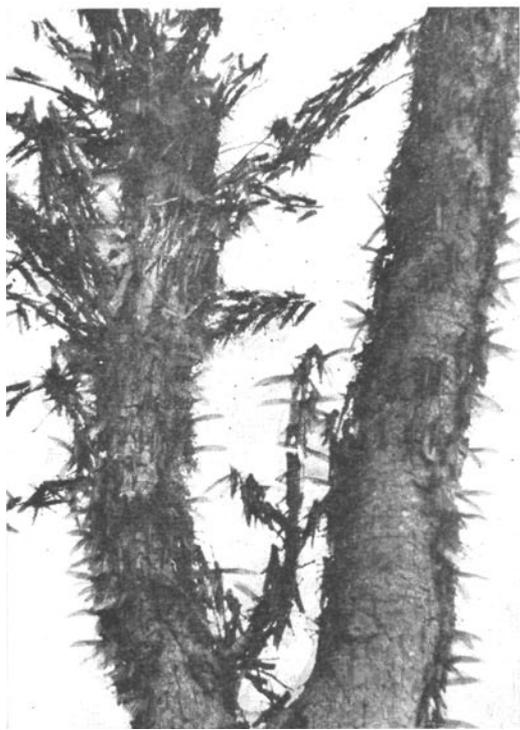
*A desert locust 'hopper' with rudimentary wings.*



*Shaded areas show the parts of the world which are subject to invasion by swarms of locusts and grasshoppers.*



*A small swarm of desert locusts in Kenya. The locusts in a single swarm may weigh several thousand tons.*



these losses are likely to increase with the agricultural development of tropical and subtropical countries. Since Biblical times the dreaded swarms of locusts have descended from the skies, devoured the crops, so that famine faced the unfortunate inhabitants of the devastated country. Their invasions have until recently been regarded as unpredictable. One had no knowledge when to expect an attack, from what side, and how to counter it. Swarms appeared suddenly, ravaged the country and departed again and one did not know where they had come from and where they had gone to.

Locusts and grasshoppers (for they belong to the same family) emerge as

*Red locusts warming up by flapping wings early in the morning.*

tiny 'hoppers' from eggs laid in the ground by females, usually in 'packets' or groups of from 30 to 100 eggs. These eggs may remain throughout the winter before hatching, or the hoppers may emerge in a few weeks if conditions are favourable, which implies a combination of warmth and moisture such as is common in parts of the tropics; then, as many as five generations may be produced in a single season. These hoppers are in effect miniatures of their parents but without wings. The difference between grasshoppers and locusts is essentially one of habits; grasshoppers may be very numerous

but individuals live independently of each other, whereas locusts are strongly gregarious and keep together in dense groups, which are called bands in the case of hoppers, and swarms in that of adult, winged locusts. The great grain areas in the United States, Argentina, Australia and Siberia are infested by grasshoppers and the tropics by locusts.

As no continent is immune against the periodical devastations by the locust and as vast migrations of swarms are not limited to a single territory, many governments have realised that the war against the locusts is an international problem.



*Poison bait is placed on the ground in the Sudan.*

Scientists of various countries went out to Africa, India, Arabia and elsewhere and studied the habits of locusts in deserts, swamps and uninhabited countries to find out how they live, from where swarms originate, how they could be exterminated. Great advances have been made in the study of locusts during the last twenty years.

The most important discovery is the fact that locusts are subject to variations, termed 'phases.' In the solitary 'phase' the locusts do not differ from the ordinary grasshopper in their habits. They lead independent lives and do no particular damage. They are green or light brown in colour. But under certain conditions, when for example a dry year follows a favourable year and food is scarce, the solitary locusts crowded together enter the 'gregarious phase.' These gregarious locusts are different in size, their wings are longer, they are black and orange. They can travel fast and become the dreaded swarming locusts.

Since the discovery of the change from one phase to the other, watch has been kept to see whether locusts begin to change and to prevent the development of swarms in the so-called 'outbreak areas'.

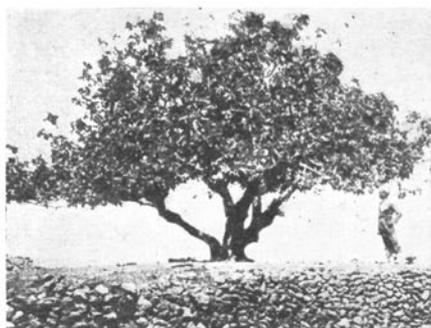
It is of course an immense task to maintain supervision in wild and un-

inhabited countries and there are still inaccessible places where swarms can develop unobserved. But gradually the 'outbreak areas' are being discovered and anti-locust campaigns are achieving their objective.

The principal method of destroying locusts at present is to poison the hoppers before they can fly. Some kind of bait such as moistened bran, which is eaten even in preference to green food, is poisoned with benzene hexachloride. This bait is harmless to man and domestic animal. It is scattered very thinly on the ground and is devoured by hoppers, rapidly killing them. Much thought has been given to construct special ground machinery to spray the locusts and to replace vast crowds of compulsory labour, often difficult to find. Specially adapted aircraft have been used successfully for attacks on flying locust swarms and for spraying and dusting.

To discover the facts that cause solitary locusts to assume the gregarious phase, to make the development of the gregarious phase impossible—these are the aims of the future. They demand international co-operation.

Much has been achieved, but the war against the locusts goes on, a continual battle of man's ingenuity against a most dangerous pest.



