

# JS JOURNAL

MARCH 1953



# J. S. JOURNAL

HOUSE ORGAN OF J. SAINSBURY LTD

MARCH

1953

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## CONTENTS

J.S. News .. .. .	1
For He's a Jolly Good Fellow ..	11
100% J.S. Man .. .. .	16
Party Pictures .. .. .	23
One and Ninepence .. .. .	29
The World's Farmyard .. .. .	36
A Gardener's Diary .. .. .	37
J.S. Jobs .. .. .	40
Black or White .. .. .	41
Eggs in the Limelight .. .. .	46
And Eggs on the Table .. .. .	48

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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,  
Stanford House, Blackfriars,  
London, S.E.1.

OUR COVER PICTURE. *A nest country shepherd with an armful of spring lambs.*

# J. S. News

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## Blackfriars Contribution to Flood Relief

THE sympathetic response of Blackfriars staff to news of the flood disasters in February was to seek immediate permission to raise funds for the relief of those who had suffered. Collections were made separately by various departments and were sent off together with a contribution from the company. The total of £147 18s. 4d. was made up by these individual amounts.

	£	s.	d.
Canteen .. .. .	13	8	10
Drivers' Club .. .. .	10	0	0
Factory .. .. .	51	0	0
Garage .. .. .	5	9	0
Office .. .. .	31	0	0
Union Street .. .. .	10	6	6
Warehouse, Empties, Maintenance Depts, etc.	26	14	0
	<hr/>		
	£147	18	4

*We reprint below the letter of thanks from the Lord Mayor of London.*

## THE LORD MAYOR'S NATIONAL FLOOD & TEMPEST DISTRESS FUND

THE MANSION HOUSE, LONDON, E.C.4.

13th February, 1953

Dear Mr. Turner,

May I express my sincere gratitude for the very generous cheque for £500 as a donation from your Company, and the separate cheque for £147 18s. 4d. from the Depot staff which you have so kindly sent to my National Flood and Tempest Distress Fund. The response to my Appeal is really magnificent and I offer you my thanks and appreciation on behalf of those who have suffered.

I enclose herewith the official receipts for your donations with renewed gratitude for your prompt help.

Yours sincerely,

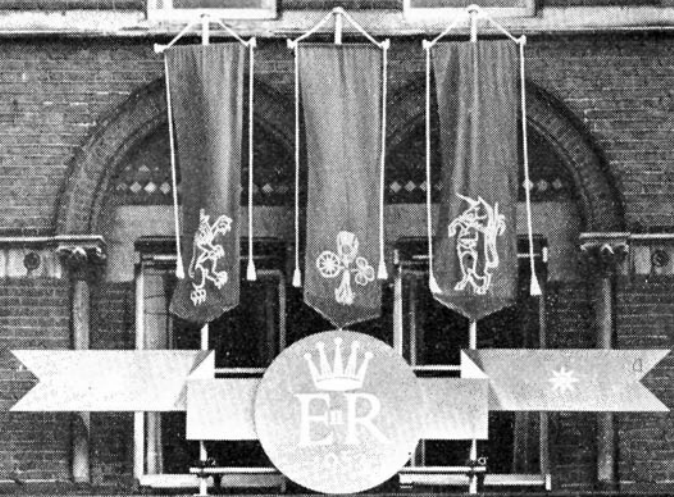
RUPERT DE LA BERE  
*Lord Mayor.*



### **Preparing for the Coronation**

THOSE Managers and Staff that were with us at the Coronation of King George VI may view the prospect of Coronation decorations with some misgiving. We were able to turn up the branch instructions which were sent out on that occasion and we must admit that, compared with present-day standards, the diagrams sent out in 1937 appear a bit dismal. Furthermore, as staff now have less time during business hours to spend on acrobatics, they will be happy to know that the Works Department will be responsible for the decoration of the branches on this occasion.

As you know, we are fortunate in having Leonard Beaumont with us as design consultant, and the two photographs here are the result of his work on this project. The one above shows the decoration as erected on a branch with a wide frontage. Five banners are used and the scroll is fully extended to give the necessary width to link up the design. The larger photograph



J. SAINSBURY

Little by little  
you save a lot



Little by little  
you save a lot





*This picture turned up in the office last month. It puzzled us so we pass it on hoping it will puzzle you. What and where is it? (Answer on page 48)*

shows the arrangement for a narrower frontage. The scroll is compressed in this case but the basic design is the same. A good deal of ingenuity has gone into creating a scheme which can be applied to all branches. Unfortunately, the photographs do not show off the colours of the decoration which are blue and red for the pennants (made of rayon) with a white decoration, and blue also with white decorations for the horizontal scroll. The ensemble is supported by scaffolding which is being erected by Messrs. Mills Scaffolding Company, and the decorations themselves have been made to our specification by Messrs. Bennett & Starling, who print a large number of our window streamers.

We expect the decorations to be in place at all branches by May 23rd and as we said before, they will be entirely installed by our own staff—there will be nothing for you to do but sit back and admire the effect.

