



# JS JOURNAL

DECEMBER

1952

# J. S. JOURNAL

HOUSE ORGAN OF J. SAINSBURY LTD

DECEMBER

1952

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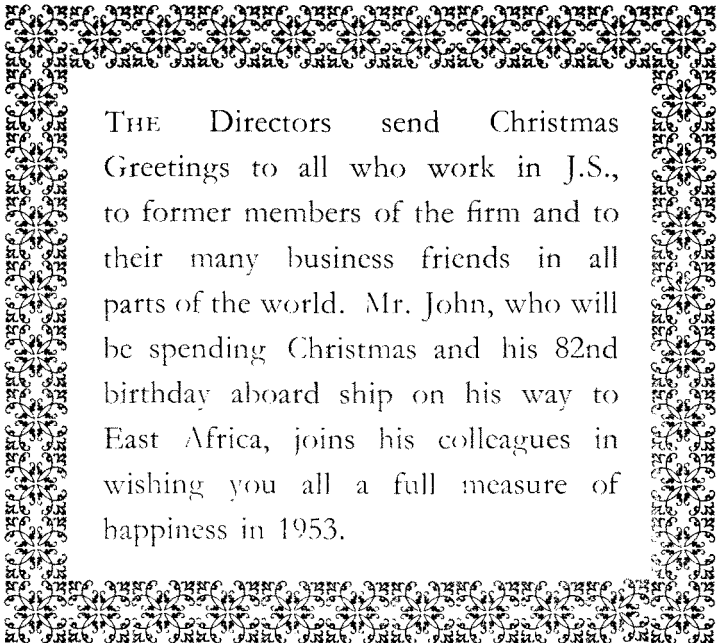
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Letters and contributions are invited from all members of J.S. Staff. Photographs of Staff Association activities will be particularly welcome. A fee of half a guinea will be paid for any photograph by a member of J.S. Staff which is published in J.S. JOURNAL.

All communications should be sent to  
The Editor, J. S. JOURNAL,  
Stamford House, Blackfriars,  
London, S.E.1.

OUR COVER PICTURE. *A stuffed and decorated boar's head, at one time part of traditional Christmas fare. Dishes like this one from the J.S. Kitchen call for a high standard of skill and craftsmanship.*



THE Directors send Christmas Greetings to all who work in J.S., to former members of the firm and to their many business friends in all parts of the world. Mr. John, who will be spending Christmas and his 82nd birthday aboard ship on his way to East Africa, joins his colleagues in wishing you all a full measure of happiness in 1953.

## ***J. S. News***

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### **Wet Plucking at East Harling**

Recently concluded at East Harling, has been the installation of a wet plucking plant which will increase the number of birds per hour which can be handled. Although the machine time as compared with the dry machine is roughly the same, time spent in finishing birds which have been plucked wet is very considerably reduced.



*The Lone Star team take the floor.*

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The process consists in the birds being stunned, bled and then immersed in water at about 125 to 130 degrees F. for a few seconds or just sufficiently long for the feather follicles to become enlarged so that body feathers can be extracted easily.

Then the birds are gently held into contact with a revolving drum on the perimeter of which are rubber fingers each about three inches long. Within a matter of a few seconds practically all the feathers are out and only a very small amount of "stubbing" remains to be done.

Where hens are concerned, there is a considerable advantage since there is a tendency for the subcutaneous fat to be better spread over the carcass when this wet method of plucking is employed. Don't confuse this technique with the hard scald method, the effects of which may have been seen during the war years in some foreign produce.



## ***Square Dancers at Blackfriars***

When the "P" Section dance was held on October 18th, at Blackfriars, liveliest event of the evening was the demonstration of square dancing by the Lone Star Square Dancing Team. After their demonstration, the Caller, David Miller, who Country sections will remember from their dance of November 8th (see p. 25), had everyone taking their corners and joining in the fun.

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*Grub's up! Miss D. J. Taylor (left), assistant to the manager of the canteen at Blackfriars, with her assistants (from left to right) Mrs. Davis, Mrs. Bamford and Mrs. Exall ready with supper at a canteen dance.*



## **One Wife is Better than Two**

The Discussion Group had a successful first meeting on November 10th, when they had a lively debate on the motion that "Men should be allowed two wives but women only one husband".

Mr. Mallows proposed the motion in a witty and enlightening speech and Mrs. Roberts opposed in a most determined and eloquent manner. Mr. J. D. Sainsbury spoke in support of Mr. Mallows and Mr. O'Brien seconded Mrs. Roberts. After the rest of the House had had their say, a vote was taken and the motion was defeated by a margin of eight votes.

The Group held its second meeting on December 9th, when it took the form of "Any Questions". Mr. Alan, Mr. Ramm and representatives from the Branches, Office and Warehouse made up the team.

## **Something New in "Special Offers"**

The new estate of Debden has a population of about 14,000 of which perhaps a third or more are children. At the opening of the new store as a "special offer" for the children we gave away large quantities of toys; this was followed a fortnight later by an even more successful "special" for the parents. Two photographers were posted in the store at the week-end and a photograph was taken of every child that came into the shop—the following week-end the parents were presented with copies. In all nearly 500 photographs were taken—one at random is reproduced here; the results were a credit both to the parents of Debden and to our photographers.



## **Flying Visit**

Imports of poultry from France being possible for this year's Christmas trade, two members of our staff, Messrs. Justice and Frost, recently paid a flying visit (in more ways than one) to Paris and Central France with the object of getting the necessary evisceration carried out in a way of which we would



### **Griffin Athletic Club Dance.**

*The Griffin Athletic Club held its dance on November 1st at the Staff Canteen. During the dance presentations were made of trophies won during the 1952 season.*

**RIGHT.** *Sid Cooper, of the Bacon Department, Union Street, receiving from Mr. Pagden a silver-mounted cricket ball. It was with this ball that Sid took 8 wickets for 4 runs in 8 overs, with 5 maidens, in a match against Eccentrics C.C. at Dulwich on July 6th, 1952. To commemorate this feat the club had the ball mounted.*

**BELOW, LEFT.** *Mr. A. L. Birch, of Head Office . . . receives the Championship Cup for the Men's Singles Tennis competition.*

**BELOW, RIGHT.** *Mrs. W. J. Ponter, of "O" Section, winner of the Ladies' Singles Tennis Championship, receives the cup.*



entirely approve, thus removing our objections to the handling of produce from this source.

At the time of writing we cannot be sure that there will be any imports this year since for this to be possible a suitable fit to the respective price levels in France and England would be necessary and this is still uncertain.

### Another Success for Our Scottish Farms

Three entries of pure bred Aberdeen Angus cattle from our Scottish Farms were made at the Edinburgh and Smithfield Fatstock Shows.

At Edinburgh, Eldalass of Kinermony was awarded a first prize in her class (2-year-old Aberdeen Angus Heifers) and at Smithfield again obtained a first prize. She was also reserve breed champion, reserve best Heifer in the Show and reserve best animal bred by exhibitor.

## 振 順 發 茨 較

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**CHIN SOON HUAT TAPIOCA FACTORY**

**SUNGEI KARANGAN**

**Telephone 211**

Our factory manufactures the best quality of Seed Pearl Tapioca from our energetic workmen.

The fresh and new tapiocas are selected from various places and made into hygienic food. Guarantee no poison and when taken will not feel sick.

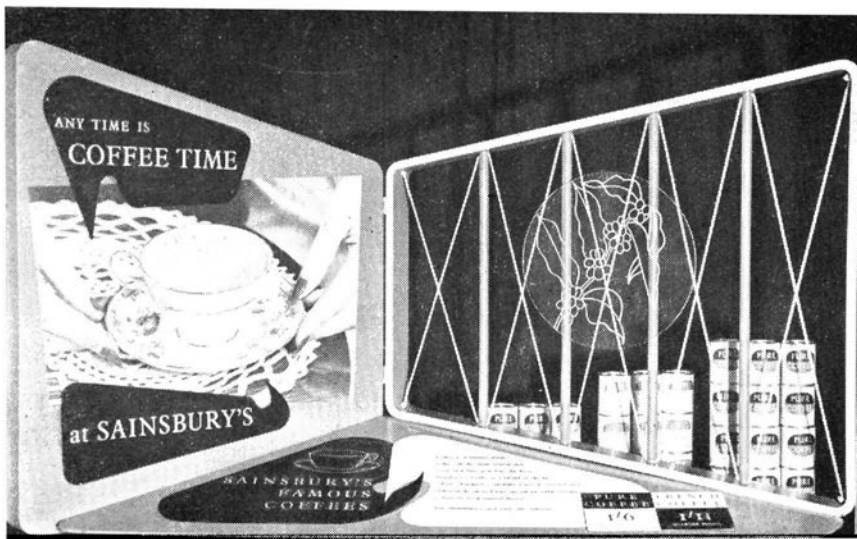
*One of these cards comes in every sack of tapioca delivered to Stamford Street. Nearest guess at a translation by Head Office runs "You'll be glad you got it at Chin Soon Huat's. It's clean, it's fresh."*





ABOVE Mr. John (second from left) joins in the fun at Eastbourne, on November 12th, when the Eastbourne section of S.S.A. held a dance to which 9/11 Croydon staff were invited.