*Fig tree before and after an attack by a swarm of locusts.*

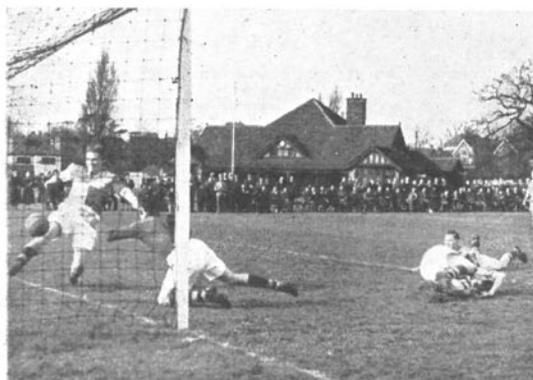


*The team :—Standing—D. Hill, F. Floodgate, D. Hinson, E. Lewis, J. Eastwood, J. Patterson;  
Seated—J. Fairman, W. Chumbly, H. Woolley, A. Lewis, H. Stone.*

## **THE GRIFFIN CUP FINAL**

V. Section, the winners of the Griffin Cup Final, played against Harrow Section at Dulwich on Good Friday. Although the final score was 9 to 1, this does not justly reflect on the game which was in fact a good deal closer.

*Below :* Mr. Gurr presents the cup to the captain of V. Section, H. Woolley. The photograph on the left shows a tense moment as West tries to clear a shot which goalkeeper Eagle failed to save.





I AM sure we are all hoping that the warmer weather has come to stay and with that thought in mind, and the Editor's edict that we must give our readers a recipe for using tinned grapes now that we are selling them so cheaply, we give below details of making a delicious Grape Flan. Having tried it ourselves we found this sweet attractive to look at and most refreshing and tasty.

Still continuing with the preparations for the warm weather we feel sure that the recipe for Milk Shakes will be appreciated on one of your all too few lazy afternoons in the garden. It will also be found effective for compensating the man of the house when he comes in hot and tired. Try it out and see!

If you are having friends in to supper, we think you will find the recipe for Sole en Caisse de Pommes de Terre a great success. It sounds a very grand preparation, but really it is quite simple. Let us know what you think of it after you have tried it.

H.R.

### Grape Flan

Ingredients :—Pastry case.

- 6 ozs. S R flour
- 3 ozs. margarine
- Pinch salt
- Cold water

#### Method

1. Rub fat into the flour until it has the appearance of fine breadcrumbs.
2. Mix to a stiff dough with cold water.
3. Knead lightly to free from cracks.
4. Roll out into a circle and line a flan ring or sandwich tin. Neatly trim off edges, and prick lightly but not through pastry.
5. Bake in a moderately hot oven, Reg. 7, until golden brown—15-20 minutes.

When cold, arrange stoned and strained grapes in flan case in circles starting from the outside edge.

With the syrup make a glaze :—

To  $\frac{1}{2}$ -pint syrup add 1 heaped teaspoon arrowroot.

Blend together and cook gently over low gas, stirring all the time.

When cool, coat flan and leave to set.

Serve cold.

### New Sausage and Mash

Fry sausages and when cooked enclose in oblong or oval shapes of mashed potatoes.

Coat with egg and breadcrumbs and fry until golden brown.

In readiness for warmer days ! ! !

### Milk Shakes

#### Ingredients

- 4 ozs. (8 tablespoons) milk
- 2 tablespoons orange squash
- 1 Walls' vanilla brick, 3d.

#### Method

1. Put milk into a jug or enamel measure.
  2. Add fruit juice and ice cream.
  3. Whisk thoroughly until frothy.
  4. Pour into glass and serve.
- Various other flavourings of ice cream or fruit juices may be used, e.g.—
- |                            |                |
|----------------------------|----------------|
| 2 teaspoons coffee essence | Strawberry ice |
| Lemon squash               | Coffee ice     |
| Chocolate ice              |                |

### Sole en Caisse de Pommes de Terre

This supper dish sounds rather grand but really it is quite simple :—

Baked potatoes in their jackets, stuffed with rolled fillets of sole.

1. Scrub potatoes and bake in their jackets.
2. Wash fillets and sprinkle with lemon juice.
3. Roll up tail end to head and place on a baking tray with a little water ; cover with greased paper and bake in a moderate oven 15 minutes.
4. Cut a hole in the top of potato and gently hollow out centre, preserving the case.
5. Cream well with margarine and a little milk, season with salt and pepper.
6. Arrange mashed potato in potato case with fillet in the centre.
7. Serve hot, decorate with parsley or Maitre d'Hotel butter.



## ***New Look comes to Eastbourne***

OUR branch in Terminus Road, Eastbourne, had served the main shopping centre of the town for 39 years until its demolition by German aircraft in 1943. This was not the first incident in which the shop was involved; it had already been damaged, once in 1940 and three

times in 1942. After the 1943 incident the business was transferred practically overnight to our premises at 10 Cornfield Road which had been closed during the early part of the war in view of the town's evacuation. The doors of 147, as it was then numbered, remained

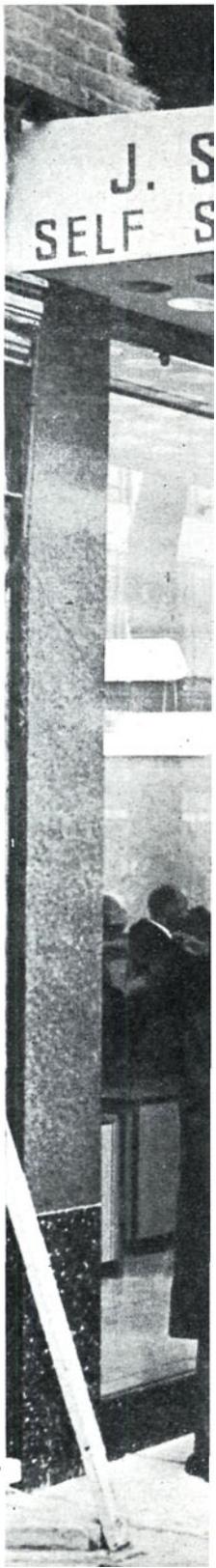
J. SAINSBURY LTD



OPENS ON MONDAY  
FEBRUARY 25th

31/35 TERMINUS ROAD EASTBOURNE

*A facsimile of the circular which was posted to every  
house in the district before the opening*



WINSBURY  
SERVICE STORE





*The great moment arrives . . . the queue awaits*

closed until 1946. The bomb which did all the damage hit the jeweller's shop opposite and demolished not only our premises but the adjoining ones also. The firm subsequently took the opportunity to purchase these premises to accommodate a larger store on rebuild-

ing. In view of the success of the Croydon experiment it was decided that the new store would be modelled on similar lines as a self-service unit.

Licence difficulties and building restrictions delayed the project until at last, on February 23rd, the shutters of the old shop at 29, Terminus Road, were pulled down for the last time and on the following Monday the glass doors of 31/35 were opened and the first customer took a basket and promptly served herself with a can of meat.

Months of careful planning had culminated in this moment; it is difficult to appreciate just how much thought and work on the part of so many people had been directed to this end. Apart from the initial planning of the project by the Directors, builders of all kinds—bricklayers, plasterers, tilers, plumbers, electricians, refrigeration engineers, lighting experts, shop fitters, painters and many others—all had a hand in the job, and can all consider themselves justly proud to have played a part in the launching of the new store.





*Mr. Alan and Mr. R. J. help to "check-out" the first customer*

To consider the new shop in detail, probably the most noticeable feature is the all-glass front, which one report aptly says "predisposes the customer to enter." There can be no doubt that this great expanse of glass, a complete break-away from former J.S. tradition, has an enormous appeal; window displays are completely dispensed with, yet it would be very difficult, indeed almost impossible, to pass by the shop without looking into it. Pro-

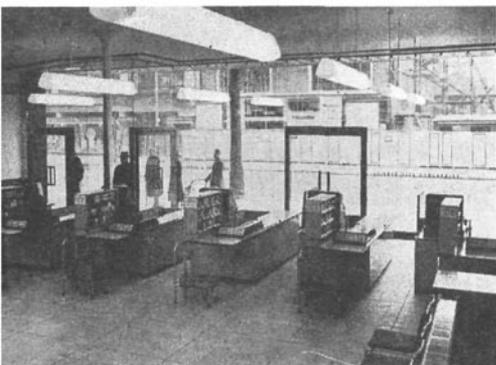
tecting both front (and shoppers), a granite-faced concrete canopy, through which light is admitted by circular glass lenses, overhangs the pavement.

The shop itself is slightly greater in area than Croydon, but in fitting and colour scheme generally is similar. An additional check-out—making six in all—has been added.

Additional refrigerated counter units have replaced certain sections of the counters on each side of the shop;



these accommodate poultry and rabbits, both pre-packed, on the fresh meat side and frozen foods and unrationed cheese on the dairy side. Cooked meats, pies, etc., are housed in a special nest of cabinets at the far end of the shop. All counters have the new perspex canopies—a further improvement on the Croydon store. The canopies over the fresh meat department, as at East Grinstead, are refrigerated.



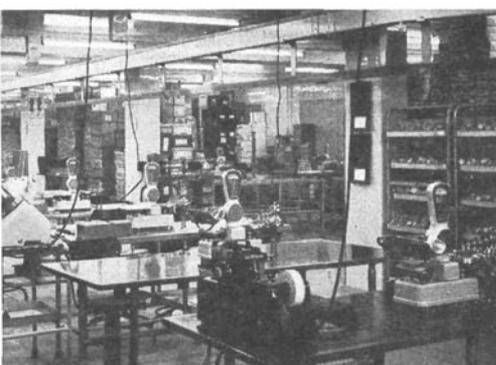
All food with the exception of bulk displays, therefore, e.g., sides of bacon, carcasses of lamb hung from the rails, whole cheese on the back shelf, are either packaged or covered—surely the ultimate in food-handling hygiene.

Great use is made of plastics (for the most part perspex) and stainless steel. Wood has practically vanished; virtually the only piece of wooden equipment in the shop are the butchers' blocks and for these no alternative has as yet been found!