BELOW Taken in our trial window, in which displays are tried out before window diagrams are sent to the branches, photograph shows a new display to advertise the new coffee pack. A number of these displays will be sent touring round the branches in the new year.





*At Ye Olde Bull's Head Hotel, Aylesbury, our poultry buyer, Mr. Thain, judges turkeys in the British Oil and Cake Mills table poultry trials.*

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## STAFF MOVEMENTS AND PROMOTIONS

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*We are pleased to record the following promotions since our last issue :—*

### TO MANAGEMENT

S. Gardner, Spare List (based at Peckham)

### TO ASSISTANT MANAGER

R. H. Baldwin      High Barnet

J. B. Fallon        14 Hove

A. S. Hagger        Marble Arch

C. T. Haynes        Oxford

G. N. Hill           Byfleet

S. S. Inkpen         Dagenham

R. J. MacDougall   The Grove

D. A. Males         Harpenden

R. Mota             43 Islington

A. M. Watts         Redhill

### TO HEAD BUTCHER

A. Bird              Spare List

W. Blandford       Spare List

R. Bourner         Tonbridge

H. Kemp            Debden

L. Sewell            Spare List

*The following transfers will be of interest to many members of the staff :—*

**MANAGEMENT**

E. F. A. Brown from Spare List to open Debden

**ASSISTANT MANAGERS**

J. Crane from Manor Park to Debden

D. Dyke from North Cheam to Morden

S. J. Tatam from The Grove to Kenton.

**HEAD BUTCHERS**

J. M. Wright from Spare List to open a Fresh Meat Department at Woodford Green.

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**MARRIAGES** (BETWEEN MEMBERS OF J.S. STAFF)

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*We offer our best wishes for their future happiness to the following J.S. Staff who have recently married :—*

Miss H. Neilson and Mr. R. Dickman of Luton.

Miss F. Brown and Mr. A. Gearing of 31 Eastbourne.

Mrs. J. Mann of Mill Hill and Mr. D. White of Burnt Oak.

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**RETIREMENTS**

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*The following domestic staff will be retiring at the end of 1952 :—*

Miss G. Beach	(12 Walthamstow)	after 7 years' service
Mrs. S. Baby	(Eastcote)	after 6 years' service
Mrs. A. Ford	(44 Lewisham)	after 11 years' service
Miss C. Ladd	(St. Albans)	after 13 years' service
Miss F. Mower	(16 Enfield)	after 13 years' service
Mrs. C. Wilkin	(6 Norwich)	after 11 years' service
Mrs. A. McDougall	(Earl's Court)	after 5½ years' service

Miss D. Prior (of Woodford), better known as Dora, will be retiring this year after 11½ years' service as a Resident Assistant.

Mrs. J. Webster (of Borcham Wood), after 10 years as a Daily Assistant.

*We are sure that the staff who know them will join us in thanking them for their services and wishing them well in the future.*

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**OBITUARY**

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On 27.11.52, Mr. J. J. Newman, Night Supervisor at the Union Street Depot, collapsed and died whilst on duty. He had been with the Company since February, 1931, and will be very much missed by his colleagues. We deeply sympathise with Mrs. Newman over her tragic loss.

On 18.11.52, Miss E. Garside (Housekeeper, Hampstead) died in hospital after a stroke. She had been with the company since 1941, and will be missed by many for whom she made a happy home.

On 20.11.52, Mr. A. T. Bailey, who was employed at the Union Street Depot, died in hospital. Mr. Bailey retired in 1944 after 23 years' service. We extend our sympathy to Mrs. Bailey.



*The right side of the grocery shop showing the sunken biscuit fittings. A full-scale cakes and bread section is now included.*

## **13/15, Stamford Street gets a new look**

*Apart from many new developments reported in our pages, considerable progress is being made in the modernization of many of our existing branches. This article on 13/15 is the first of a series devoted to this aspect of the firm's activities.*

FOR the last 12 months reconstruction at 13/15, Stamford Street, has been going on as fast as materials, permits and the need to keep open for business would allow us. It is one of our oldest shops and it is now one of our most up-to-date in appearance. Both parts of the branch, "fore and aft", have been completely redesigned. By a neat bit of planning we have now got 50 per cent. more counter space and about four times as much office space. The offices, previously spread over three floors—there is an extensive catering trade—are now concentrated at the back of the shop.



*The bacon department now has the new perspex-covered canopies.*

The grocery department which was formerly cramped into a small recess now has 33 feet of counter on which to spread itself ; an open-top dairy cabinet has been installed as well as refrigerated counters for cooked meats, fresh meat and poultry. Space has been found for sugar confectionery, bread and cakes. This extended range of commodities is proving very acceptable to the large numbers of office and factory workers in the vicinity who shop "on the run" in the early morning or during their midday break. All the old tiled walls and floors have been stripped out, and new-style tiling has been put in.

The problem of replanning and modernizing the shop was made more than usually complex by the age of the building and the several alterations made in the past. It was necessary to shore up the building before the steel girders needed to support the back wall could be put in. The flank wall of No. 15



*The left side of the grocery shop which now features a complete range of confectionery*

facing the Factory was completely rebuilt owing to its dangerous condition. There was a short-lived scare one evening when the district surveyor decided nothing was holding up the front of the building but an hour's work disclosed the steel supports which held it in place and life and Stamford Street traffic returned to normal.

The warehouse was formerly in two parts, one in the basement and the other upstairs, which meant tedious handling of all stock. All warehouse and preparation space is now at the back of the premises four feet above shop level as building permits would not stretch to levelling right through. Loading in or out can be done at tail-board level and stock is now brought down a short eight-tread stair which is at least a considerable improvement on the old system. The whole area is bright with new tiling and equipment.

Though the shop front is unchanged the brilliant fluorescent light, new tiles and fittings make a real change in our bit of Stamford Street, which is already making itself felt by increased trade. Four new assistants have been taken into the shop and Mr. A. E. Tarrant, our manager at 13/15, is as pleased as he well deserves to be after his prolonged upheaval.

# PRODUCTIVITY

## *and the Retail Trade*

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*A review of "Retailing", the report of a Productivity Team representing British Retailing, which visited the United States in 1952, by*

**F. W. SALISBURY**

★

Mr. Salisbury, Assistant General Manager of J.S. since 1938, joined the firm in 1914. He has worked in many departments of J.S., and was appointed personal assistant to Mr. John in 1928. He became a director of J.S. in 1941. His connection with the development of self-service in J.S. makes his comments on the productivity report of particular interest.

★

ON the initiative of the late Sir Stafford Cripps, then Chancellor of the Exchequer, the Anglo-American Council of Productivity was formed in the autumn of 1948, since when a number of British teams, representing both management and labour, have visited the United States in accordance with the agreed policy of free exchange of knowledge. In the main, these teams have been representative of industry, but the last few days has seen the publication of a report on "Retailing"\*. The title is as brief as the scope of the report is wide; the seventeen members of the team were selected from both food and non-food undertakings embracing departmental stores, in addition to manufacturing, co-operative and multiple shop interests. There were specialists in personnel management, branch managers,

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\*Retailing. Anglo-American Council on Productivity. 3s. 6d.

general managers, buyers and T.U.C. nominees. The terms of reference were to investigate and report upon any aspects of retail management and organisation in America which might result in greater efficiency and overall economies. In the list of items to which particular attention was to be paid were self-service, mechanical handling, standardisation of package sizes, staff selection and training—and over 14,000 miles were covered in pursuit of this knowledge.

The report must, of course, carry considerable weight, coming as it does from an organisation sponsored by both the U.S.A. and U.K. governments.