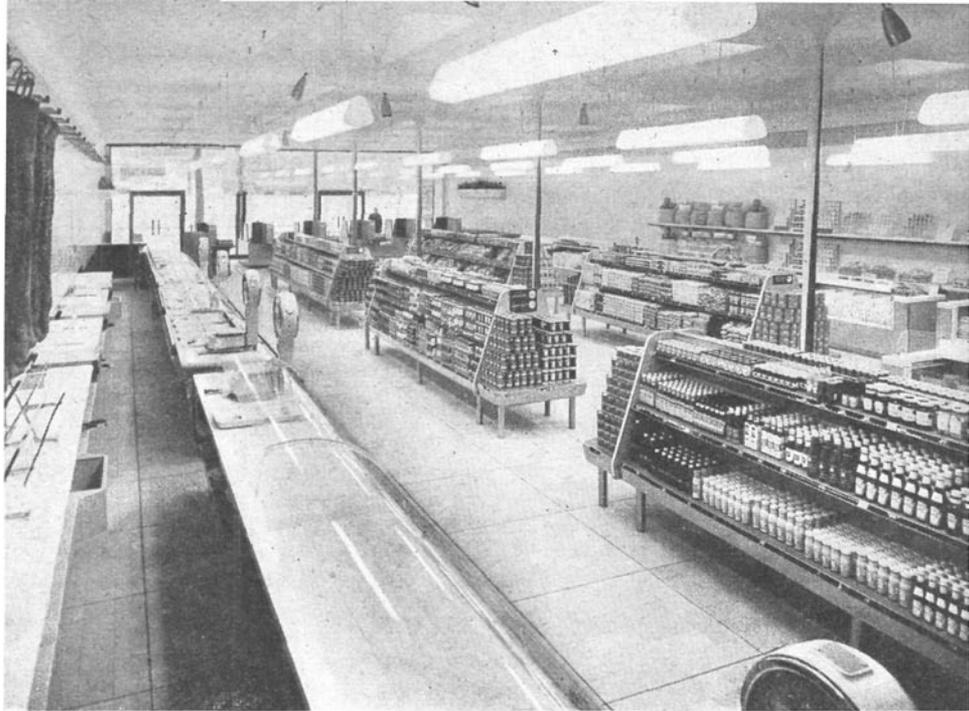


In addition to the perspex fittings, which were first put into use at Croydon, e.g. tea bins, egg display stands, gondola shelving and so on, perspex egg bins have now superseded baskets and glass-fronted bins. These new containers have a false bottom of sprung corrugated perspex, and having a certain amount of natural 'give' have proved both an attractive and practical development. Still further the traditional wooden cheese board has now given way to one of stainless steel.

The shop is extremely well lighted as, apart from the normal fluorescent fittings and spotlights and also a strip of ceiling light which illuminates the screen at the end of the shop, an abundance of natural light is provided by north lights of special design. This lighting coupled with the glass-front and the area of the shop gives a magnificent feeling of spaciousness.



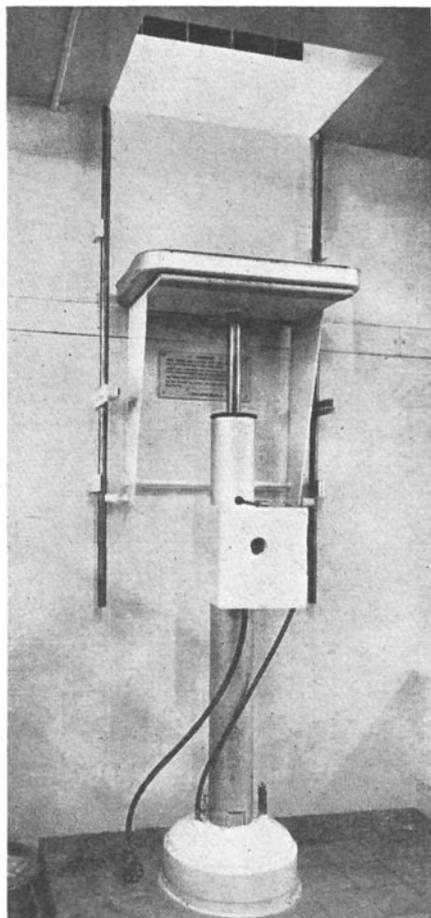
To turn our attention to the basement for a while, here "behind the scenes" where weighing, packing and general preparation goes on, it is every bit as



*The store with gondolas ready dressed on the Sunday before opening*

*Some of the first "self-service" shoppers*





*One of the new compressed air "push-ups"  
—elevates a loaded despatch tray*

pleasant as the shop itself. Floors and walls are tiled and the ceiling painted. The preparation and service rooms have actually a greater area than the shop itself. Its main features are the wrapping, weighing and labelling tables, the poultry and fresh meat preparation sections and the glass-walled dairy room. Three cool rooms are incorporated : one for meat, one for poultry and one for dairy and cooked meats. As at Croydon a conveyor supplies the service room at shop level. A lift—powered by compressed air and oil—serves the basement, the unloading point at back street level

and also the shop level. The method of propulsion, which we believe to be an innovation in this country, does away with a motor room over the lift shaft. The compressed air, generated in the power house at the other end of the basement, also drives two smaller elevators which at the turn of a knob will push up a loaded tray from the basement to the heating bank behind the bacon and meat counters in a matter of seconds.

This, then, is our new store at Eastbourne. One of the largest, if not the largest, and certainly the most modern of its kind as yet in the country. It typifies Sainsbury's present-day standards of hygiene in food handling—a store of which all who work in it and all who helped to plan and build it can be justly proud. Good luck to its Manager, Mr. J. Newton, and his staff for its first season.



# *Staff Association*

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FOLLOWING the end of the Financial Year we have recently held an Annual General Meeting at which both the Secretary and the Treasurer were able to report upon a successful year.

All Groups were able to keep within their allocations and finish with a credit balance to be carried forward.

At this meeting it was arranged for the first meeting of the new Management Committee to be held on May 27th.

Before this can take place it will be necessary for annual general meetings to take place in all Groups and Sections.

These A.G.M.s are open to all members of the S.S.A. and in the interests of themselves and the Association they should make a point of being present, take part in the discussion, help to elect the Officers and Committee for the new year, praise those Officers who have done a good job for the Group or Section, and condemn those who have been dilatory in the affairs during the past year.