The team obviously were greatly impressed by most of what they saw in America and recommend an accelerated adoption of self-service methods on this side of the Atlantic. Having read the report I reached the conclusion that the picture of food distribution in America had not changed materially since Mr. Alan and I were there nearly four years ago. The general tone seemed so familiar that out of curiosity I referred to a 1949 issue of the J.S. JOURNAL which carried an account of our visit and at this interval I could not help being struck by the similarity in the impressions gained ; the standards of hygiene, the wide range of commodities in the super-markets, the packaging, the open-minded approach to problems, the readiness to try out new ideas and new equipment and to scrap the “ old ” whilst still “ new ”, all these can scarcely fail to leave their mark on the mind and memory of the visitor.

### **Fewer but larger shops**

The Productivity Team appear to favour semi-self-service, a form of trading in which the customer selects her purchases from display stands to which she has ready access and takes them for payment to a sales assistant working behind the counter, who can also give full personal service. Apparently, it is felt that this might well be successful in Britain. We have to remember that conditions generally are favourable to self-service in America ; there is no rationing, there is not the same frequency of purchase as here, the great majority of people have a refrigerator and a motor-car and as a result their main shopping can be completed in twenty minutes or so once every week or ten days.



In this country, rationing is probably the biggest obstacle to self-service and there are many others, including restrictions on building work and on capital expenditure, but as rationing disappears—as it must do eventually—greater price flexibility will return and it may well be that this competition and the mounting need of increased turnover, will speed the growth of self-service in this country. One scarcely hears of a self-service conversion which has not brought a substantial increase in sales. This trade, of course, must come mainly from other shops and if retailing in Britain follows even remotely the American pattern with its tendency to fewer but larger stores, then there may well be in the course of a relatively few years, a noticeable reduction in the number of food shops in Britain. Economists and others have for long taken the view that retail distribution in this country is extravagant and that there are too many shops. The argument may well be put to the test and quite possibly proved correct.

### **Wider range of products**

Grocery goods as handled in U.S.A. lend themselves readily to self-service and they were, of course, the first to be sold in this manner. In most cases they are attractively packaged as part of the process of manufacture and the goods thus go into the store ready for sale, apart from pricing, and are loaded on to the gondola shelves, often during the night, the price being applied to them by rubber stamp on the spot. This minimises handling to such an extent that groceries are sold on a very low rate of profit, in fact, it would appear that self-service methods have tended to make the grocery trade so competitive—the average gross profit is about 15 per cent.—that retailers have been forced into selling meat and “produce” (fruit and greengrocery) which carry approximately 19 and 25 per cent. gross profit respectively. Both greengrocery and meat in self-service stores are sold trimmed and attractively packed and the higher rates of “mark up”, of course, reflect the labour cost involved. The overall profits of the self-service stores in America are stated to be in the region of 17 per cent., of which 15 per cent. is accounted for by expenses, leaving 2 per cent. for taxation and net profit.

Whilst it is none of our business, in any sense of the word, one cannot help feeling that the greatest scope for improvement in the emulation of American methods probably lies in the direction of greengrocery, fruit and fish. Large quantities of vegetables, for example, are freed of dirt and waste at the source of production, attractively packaged and very efficiently transported. Much the same principles are already followed with quick-frozen fish in this country and when once the British housewife realises that food handled in this way is not quite so dear as it appears to be, she will possibly show a marked preference for the goods so attractively presented.

## **Changes in shopping habits**

“One-stop” shopping is now firmly established in America and the proportion of total trade passing through the specialised food shop is rapidly falling, whilst the public patronage of the super-market with its full range of food—and indeed non-edibles are fast being added—is increasing by leaps and bounds. American practice in the field of real estate—as in virtually every other sphere—permits of rapid and radical change of policy and in the last few years many of the larger organisations have so changed the character of their business that on an average, one large store has taken the place of eight redundant small ones.

In Britain, of course, the self-service movement is still in its infancy and up to now, extra business has easily been attracted from the traditional type of service shop, but as the proportion of self-service stores increases and food supplies become easier, inevitably the customer will expect to be compensated for her “portering” work and competition between the self-service stores may thus become intense. In the U.S.A., not only is there price competition on branded goods but many lines subject to Government price control are sold well below the maxima.

## **Staff and self-service**

Having approached self-service from the viewpoint of the consumer and of the trader, there remains that indispensable link between the two, the staff, and it is perhaps appropriate at

this point to introduce a quotation from the Team's Report :—

“ We saw no visible evidence of Americans working faster or more intensely than our own shop workers, in a well-managed shop. The greater productivity of American food retailing is due to a combination of factors, including more pre-packing by the suppliers ; a high degree of mechanisation behind the shop; the concentration of business within a relatively smaller number of larger shops ; the virtual absence of credit and delivery services ; the widespread use of self-service methods and one-stop shopping.”

That self-service can provide good working conditions is beyond all doubt and there is still much room for personality. The system has the advantage that the peak trading rushes are “ ironed out ” by judicious preparation so that the immediate pressure is confined to the check-outs. Elsewhere in the shop the customers deal with their own rush.

Sales competition in the States has brought certain evils in its train such as Sunday trading and 9 p.m. closing, but these practices are a feature of American shopping generally and are not peculiar to self-service. There is no early closing day, the long shopping hours call for shift-working and much preparatory work is even done during the night. To deal with the week-end rush, large numbers of college teenagers are brought in. Such conditions, of course, are in direct contrast to current tendencies in Great Britain and one certainly cannot envisage their introduction into this country. It is always possible to learn from others but distinction must be drawn between progress and blind imitation. As in all other spheres of life, the retail trade has always been in a state of evolution—has the time arrived to place an “ R ” in front ?

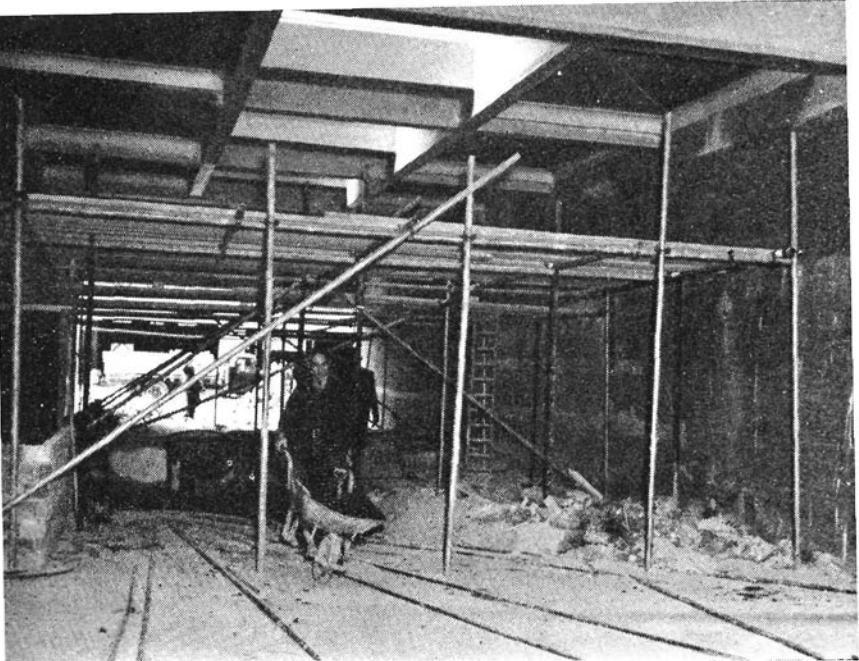
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## TAILPIECE

*Extract from the Productivity Team's Report :—*

“ Even if a shop stands on a corner site, it appears to be an invariable practice to have sides of solid brick-work so that the interior wall space can be used for sales fixtures.”

*These remarks incidentally apply also to a small shop at 173, Drury Lane, London, Eng., which bears the legend, “ Established 1869 ” !*



**OCTOBER**

## **Debden opens—against odds**

It is not unusual for us to have to move heaven and earth in order to open a new branch ; the opening of our self-service store at Debden, however, proved to be exceptional, for we had to contend not only with the two usual elements but with the third—water—as well.

A week or so before the opening, nature put a spoke in our wheel—the basement sprang a leak and a considerable section was flooded. Anybody with any experience of branch openings—plus a little imagination—can readily appreciate the state of chaos which reigned at “Fort” Debden (as this latest outpost of empire was appropriately dubbed by certain members of H.Q. staff) for the last few days before the opening. However, in spite of everything the last workman and the last scaffolding were finally shifted, at any rate from the shop itself, in time for the advertised opening on Monday, November 3rd ; the first shop to trade in the brand new Broadway Parade.