It is not generally realised that apart from allocations to Groups, no less than £3,400 was returned to Sections last year. This is your money and you have a right to know how it is spent and to ensure that the Section Officers and Committees use it for the benefit of members generally.

Many Sections who are blessed with live chairmen and secretaries manage to have quite a good time with trips, theatre outings, dances and coaches to football and cricket matches and other sporting events.

A few Sections seem to stagnate either because the right chairman or

secretary has not been found or a weak committee has been elected. The Staff Association badly wants the help of the senior members of the staff on all Group and Section Committees. They can do a great deal in helping and encouraging the younger members.

Throughout the year the Association's auditors call for the Section Cash Books and generally speaking throughout the past year these have been found to be satisfactory.

We are, however, not satisfied that all Section Committees know what is the financial position of their Section. The Treasurer should attend each Section Meeting and the Section Cash Book should be available for inspection. Surplus money should be banked and the bank statement produced.

It has come to the notice of the Management Committee that non-members of the S.S.A. have been allowed to play in sporting fixtures and to make use of the table tennis equipment and darts boards installed in the shops.

Members should appreciate that these have been supplied from the Association funds and it is grossly unfair for non-paying members to make use of these facilities.

This abuse can be entirely eliminated if a keen committee is elected.

Make a point of being present at your A.G.M. and if you cannot spare the time to act as an officer of the Group or Section, play your part by electing those who will watch your interest and further the aims of the Staff Association.



## ***J.S. supports N.F.U.***

THE need for an increasing home meat production has become progressively important with successive reductions in imports and a recent conference was held by the National Farmers' Union to discuss ways and means of increasing home production of pigs on the available supplies of feeding stuffs.

At the same conference the important question, quality, was also considered. We had previously been approached by the N.F.U. for assistance in "displaying a few sides of bacon" to show some comparison with what we considered to be a perfect side by 1939 standards and what are classed as Grade A to-day—or, as Dr. Callow of the Cambridge Low Temperature

Research Station, who was lecturing at the conference, described it "Housewives' Choice or Hobson's Choice!" This on the face of it seemed a comparatively simple matter although it did not take us long to realise that if we were to do the job at all we should have to put a fair amount of work into it.

The conference was to be held at the Holborn restaurant and the display was to be seen by several hundred people in not much more than an hour, in a "not too large room."

This immediately brought us to the fact that the display was to be some sort of upright stand, preferably double-sided and arranged in such a way that immediate comparison would be

obvious—captions needed to be concise and clear—in short the whole story had to be put over at a glance.

The accompanying photographs show how this was eventually effected. Various sides were hung in a brightly lighted stand—rashers taken from similar sides were displayed between sheets of perspex and suitably captioned. The side shown on the left is what could have been called the Ideal Wiltshire Side.

Of the group of three, the side on the left only, would have passed as Grade A in 1939, but the others are all graded as A's on to-day's standards.

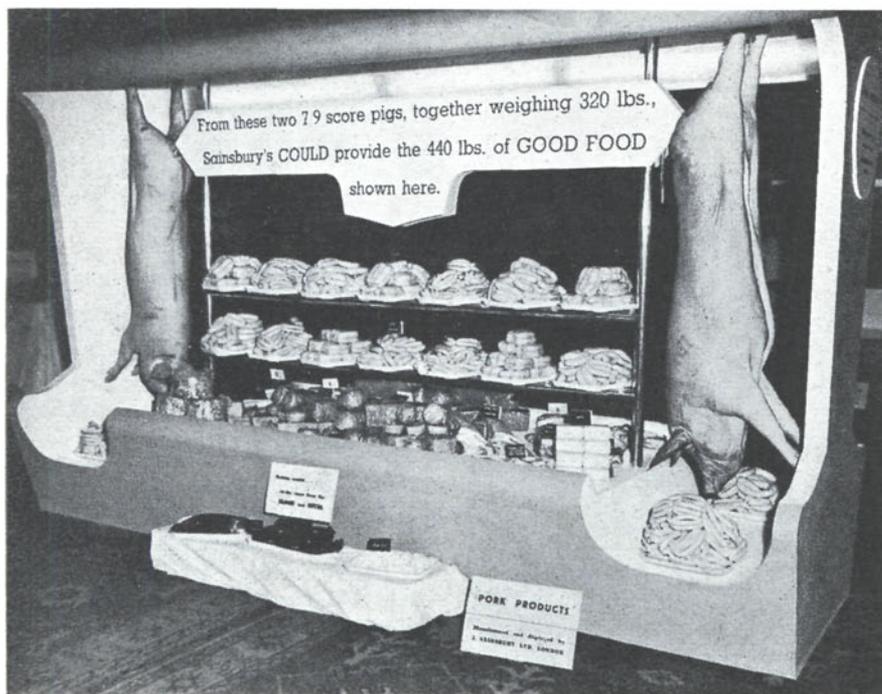
At the same time the N.F.U. had asked us to produce another exhibit—one which would demonstrate just how much food can be produced from a pig. In actual fact we selected two pigs together weighing approximately 320 lbs. and showed just what quantity

of food we could make from these animals. We say "could" rather than "do" as for this purpose we considered ourselves, for one pleasurable moment, free of controls—to make what we like, *as we like!* Obviously under the present scheme of things we would not use pigs in exactly this way.

The total amounted to 440 lbs. and a very tempting array it made. It included pork joints, sausages, pies, brawn, breakfast sausage and liver sausage, black pudding, lard and, although not in quite the same category, bone meal fertilizer.

We were pleased to hear subsequently that the Farmers' Union considered their conference a great success and that our displays were thought to be one of the highlights of the day.