## NOVEMBER

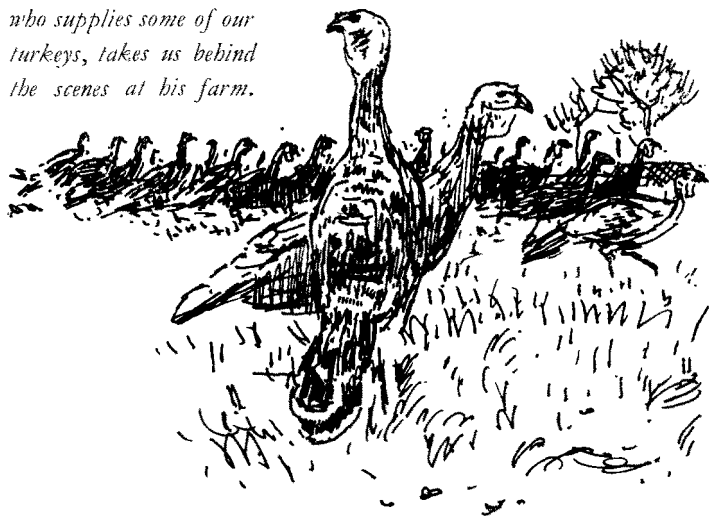
*Taking the first registration at the new branch.*

*Mr. Brown, Manager of Debden, advises customers on self-service.*



# ***Raising Christmas Dinners***

*H. B. Marden-Ranger  
who supplies some of our  
turkeys, takes us behind  
the scenes at his farm.*



My first interest in live turkeys happened in Burma in the late '20s when two visiting friends at Christmas time brought with them a pair of birds duly decorated with red and blue bows. My native butler decided that these two birds should form the basis of a breeding stock and they were thus saved from an untimely death. They did breed but very few young birds were reared !

That is how I came to keep turkeys, a pastime I handed over to my wife as an occupation for her. With the evacuation

of Burma in 1942, turkey keeping had to stop, but when I decided, mainly for health reasons, to give up a life in the East and live in England, it was decided that for a change turkeys should keep us.

After a trial of running a flock on the ground, I decided to rear all my birds intensively.

My present aim is to produce some 1,200 fat birds each year for the Christmas trade and to this end I purchase either day-old poults or 3-lb. birds. These are housed in wire and wooden-floored verandahs with covered roofs and walls of wire netting ; in the case of the day-olds the necessary heat is provided by a foster mother, sited in the verandah, from which the birds get protection for the first five or six weeks of life.

As the birds grow I find that some eighty hens can thrive in an area of, say, 320 sq. ft. while male birds need more space and sixty are reared in the same area. The main objection to intensive rearing is feather pecking. This, however, I have managed to control and stop by the application in the early stages of Swedish pine tar with a paint brush on any spot of blood drawn by a feather being removed and later by putting pig rings in the turkeys' beaks when they are about 12-14 weeks old. The ring hangs from the two nostrils and lies between the upper and lower beak, thereby preventing the beak from closing by the width of the ring, say one-eighth inch. This in no way reduces the birds' ability to feed, but it has a very salutary effect upon them. Ringing is a very simple and easy operation and three of us can ring 80 birds in twenty minutes.

In fattening my birds I follow a system which suits me and my customers. Many people will challenge my method but I make no defence for it.

Day-olds have a proprietary turkey starter crumb *ad lib.* and a little fruit and of course a constant supply of fresh water. Litter is usually peat moss. As day-olds for the first week or so can take on a rather deceptive attitude, feigning ill-health and death, I find that from time to time a small sprinkling of fine green food will very soon ease one's mind as to their condition since they instantly scramble for it. It is only to check their alertness that any green food is given at all at this stage.

At eight weeks of age a gradual change is made to growers or breeders pellets either from home-grown corn or a proprietary

brand. They have as much as they like of this with a small supply of layer grit and of course the constant supply of fresh water. No green food at all is given as the pellets are properly balanced in all respects. I am also of the opinion that green food, while very palatable to the birds, is not a fattener, and my object is to get the birds really fat. At about sixteen to eighteen weeks of age I start to give one thick plant of marrow stem kale to the birds each day because by this time the effect of ringing has partially and in some cases entirely worn off since the tips of the beaks, like a finger nail, have grown and can again meet. This could be overcome by cutting the beaks with scissors or ringing the birds, but I believe that the kale helps the birds to overcome their boredom. They plug away at the marrow in the stem for quite considerable periods rather than bully or irritate their neighbours. The quantity of kale given daily is approximately 6 lbs. and on these lines male birds will put on one pound of weight a week and hen birds a half to three-quarters a week. Food conversion works out at an average of six pounds food for each one pound live weight gain. Other people do achieve better conversion rates, but I am satisfied that the quality and condition of my birds is better.

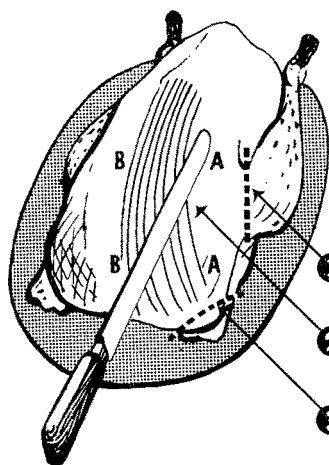
The breeds I prefer are A.M.B. with broad breasted blood and the nice compact Norfolk blacks. During the rearing period of, say, May till December, some losses are inevitable, but I find mine can be confined to 5 per cent. Most deaths are due more to physical defects than disease. Defects such as pendular crops, congenital deformity, slip-hock or perosis, etc. Every year since I have reared turkeys intensively I have had one case of blackhead. This has never been exceeded, and it seems clear that if blackhead does get into a verandah it can be ignored. In cases of birds running on the ground, blackhead is the disease most feared by breeders, and while excellent cures and preventives are on the market the disease can be responsible for very heavy losses.

Plucking of birds is done by hand, and I have yet to find a machine which can be as satisfactory taking into account speed, appearance and comfort for the plucker.

That is briefly the story of the methods I have chosen, and if anybody wishes to question these I would say "the proof of the turkey, like the pudding, is in the eating".



# How to carve your Christmas Turkey



**1** Remove the drumsticks

**2** Slice breast from A towards B

**3** Remove wing by cutting through joint here

SEE that your knife is sharp, for a blunt knife will only tear the flesh away.

- (1) Cut and remove all strings.
- (2) Remove the drumsticks by cutting through the skin and flesh at the thigh joint. (If the turkey is J.S. trussed, several slices of dark meat can be carved from the drumsticks before removing them.)
- (3) Carve slices off the breast together with crop stuffing, starting at the front end of the breast bone and carving down the side of the bird to the wing, working back along the breast bone with succeeding slices.
- (4) Remove the wings by cutting through the skin, etc., at the wing joints. (Wings should not be removed until the breast is cleared, for they form a base which helps to hold the bird firm while carving.)
- (5) Lay the carcass on its side, then carve slices of dark meat from the upper part of the leg which is still attached to the carcass.
- (6) Carve slices of dark meat from the drumsticks.

# Christmas TIME




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THE members of the average English household have, between them (a third of the households have more than one member working, by the way), to work for 66 hours to earn the money to pay for their Christmas. Of this time

Food takes.....12 hours 0 minutes  
 Beer, wine and spirits drunk at home take..8 hours 0 minutes

*Presents in the form of*

Women's clothing .....9 hours 20 minutes  
 Men's clothing .....7 hours 40 minutes  
 Cigarettes, tobacco, lighters, etc.....5 hours 20 minutes  
 Christmas cards, calendars, books.....4 hours 20 minutes  
 Toys and sports goods.....4 hours 0 minutes  
 Jewellery, clocks and watches.....4 hours 0 minutes  
 Toilet articles and beauty preparations....3 hours 20 minutes  
 Slippers .....2 hours 20 minutes  
 Hardwear and electrical goods.....1 hour 0 minutes

The remaining 4 hours 40 minutes goes on extra drinks at the local, fares, entertainments and so on. To enable us to spend all the money thus earned, £40,000,000 of extra notes are put into circulation and £46,000,000 are taken out of savings banks and deposit accounts with other banks.



*Depot and supervisory staff get together.*

## **The Country Section's Dance at Blackfriars**

NOVEMBER'S coldest weather couldn't prevent a wonderful turnout for the Country Section's Dance on November 8th. Contingents of J.S. people and their friends rolled up by coach and car from all our country sections to a warm welcome at the canteen. The response to this new venture was so good, and comments have been so enthusiastic that the Staff Association are hoping to organise more activities along similar lines.