If in any small way they helped to "bring home the bacon" it will not have been time and money wasted.



# 51 Ealing

## BACK IN RECORD TIME

FROM August to November last year 51 Ealing was very much Priority A.1 in the Works programme. It all started one morning late in June, at the unearthly hour of 5 a.m., when Mr. Shippides interrupted my slumbers with the news that 51 was burnt out. It was, indeed, a sorry sight, and at a quick glance one noticed the rather freak effects of fire on both the building and goods. The shop had acted as a flue until the large roof light over the warehouse had collapsed (thereby reversing the ventilation) with the result that a large amount of goods were 'cooked' to various degrees. An example would be the display of squashes, still in position, some black, some dusty, but all the corks forced out of the bottles. Although the whole thing so far had been very depressing to the small J.S. party assembled, we were soon consoling ourselves with two "rays of sunshine" which convinced all that it could have been worse. First,

2/4 Ealing was close by to carry on the trade and, secondly, the very necessary repairs and modernisation required at 51, unfortunately deferred so long by the war and subsequent building restrictions, could now be done and we hoped quickly.

It was some six weeks later when all was ready for our reconstruction blitz to start, which only left just over three months to the reopening date asked for as November at the latest. Although a job can be planned to the smallest detail, delays can readily occur due to various materials in short supply and the many specialist subcontractors involved in the fitting and equipment of a modern J.S. shop. A small item missing can in turn hold up many others who follow on; added to this in the case of 51 was the very limited space available for storage of materials. With no yard of our own or space on adjoining properties available to help us, the shop had to be our Builder's Yard throughout. Many defects in the structure not attributable to the fire also came to light as operations proceeded and, at one stage, only a tarpaulin covering separated our basement from the sky, due to the steelwork in warehouse floor and roof being found in a decayed condition. Bad weather which came the day after we were forced to remove our scaffold and temporary covering also caused a great deal of trouble.

However, in spite of several anxious moments, we eventually completed on time, and this was largely due to the fine spirit of co-operation and hard work of the Works and Engineers team on the job.

*The scene taken on the morning after the fire.*





Various points in the shop layout and construction may be of general interest. Just two items remain of the old shop : the mosaic floor and shop-front. The latter has been modernised to the extent of new granite pilasters, teak entablature, glass fascia and armoured plate glass door. This door, together with removal of window riser, greatly increases the view of the shop from the pavement.

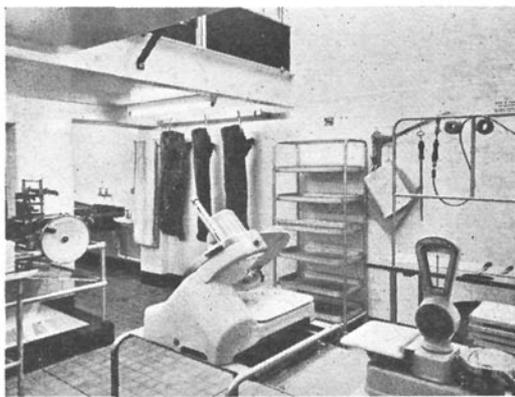
The width of the shop only permitted one standard new type counter on the left-hand side, the specially designed Grocery Department on the right-hand side having wall fittings only with narrow basket rail counter, the front in mushroom colour to match the left-hand side. Cash registers are accommodated in passing spaces between the fittings and special biscuit containers with display in the hinged front and service stock behind are kept in the

*Above, the refitted premises,  
... and on the right,  
a section of the warehouse.*

wall fittings. The Poultry Department situated right-hand front has open chromium service barrier only in front of the marble shelves, with the curved glass display window adjacent. Scale, cash register and service materials are all accommodated within the shelves.

This, briefly, is the story of "51 job", which I know will be long remembered by many. It gave great satisfaction to Works and Engineers and, we hope, to the branch staff. It is probable that many wives, when told the job was finished, replied : "Thank goodness, now perhaps you will get the garden cleared up !"

S. T.





## *The Penny and the Pound*

THE new crisp green pound note (year of issue 1951) uttered a cry of surprise—no more audible than a discreet rustle—when it suddenly found itself flung among the famous coin collection of Messrs. X. & Y., the antique dealers.

Not even the greenest of greenhorns (or notes for that matter) could be mistaken about the grandeur of the company; it consisted mostly of sovereigns and the august presence of royalty made itself felt immediately. Ruffled and lace collared ladies, be-wigged gentlemen, laurel wreaths and inscriptions embossed for eternity on the solid shining discs gave the involuntary intruder an uncomfortable feeling of being rather flimsily dressed and somewhat poor in substance.

But casting aside its embarrassment, it addressed the exalted gathering in a polite little voice: "Excuse me, ladies

and gentlemen, I did not mean to disturb your rest. My presence here occurred through no fault of my own; it must be due to some mistake. I suddenly felt myself expelled from my fragrant and comfortable leather abode and thrown into what seems to me the drawer of a very ancient writing desk."

A hardly audible tinkling followed these words and metallic but subdued voices answered in chorus: "Oh, not at all—it makes a most welcome change to see and hear a stranger from the outside world. Apart from occasionally being taken out and polished over with a silk cloth we hardly ever get to know anything new and interesting. May we ask what your name and occupation are?"

"This is not an easy matter to explain. I am supposed to be exchanged for articles of value, to buy things as the

procedure is called—but look for yourselves—here are my credentials.

Bank of England

I Promise to pay the Bearer on Demand  
the sum of One Pound

That should stand for something, you will agree.