*Some visitors from Bognor.*







ABOVE *Cambridge turned out in force.*

LEFT *The Tunbridge Wells party.*



*Mrs. Parker presents a prize to Mr. Clay.*



*Luton line up for the camera.*

*And we're up from Bedford.*





# ITALIAN INTERLUDE

by

R. G. P. COX

*For the past two years Mr. Cox has been responsible to Mr. James Sainsbury for all cheese purchases, and in the course of his work has paid a number of visits to our Continental suppliers. During his earlier career, he worked for the Empire Dairies, largest selling organisation in Great Britain for New Zealand and Australian dairy produce, and also for the Danish Bacon Company. He served in the Army and Royal Air Force during the war and was awarded the D.F.C.*

THERE are two snags with travelling on business. The first is that one must continue to work according to one's normal standard, and the second is that eventually Mr. Alan will say "Write a few words for the JOURNAL".

I suppose the natural question to ask would be "Was your journey really necessary?" and in my opinion the answer is that to-day large-scale food trading demands an emphatic "Yes". Before the fighting war of 1939, the United Kingdom with its ever-hungry industrial population was an open market for the abundant world supplies of food which could not be sold elsewhere, and as a nation we lived on exceedingly cheap food—to-day, the position is changed, as one quickly appreciates from visiting the food-producing countries on the Continent. The United Kingdom is not the premier market it was, and today, with world demand greater than world production, if you want supplies, you either pay the other chap to go and find them for you or go and see about them yourself. In this way

one can hope to be ready to take advantage of any change in trading conditions.

So to my few days in Italy. On a Wednesday in October, the suggestion was made that the trip would be justified, and on the following Tuesday at 11 a.m., I sat back in the new forty-seater De Havilland Elizabeth aircraft, looked at the pouring rain and low cloud and then resigned myself to let someone else worry about getting me to Milan. From rain and cloud at London Airport we climbed immediately through the clouds into really brilliant sunshine and then on for two hours to come down at Geneva to drop off the mail. Off again, we climbed over the Alps to have en route a grand view of Mont Blanc pushing its way through the clouds, and so down an hour later through pouring rain and mist to the depression of Malpensa, the airport for Milan. To those who have seen London Airport and have possibly read how very much better other people always do things, I would suggest arriving at Malpensa in pouring misty rain. To me it brought memories of old wooden huts on Salisbury Plain in 1940.

First impressions of Italy? It looked to me as though the Romans had well and truly passed on without anyone doing much in the way of repairs since, and I wondered what some of the dilapidated villas must be like to live in. Although well proportioned, they seemed "down at heel" with patches of stucco off the walls, rusty iron gates hanging at silly angles at the entrances to Italian garden courtyards, and the roads, apart from the motoring roads, truly rural by our standards. The main motoring roads are good although marred by the thousands of crude advertising hoardings, small, larger and huge, that line the roads for miles on the approach to any town of size. Incidentally, one must pay a small tax at a road barrier every time a car is taken on to one of the main highways. Motoring is definitely not a pleasure on these main highways in the north of Italy. The truck and trailer combinations, sometimes consisting of two trailers, are immense by comparison with those we know, and overtaking one is always a chancy and very noisy business. As is well known, Italy has another important export trade—that of producing very good racing-car drivers, and as it appears to be the ambition of all young Italians to imitate their particular hero driver on the public roads, many

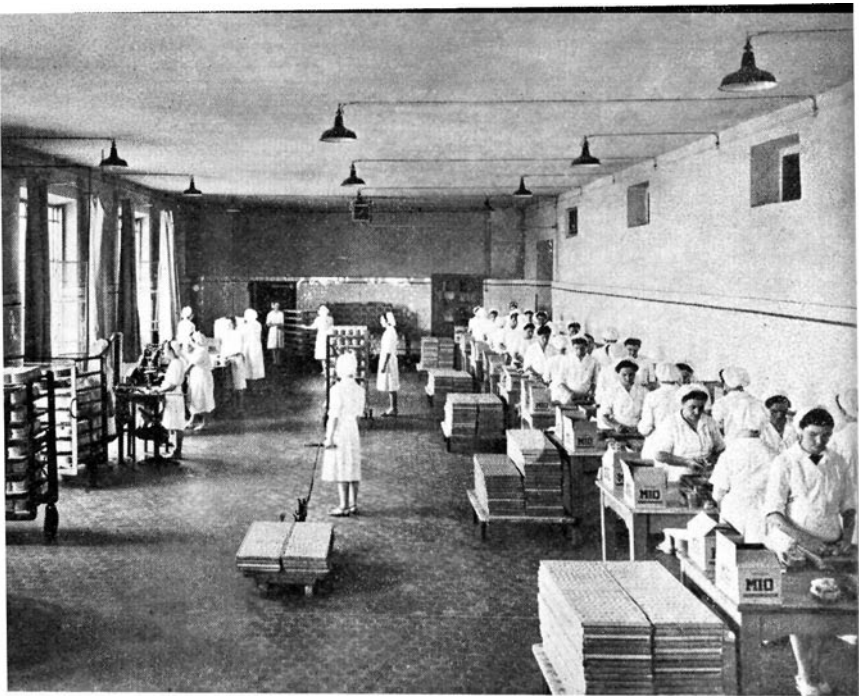




*Some of the Locatelli Mattia fleet of transport at their depot in Reggio.*

young Italians are killed in the hard school of experience.

My interest (business) for the most part, lay in the agricultural districts including the Lombardy Plain which stretches dead flat for miles across the north of Italy. It has nothing in common with the English countryside and lacks charm and any form of grace, the villages look dingy, the village roads on wet days are filthy and on dry days exceedingly bumpy. The small towns, on the other hand, have a certain Latin excitement with their narrow streets, running into little sub-town squares, while cafés abound everywhere. In contrast, the land belonging to the farms was, to my inexperienced eye, intensely well cultivated and cared for. Every inch to the roadside is worked and there are no hedges between fields and very few trees to form background. The farm labourers work really



*Packing processed cheese at the Locatelli Mattia factory in Reggio.*

hard and skilfully while they work, and rest and talk no little time in between, so that altogether they must "clock" a good number of hours every week. There appears to be little mechanisation. Ploughing is carried out either by teams of horses or bullocks, and in my short stay I do not recall seeing a single tractor.

Against this background, it must be recorded that the particular company I went to visit had an air of real efficiency which I discovered was based on family tradition, the founder of the business in 1860 having been fortunate in having many sons, who in turn continued to have a proportion of industrious children, so that to-day, the firm of Locatelli Mattia is still run and managed by the family, consisting of father and five sons with one son in reserve at university. Each son, when at a

responsible age and after due training, is given responsibility to run one of the important sections of the business, which is spread over the whole of Italy, plus their New York and London offices. The business, of course, is based on cheese, which to the layman in this country would not conjure up a large business empire. In the case of Locatelli, it most certainly is an empire, for in addition to cheese, which is a most important part of the Italian diet, they have large meat and tomato product factories producing on a very large scale for their share of the needs of 50 million Italians plus an important export trade.

All their branch depots have most lovely picture-book Italian gardens, including lemon trees in full fruit, so that the right atmosphere is immediately created for both worker, visitor, and buyers alike on arrival. To drive through iron gates in the high surrounding walls to such a welcome makes a complete contrast to the road conditions.

Having expanded in the rather typical fashion of the Member of Parliament who makes his visit to India, and then lectures the House on the faults in the administration, I will return to earth and end with a picture of one branch of the Italian cheese trade to show the scale of organisation necessary to develop and maintain the supply of a particular variety. Parmesan cheese, although quite well-known by name in this country, is not widely used, whereas in Italy it is probably the most popular of all the varieties eaten. The Italian cheese shops are just like our butchers' shops, and a very wide variety of cheeses is offered for sale.

Parmesan takes its official name from the town of Parma and is produced during the months April to October/November in a great number of dairies in the Emilia district around Reggio. Parmesan could be made all the year round, but it has become the custom for the genuine cheese (there are many imitations) to be made only in these months because for generations calving has been arranged in the winter months. The resultant reduced milk supply does not allow the making of cheese.

The cheese, which are made daily and weigh at the commencement of their careers about 80 lbs. each, are kept in the storeroom of the dairy for approximately six months. While it has become the custom for most dairies to sell their produce to the same cheese factor (a factor is a merchant who buys

for maturing and distributing) year in and year out, nevertheless there is always a great deal of haggling over price before the season's cheese is finally sold. The price at which the merchant is prepared to buy the cheese from the dairy, is based on intuition and the following points :—

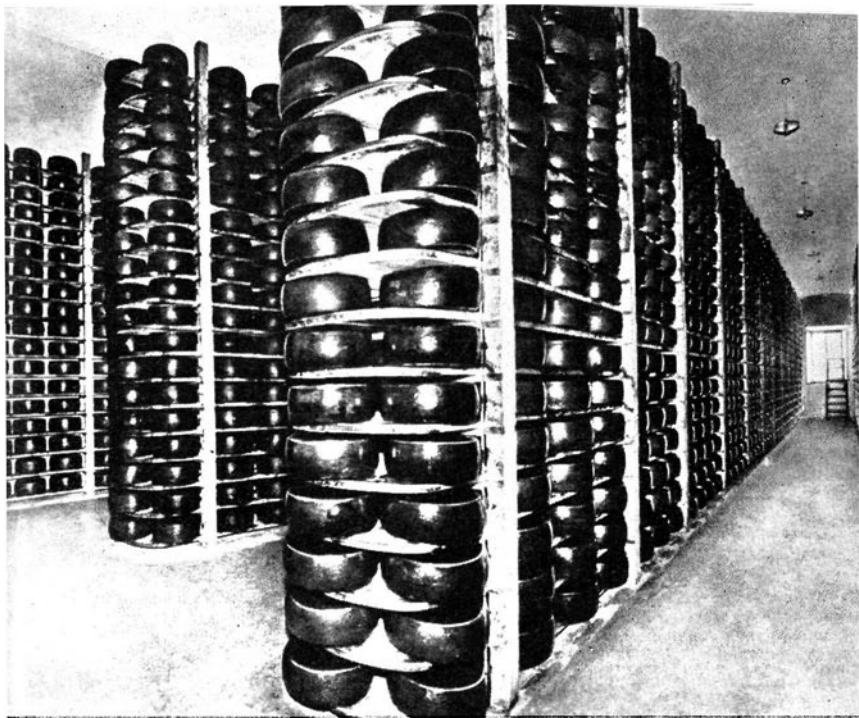
1. Known cost of production of new cheese, which is based on local milk prices, labour prices, machinery prices and so on.
2. Quality of cheese produced by the particular dairy.
3. World demand for Parmesan.
4. The size of his own stock of matured and maturing cheese, and prices offered by other competitors for young cheese.

This price negotiation is part of the pleasure of Italian business life and may well go on for several weeks. Nevertheless, it is a most serious business, for to a buyer who buys young Parmesan cheese at the wrong price, it could lead to disaster. As each buyer ties up capital for 18 months to two years in young Parmesans without full knowledge of what conditions are going to be when the cheese are ready for the market, it is not a game for the man short of capital. When finally a bargain is struck the factor sends his agent along to brand all the cheese with his seal and they remain at the dairy until November when the early-made cheese of April, May and June, are collected and taken to the factor's store.

The balance of the season's production, made from June onwards, is taken from the dairy to the cheese stores in January and February.

The size of these cheese stores varies, but in the case of Locatelli you can draw a picture when I say that they carry, at the end of the season, 100,000 loaves of Parmesan valued at approximately a million pounds in our money.

Parmesan cheese, as with all cheese, requires constant attention so it can be appreciated how much efficient organisation is necessary to ensure proper care and maturing of such a huge stock. When the loaves of Parmesan arrive from the dairies, they are golden brown in colour, but after a few weeks in the storehouse, they are coated with a black substance called *terra d'ombra*. This blackening is carried out to hold the oil with which the cheese are dressed at regular intervals. Without this coating, the oil would penetrate into the cheese which would



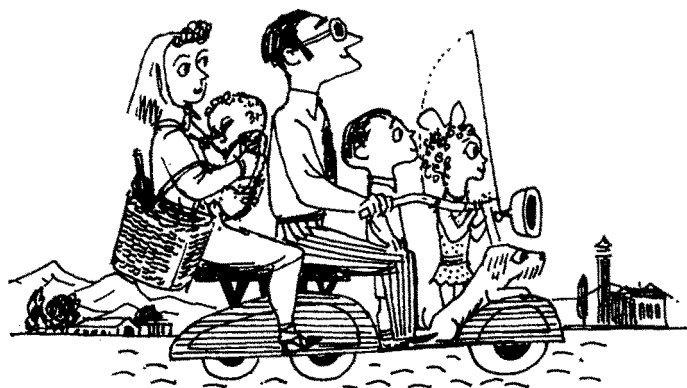
*Part of a parmesan store. Every one of these cheese must be turned weekly during a maturing period of up to two or three years. Because of the great value of cheese in them, doors and windows in these stores are heavily bolted and barred.*

necessitate the cheese being scraped and incur waste. The oiling is to prevent the coats cracking and the growth of cheese mites. The Parmesans continue to be oiled and turned every week during the whole of their life. "Turning", as the name implies, consists of turning every cheese topside down so that the fat in the cheese remains evenly dispersed. When we remember a Parmesan now weighs approximately 60 lbs. (the difference between its original weight on making and its present weight has been lost in the first six months of maturing) it can be no easy task turning even part of 100,000 cheese per week. Perhaps the huge plates of macaroni eaten in this district supply the strength for the job.

Parmesan is sold and eaten at all ages, but generally speaking cheese made in April, May and June of this year will not be prime, well-matured cheese until 1954, so that, in effect, the cheese factors or merchants like Locatelli Mattia act as bankers to the small dairies who could not possibly afford to mature their own cheese for two years, nor indeed, would they want to incur the risks in doing so.

It is from such cheese firms as Locatelli Mattia that we obtain our supplies of Parmesan and Gorgonzola---we have carried on a regular business with these shippers for over 30 years--but even so it is necessary to maintain personal contact with the changes that take place over the course of years.

The trip included visiting the districts where the Italian Gorgonzola cheese are matured and also to the town of Robbio where there is a very large processed cheese factory. The day spent on the edge of the Italian mountains around Lecco in the Gorgonzola caves was full of interest, both from the scenic and business point of view, and it is to these parts I hope to return and enjoy myself in due course. Although, like all countries, Italy is far from perfect, there appears to be ample reward for those prepared to get away from the cities and towns and to spend their time in the hills and mountains which border on to the Swiss Alps where, compared to the high cost of city life living is cheap.



ON any one day the daily check of staff requirements may show as many as 40 vacancies to fill on various levels of employment with J.S. These occur as a result of expansion, and opening of departments, retirements, transfers, or simply by staff leaving J.S. employ, and it is the job of Mr. A. J. Waller, Recruitment Officer, to find people to fill the gaps. In a single year his office deals with 5,000 postal applications for jobs and conducts 10,000 interviews with people who want to work for J.S. Apart from trainees who come in from school or from national service and who go through a series of intelligence and aptitude tests before engagement, the jobs vacant may be as varied as salesman or saleswoman, warehouseman, stoker, painter, clerk, electrician, housekeeper and once even a rat-catcher. A sharp eye for human character is essential in engaging staff, and Mr. Waller thinks his experience in this job has sharpened his judgement of his fellows very considerably. But as he points out, while personal judgement of character and personality must play a part in engaging staff for the retail food trade, they cannot reveal the whole man. A good deal of Mr. Waller's responsibility is to see that references are checked, make sure that the jobs formerly held by the applicant really did exist, find out if the saleswoman candidate can add and subtract £ s. d., and even in the case of unlikely candidates, send them away feeling they've had a fair deal. Even the gentleman who, when asked what he had been "inside" for, replied "For carrying one of these", as he slapped a revolver on the desk, was in the end persuaded that his case was fairly considered.



A. J. Waller

## J. S. jobs

*Second of a series  
about people and  
the jobs they do  
for J.S.*



## ***Thursday Night is Table Tennis Night***

TABLE tennis is now being played every Thursday night in the Staff Catering Hall. All members of the Staff Association are welcome, especially beginners. Five tables are available from 5.45 p.m. to 10 p.m., bats and balls are provided and refreshments are available to keep you going. Mr. J. R. O'Brien, of the Transport Office, is Table Tennis Secretary and section secretaries who would like to use the hall for section competitions should get into touch with him. As we go to press entries are coming in for this winter's Singles and Doubles competitions. Details will be published in the *Association News*.