It is not so very long that I have left the press, spruce and crackling, full of high hopes, which my proud inscription seemed to warrant. Little I knew what the world was going to do to me. I was tireless in my efforts to give good service, always to get exchanged for the best possible value. I left ladies' cosy purses for cold uncomfortable cash-desks, I had to put up with rather undesirable specimens of my own kind and exchanged hands innumerable times, from housewife to greengrocer, from workman to tobacconist, from shopkeeper to publican, from girl to hairdresser, a real pilgrim's or rake's progress, serving all sorts of respectable and disreputable purposes. And what did I get for all my pains? Rudeness and abuse as often as not! As if it were my fault that I can't buy more than a pair of babies' shoes or a tin of ham or just one yard of woollen cloth, or two theatre tickets or the return fare to Cheltenham Spa or a boiling fowl for a middle-sized family!

I have been through this and worse and have been made to feel that I am just a nobody, a mass-produced shoddy rag, open to contempt, because it doesn't hold what it promises!—Surely, you in your gilt-edged security do not realise what that means! I would be greatly interested to learn what your experience is?"

A very handsome coin with the imprint of a gentleman's proud profile, crowned by a long curly wig and disclosing the date of 1664 replied in somewhat Frenchified and antiquated English: "Forsooth, what has the world come to! In my merrie days I was able to buy 40 pounds of butter and nearly 14 stones of beef!"

It was rudely interrupted by a thin

and schoolmasterly voice: "Yes, but you do not mention that a pound of tea cost 25 shillings and was an unheard-of luxury at that time. Tea went up to sixty shillings after the Restoration. Earlier, even sugar was looked upon as a very rare commodity and was considered a very great luxury, costing half-a-crown the pound in the days of Elizabeth. In her time tobacco cost three and sixpence an ounce and a pipeful was shared by a number of persons."

A soft female voice made itself heard; it seemed to come from a coin adorned with the head of Queen Anne and the date of 1701: "My time was called the Golden Age long after it had passed to be quite frank—for in 1701 people did not feel that they had been given something, when they could buy chickens in the West Riding of Yorkshire for twopence apiece, that is 120 for one pound sterling. And for the same amount they were able to purchase a head of Scottish cattle—a whole ox in other words. And coffee at only three shillings a pound began to oust the customary ale and became so popular that London could boast of nearly 500 coffee houses in my time."

Again the schoolmasterly voice interrupted: "Yes, but could people afford it? The yearly income of a shopkeeper and tradesman with a family of five was £45, that of a lesser clergyman £50. A craftsman earned £60 and a labourer or non-resident servant about £15 per year. A farmer's yearly income was 42 pounds 10 shillings but a cottager had only six pounds and ten shillings for a family of three. And whereas half of England's population could eat meat twice a week, it took nearly one-sixth of a cottager's yearly income to pay for a journey by stage-coach from London to Salisbury, which took two days and cost 20 shillings."

Here the gay, good-hearted voice of an old battered penny made itself heard: "My dear ladies and gentle-

men, forgive me for interrupting you. I know you are sovereigns and pound-notes and goodness knows what, while I am just a simple penny. I am the Man-in-the-Street, the tramp, the under-dog, if I may say so.

We could continue this conversation about the cost of living till Doomsday. I could even add to it and tell you that back in 1313 eggs were twenty-five for a penny and that a woman worked for a penny a day.

Before the Black Death came, an agricultural labourer with the help of his wife earned £2 7s. 10d. a year. Doesn't sound much in the light of present wages ?

It is quite pleasant to talk longingly of by-gone days—but isn't it rather futile ? It does not lead anywhere. We must realise that, although we are made from copper, silver, gold or paper, we are little more than symbols of an abstract idea.

It was a neat little trick of man to coin us or to print us—there were other symbols, or payment units, before we came, like shells or coconuts, grain or cattle—the word pecuniary, by the way, comes from the Latin word pecus for cattle. There was always the need to put a certain value on material goods or to assess less tangible things such as labour and skill.

But abstractions are relative and ever changing in value. Pray, forgive me, it sounds rather rude, but we are tramps, all of us. Unless a miser, a bank vault or some misfortune puts us into solitary confinement, we are wandering about, between the rich and the poor, between awe and disrespect, tramping through the economic life of the nation, and by the constant rubbing against so many forces in so many directions we become tough and practical philosophers.

There is a 'dire need for man and woman to do some work and the work he or she does is valued in terms of money. Supply and demand lead to constant bargaining, to changes and

fluctuations. There have been and there will be economic crises as long as the world exists. Bad harvests and bumper harvests, war, threat of war, over-production and under-production—they result in either scarcities or abundance and lead to confusion, adjustment, re-adjustment, inflation and deflation.

Belonging to the tribe of cheerful pessimists, I would like to say to the green pound note that fluttered in and started the whole discussion : Dear Sir, don't get excited about all the abuse people hurl at you. Things have a way of righting themselves. Money is nothing absolute. It is relative—it is almost fictitious !

The animals live quite happily without it, so do the plants and the trees, so for that matter did the age-old civilisations of Egypt and China for thousands of years.

Money is an invention of the human race with all the failings of its inventions. Men seem to be very proud if they have masses of it—but it has little bearing on human happiness. Some with lots of money are miserable ; some with very little are happy and gay.

There isn't much to do or to buy for me these days—good night, ladies and gentlemen. I have talked economics long enough—quite a mouthful for a penny."

And with a good long yawn the penny went back to its velvet cushion to have a well-earned rest.