*Miss Joan Lindsay of Personnel Department.*







*Mr. P. Robinson of Head Office.*

*Mr. T. Day Maintenance Department.*

*Mr. E. J. Valler of Kitchens.*





*"The Rake's Progress" Plate VI, by William Hogarth, shows the fire breaking out at White's Chocolate Rooms in St. James's Street.*

## **DRINK—and FOOD**

### *The Story of Chocolate*

LIKE tomatoes, turkeys, tobacco and potatoes, chocolate was unknown in Europe before the discovery of the New World. The Spanish conquerors of Mexico brought the cacao bean back to Europe and for a century after its introduction the Spaniards seem to have guarded the secret of its preparation closely. The Italians are said to have stolen the secret in the sixteenth century and by the end of the seventeenth the French were raising their own crops in Martinique.

Its history in Mexico reached back traditionally some four thousand years. The cacao bean was used as currency by the

Aztecs, a given number of beans sewn up in a bag making a money unit. "Blessed money which exempts its possessors from avarice since it cannot be long hoarded nor hidden under ground," wrote one of the Jesuit missionaries from Spain.

Accounts of the preparation of *chocolatl* by the Aztecs describe it as beaten up into a froth until it was almost solid. It was flavoured with vanilla, pepper and other spices and it was probably bitter and pungent to the taste. The practice of putting milk with it was an English notion which started about 1700.

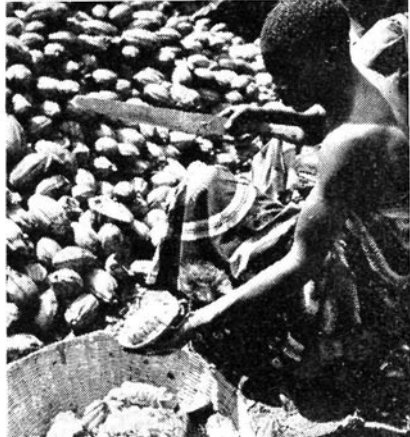
One Spanish account makes a great point of the method of taking it which was half-way between eating and drinking. It was important to open the mouth wide "in order to facilitate deglutition that the foam may dissolve gradually and descend imperceptibly, as it were, into the stomach". It was certainly a very nourishing drink, and Montezuma, the Mexican ruler, was reported to take fifty pitchers of it every day—a rather heavy daily dose of a preparation of which it was said that one cup was sufficient to keep a man going on the longest day's march.

Chocolate first appeared in London in 1657 when a Frenchman set up a shop where he sold blocks of drinking chocolate at ten to fifteen shillings a pound. A stiffish price when one reckons that ten shillings was the weekly wage of a bricklayer at that time. It was thus an expensive luxury and its use was confined to the well-to-do. It soon became a fashionable drink and chocolate houses began to open in the City of London and Westminster. There were at one time about five hundred houses which sold chocolate in London—Garraway's, for instance, of Cornhill, though its proprietor, a Mr. Garway, seems to have had a keen eye for any new thing and he is best known as London's first tea importer.

White's Chocolate Rooms in St. James's Street and the Cocoa Tree in the same street were among the most famous chocolate houses. White's opened in 1698 and became a popular gambling resort, the chocolate, no doubt, keeping the card players going through the longest night's play. It was burnt down in 1733, and the painter William Hogarth used this incident in Plate VI of *The Rake's Progress*, which shows a group of gamblers so absorbed in their play that they pay scant



*The Gold Coast farmer harvests his pods by cutting them from the tree and letting them fall to the ground.*



*The women gather up the pods in baskets. They are then split and the cream-coloured beans are scraped from the husks.*

attention to the Watch who have broken in to give the alarm of fire.

When the house was rebuilt it was shortly afterwards turned into a club and remains to-day White's Club, though the present building was extensively remodelled in 1850.

The Cocoa Tree was the Tory's chocolate house in Queen Anne's reign and its political character continued for a couple of centuries. The leading plotters of the Jacobite rebellion of 1745 took their politics and their chocolate there. The Whigs, naturally enough, would not be seen in it and patronised the St. James's, a coffee house further up the street.

In spite of the fashionable turn towards tea in the eighteenth century, chocolate remained a popular, if expensive, drink. Both products were heavily taxed, and it was not until 1853, when Gladstone reduced the duty on imported cocoa to a uniform 1d. a pound, that the expansion of the cocoa industry became possible. The great variety of uses for chocolate which are familiar to-day have come into general use only during the last hundred years.

Cultivation of the cacao-tree is only possible in tropical climates and then only in places which are sheltered from too violent sun or wind. The young trees are sometimes planted



*The beans are emptied out on to a bed of plantain leaves, covered up, and left for about a week to ferment.*

under tall spreading trees to give them shade during the critical first few years of growth. They begin to bear after four or five years and are curious in their habit of producing ripe pods all the year round and having a harvesting period of three or four months higher yield as well. This period varies from one country to another. In the Gold Coast, mid-October to mid-February is the period of highest yield, while in Ecuador the main harvest is gathered between March and July.

A good tree will give about twenty large pods in a season. The pods contain an average ounce and a half of dried cacao beans, so that the yearly yield of a tree is only about two pounds of beans. Intense cultivation is therefore essential to meet the rising demand for chocolate products in practically all countries.

The technique of preparation of chocolate is no different,



*After fermentation, the beans are sun-dried on long tables. They are raked over daily for six or seven days, and when dry are ready for bagging.*

except in scale and cleanliness, from the Aztec method. The beans are cleaned, roasted, cracked and winnowed. They are then fed as dry beans into stone grinding mills. In the grinding operation the friction developed melts the cocoa-butter and "chocolate liquor" runs out of the mill. This, when cooled, is the basic material for all chocolate products.

Drinking chocolate is prepared in this way and then has sugar added. As this reduces the overall fat content, cocoa-butter extracted from other beans is added to enrich the mixture. It is this concentration of fat which causes the difficulties sometimes experienced in providing enough drinking chocolate for the market, the producer's problem being to achieve a balance of the sale of chocolate with other products derived from the cacao-bean.



## ***Fun and Games for Xmas***

### **Shake the Penny**

You will need : A dozen players, about 10 or 15 minutes' playing time, one penny.

As the guests are arriving, the host shakes hands with them and in the palm of one person's hand leaves a penny. "Get rid of this before everyone is seated," says the host. "And tell whoever you give it to, to do the same thing."

The guest, in turn, tries to get rid of the penny as soon as possible by shaking hands with someone else. The person still stuck with the penny when the last person is seated is the loser.

### **Play Titles**

You will need a list of play or film titles, each one written on a separate slip of paper, and all in a hat or box. A stop-watch

is a help, but a watch with a second hand will do for timing. The M.C., who should also act as timekeeper, divides the guests into two equal teams. The teams then sit facing each other, leaving plenty of space in between and the M.C. calls out the first player from one of the teams. He picks a title out of the hat, shows it silently to the player, who then goes to the centre of the floor and acts the title in dumb show. He must not speak or consult his team for help. The opposing team try to guess the title and the M.C. should fix a time limit for guessing. The team to guess most correct titles wins the game.

## **Knitting**

You will need 1 pair of knitting needles and a small ball of wool for each couple (lady and gentleman) playing. Once the players have their needles and wool the starting signal is given and the lady casts on ten stitches. She passes the needles to the gentleman to knit one row. When his row is complete she takes over and casts off. The first couple to complete their knitting are, of course, the winners.

## **Advertisements**

Prepare a list of twelve to twenty advertising slogans which do not include product names. Provide each player with pencil and paper. The slogans are read out slowly. Players write down the name of the product they associate with the slogan. Most correct answers wins the game.

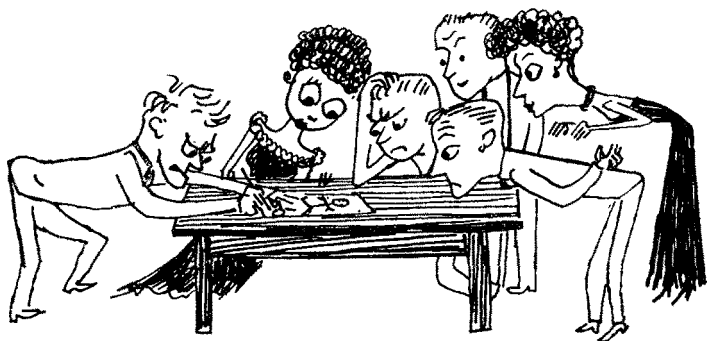
## **Peas and Straws**

You will need two saucers containing an equal number of dried peas, two tumblers, drinking straws for each player. The guests are divided into two teams. The glasses are placed one at each end of a table with a saucer of dried peas nearby. The first player from each team should then go forward to his end of the table and try to pick up a dried pea at the end of the straw by sucking in air. When he has the pea held at the end of the straw by suction he must drop it into the tumbler. The second player then follows and the winning team is the one to transfer all the peas first to their tumbler.



## Guessing Competition

The M.C. should make a list of everyday articles, say about twenty. Paper and pencils are provided for each couple and they are asked to write down the answers to the questions. Suggested questions are : How long is the standard cigarette ? What is the length of a £1 note ? What is the length of a standard pencil ? What is the diameter of a penny ? How tall am I (the M.C.) ? How deep is a tea cup ? How many steps at the front door of the house ? and so on.



## Dumb Sketch Class

You will need two pencils and some sheets of paper. The M.C. prepares a list of articles or simple actions which can be drawn. He divides the guests into two equal teams who then retire to each end of the room. The M.C. goes outside the room and calls for the first player from each team. He gives each one a subject and a sheet of paper. The players must then dash back to their own team and, *without talking*, they draw the object or action. The team must not talk to one another but the first member to guess the subject of the sketch rushes out to the M.C. to tell him. If the answer is a correct one the M.C. gives the player another sheet of paper and tells him the next subject. He goes back to his team and starts to make a drawing. The winning team is the one which completes their list first. But remember, *no talking*.

# Cook's Christmas Notions



## ***Sweet and Savoury***

*For your Christmas party here are some suggestions which are sure to be popular.*

### **Savouries**

As a base for savouries you can use cheese pastry, choux pastry or short crust pastry tartlets.

### **Choux Pastry**

#### INGREDIENTS

4 ozs. flour.

2 ozs. fat.

3 eggs

$\frac{1}{2}$  pint water.

#### METHOD

Melt fat in water. When boiling shoot flour into fat, stir well and cook for about 5-6 minutes. Allow to cool a little and stir in the eggs one at a time. When the mixture is cool, spoon off into required shapes.

## **Short Pastry**

$\frac{1}{2}$  lb. flour.  
 $\frac{1}{4}$  lb. margarine.

A little water.

### **METHOD**

Sieve the flour, add pinch of salt, break fat into small pieces and rub it in the flour with the fingers until you reach the breadcrumb effect. Add water and mix to a stiff paste. Turn on to a floured board, knead for a few seconds until smooth and roll to requirements.

## **Cheese Pastry**

### **METHOD**

Exactly the same as for Short pastry, but add a little finely grated cheese.

## **Fillings**

For fillings use crab, shrimp, or smoked haddock and mayonnaise, soft roe and anchovy, grated cheese and margarine (Savoury Cheese).

## **Celery Cheese**

3-in. lengths of celery, well scraped. Fill the centre with piped savoury cheese using a star pipe.

## **Almond and Prune Savoury**

Cook the prunes, cool, remove stone and replace with salted almond. Place on an oval cheese biscuit and decorate with piped savoury cheese.

## **Salted Almonds**

2 ozs. blanched almonds  
2 tablespoons olive oil  
1 tablespoon salt and pepper  
Place the oil in a small frying pan and heat *slightly*. Fry the almonds slowly until crisp and golden brown. Remove on to an old cloth on which is salt and pepper. Rub well. Dry on a papered tin.

## **Brown bread or white bread rolls**

Cut slices of very thin bread and butter. Spread with Marmite or similar savoury spread. Roll the thin slices and serve decorated with sprigs of watercress.

*And here are two types of Sweet which are a change from trifle.*

### **Pirates Delight**

Juice 1 orange	1 dessertspoonful flour
Juice 1 lemon	$\frac{1}{2}$ oz. powdered gelatine
1 cup water	1 gill any red fruit purée
1 cup caster sugar	

Dissolve sugar in juice and water and bring to the boil. Blend gelatine and flour and add. Cook 10 mins. Cool. Whisk until frothy, add purée colouring. Whisk until nearly set, then mould.

Sufficient for 10 portions.

### **Charlotte Russe**

$\frac{3}{4}$ lb. lemon jelly	Vanilla flavouring and sugar
$\frac{1}{2}$ lb. sponge finger biscuits	$\frac{1}{2}$ oz. powdered gelatine
1 tin evaporated milk	$\frac{1}{2}$ gill water
$\frac{1}{2}$ pint thin cold custard	Cherries and angelica

Rinse a clean 6 in. cake tin with cold water.

Dissolve lemon jelly in  $\frac{1}{2}$  pint water, pour a layer  $\frac{1}{2}$  in. thick into tin and leave to set. Decorate with cherries and angelica and pour on remainder of cold but liquid jelly.

Arrange biscuits, standing them on end, round side of tin.

Whisk evaporated milk until thick, fold in custard and gelatine dissolved in the water. Sweeten and flavour.

Stir mixture gently until just beginning to thicken, pour into tin. To unmould, dip base quickly into hot water, and invert tin over a glass dish.

### **Esse Biscuits**

$\frac{1}{2}$ lb. margarine	2 ozs. ground almonds
$\frac{1}{4}$ lb. castor sugar	1 egg
9 ozs. flour	

Cream the margarine and sugar, add egg, almonds and flour.

Pipe through a star nozzle on to a greased and floured tray.

Egg wash and decorate with small pieces of cherries and angelica.

Cook in a moderate oven (Reg. 5) until golden brown.

Cool and dust with icing sugar.

Alternatively :—

Roll out on a board well dusted with flour and castor sugar and cut with a fancy cutter.



THOSE of us who like a bottle or two of wine at Christmas, believing that its gentle warmth helps digestion and sociability, can now get, from most wine merchants, very drinkable wines at prices from 6s. 6d. a bottle upwards. While this doesn't make it possible for everyone to have his own cellar, it does give us all a chance of enjoying a bottle from time to time.

Without going into abstruse wine lore about vintages, bouquet and the merits of one vineyard over its neighbour, here are a few simple tips about wine and how to serve it which will help you to get the most out of your bottles. Probably everyone knows that red wines should be served at room temperature. Bringing the wine to this temperature should be done gently and if the wine has been in a cool store it should be put in the dining room a few hours before drinking it. It should be opened about an hour before drinking to let the wine "breathe". Decanting is necessary only with wines old enough to have thrown a deposit in the bottle but few young (and therefore cheap) wines will need decanting.

White wines should be served cold but not iced unless they are sweet wines. About the temperature of cold spring water is what the experts recommend for the white Burgundies like Chablis or Pouilly or the Alsatian wines like Sylvaner or Riesling. Then you get the full bouquet which isn't freed when the wine is iced. A sweet wine like a Sauterne or a Barsac will stand chilling.

Always taste the wine before serving. If it is "corked" it has a curious, stale, woody flavour which is unpleasant and unmistakable. Wines vary in flavour, depending on what you eat with them. A wine like a Beaujolais or a St. Julien may taste sharpish before a meal but will be smooth and aromatic when drunk with a fatty dish. Don't drink wine with a vinegar-dressed dish (salad for instance) as the vinegar destroys its flavour.

A good deal of unnecessary fuss is made about the order of serving wines. If you have just one, like most people, then that's that, and you serve it after the soup or hors d'oeuvres. If you are serving fish and then meat it doesn't follow that you serve white then red. The principle is to serve the lighter wine first and follow with the heavier. The port, if any, comes right at the end, but if you don't like port but want to finish with a flourish, a good full Burgundy goes well with cheese.

The French, who have worked out the technique of wine drinking over many centuries, take their sweet after the cheese and serve a sweet wine like a Sauterne or a Champagne with it, but it is only on very special occasions that a French family puts more than one wine on the table.

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## **Our Contributors**—NOVEMBER ISSUE

IN answer to requests for information we are glad to print the following notes about two of last month's contributors.

COMMANDER F. JEVES is J.S. Transport Engineer. He has served a total of 21 years at sea, 11 in the Royal Mail and 10 in the Royal Navy. He is a master mariner and a Commander R.N.R., in which capacity he served during the last war. He joined J.S. in 1933 and is responsible for the well-being of our fleet of road transport. He speaks enthusiastically of the standard of maintenance of our cars at the branches, of his own staff and of the high standards observed by J.S. drivers.

F. A. BASTIE of Sales Office joined J.S. in 1926. In 1937 he married Miss Florence Parker of Head Office, bought a house and found that looking after his own garden was more exciting than it had seemed when he used to cut the lawn at home. Since then his garden hasn't looked back, and, with his wife, he spends most of his spare time on its development. He shows regularly at the S.S.A. show and took five prizes in 1952.



A Happy

XMAS

to all

our readers



ABOVE *Cambridge turned out in force.*

LEFT *The Tunbridge Wells party.*



*Mrs. Parker presents a prize to Mr. Clay.*