L. L. L.

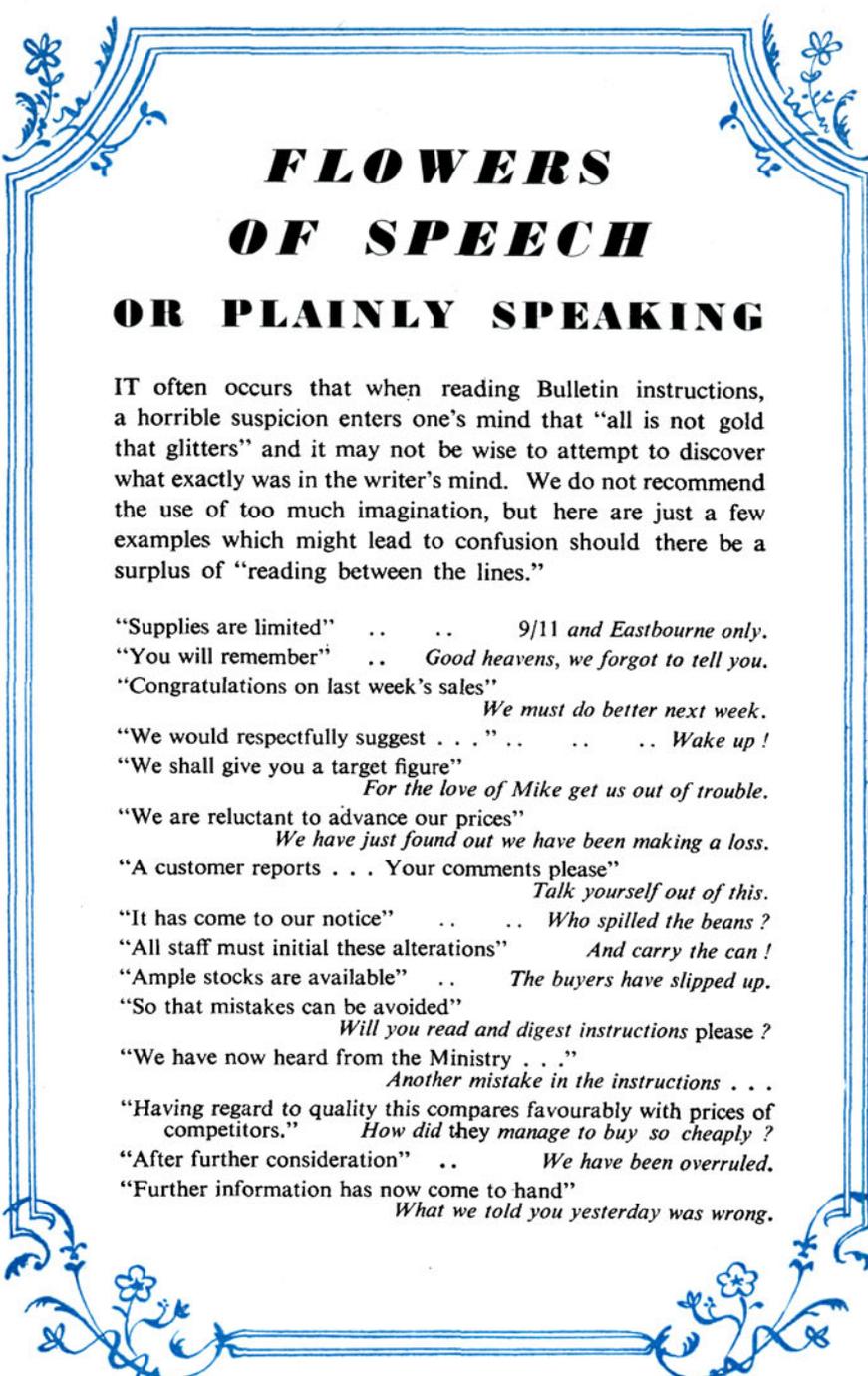


# VETERANS' REUNION



*A selection of photographs taken at the recent veterans reunion at Blackfriars. Many well-known faces were among those present*





# **FLOWERS OF SPEECH OR PLAINLY SPEAKING**

IT often occurs that when reading Bulletin instructions, a horrible suspicion enters one's mind that "all is not gold that glitters" and it may not be wise to attempt to discover what exactly was in the writer's mind. We do not recommend the use of too much imagination, but here are just a few examples which might lead to confusion should there be a surplus of "reading between the lines."

"Supplies are limited" .. .. 9/11 and Eastbourne only.

"You will remember" .. Good heavens, we forgot to tell you.

"Congratulations on last week's sales" *We must do better next week.*

"We would respectfully suggest . . ." .. .. Wake up!

"We shall give you a target figure" *For the love of Mike get us out of trouble.*

"We are reluctant to advance our prices" *We have just found out we have been making a loss.*

"A customer reports . . . Your comments please" *Talk yourself out of this.*

"It has come to our notice" .. .. Who spilled the beans?

"All staff must initial these alterations" *And carry the can!*

"Ample stocks are available" .. The buyers have slipped up.

"So that mistakes can be avoided" *Will you read and digest instructions please?*

"We have now heard from the Ministry . . ." *Another mistake in the instructions . . .*

"Having regard to quality this compares favourably with prices of competitors." *How did they manage to buy so cheaply?*

"After further consideration" .. We have been overruled.

"Further information has now come to hand" *What we told you yesterday was wrong.*



J. SAINSBURY LTD



OPENS ON MONDAY  
FEBRUARY 25th

31/35 TERMINUS ROAD EASTBOURNE

*A facsimile of the circular which was posted to every  
house in the district before the opening*