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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 ASSISTANT MANAGER

L. R. Henwood, Barking

TO HEAD BUTCHER

J. W. Gower of Forest Hill, to Sydenham

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

ASSISTANT MANAGER

G. N. Hill from Byfleet to Weybridge

HEAD BUTCHERS

J. L. Hearn from Sydenham to Forest Hill

L. D. Thornton from Forest Hill to Rye Lane

E. Roffey from Rye Lane to 44/46 Lewisham

E. Stripe from West Wickham to Thornton Heath

A. Crogan from Thornton Heath to West Wickham

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## RETIREMENTS

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Mrs. A. M. Williams, Housekeeper at 271 Leytonstone, retired on 31.1.53 after six years' service. We are sure the staff who know her will join with us in wishing her well in the future.

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## OBITUARY

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On 7.12.52, Mr. J. W. Bussey, a stock clerk at the Union Street Depot, died after a long illness. He had been with the Firm since 1921. We extend our deepest sympathy to Mrs. Bussey.

On 8.12.52, Mr. S. C. Greenwood, of the Kitchens, died in hospital; he had been with the Company since 1940. We extend our deepest sympathy to Mrs. Greenwood.

On 15.1.53, Miss L. Bax died at the age of 69. She retired as Housekeeper from 122 Croydon in 1946 after fifteen years' service. We extend our deepest sympathy to her sister, Mrs. Bligh.

On 13.12.52, Mr. C. W. Thomas died. He retired from the Transport Department after 27 years' service in 1935. We extend our deepest sympathy to his daughters and his son, who has been in his father's department since 1926.

Mr. P. M. Phillips, who retired from Redhill as a Roundsman in 1946, after 38 years' service, died on 25.12.52. We extend our deepest sympathy to Mrs. Phillips.

Mr. G. F. Pierson died on 1.2.53, at the age of 74. He retired from Oxford in 1946 after 19 years' service as a Butcher. We extend our deepest sympathy to Mrs. Pierson.



ABOVE. "V" Section Team at Dulwich, February 4th.

OPPOSITE ABOVE. "Q" Section Team at Dulwich, February 4th.

LEFT. "O" Section goalie . . . saves one. "V" Section had a fairly easy passage into the third round, winning this match 6-0.

RIGHT. "Q" Section moved up to the third round without much difficulty, defeating "N" Section 10-1.



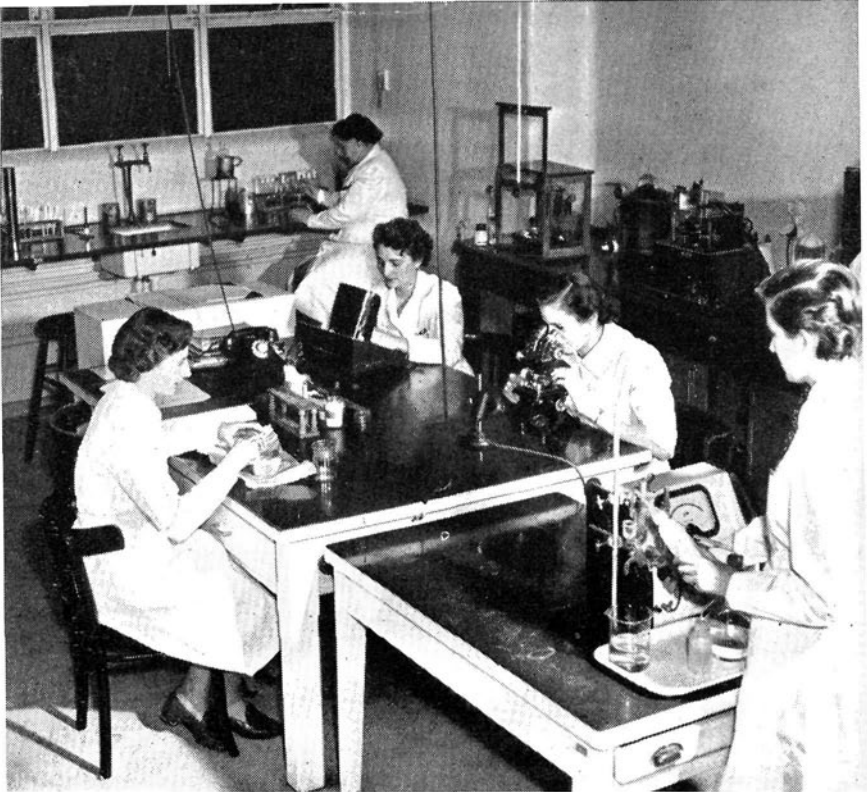




### The Sainsbury Cup

Semi-finalists for the Sainsbury Cup this season are "Q" (Kitchens) versus "W" (Westbury) and "D" (Finchley) versus "R" (Harrow). As we go to press the provisional date for the Semi-finals is Thursday, March 19th, and the winners will meet at Dulwich on Good Friday. Play seems to be running true to form in the cup since "R" and "W" sections will meet as finalists in the Griffin League competition.





### **J.S. Microbiological Laboratory**

THIS section of the Laboratories was opened in 1948 and is situated on the 4th floor of the Factory. It comprises a spacious, well-lit and recently re-decorated laboratory and two temperature-controlled rooms which are used as incubators.

The bulk of the work carried out in this laboratory is the daily examination (including Saturday) of samples from the range of meat pies, cooked meats and sausages manufactured in the Factory in order to ensure that, as manufactured, and after storage, our products are in the best condition when sold to the customer. These samples must be prepared for examination in a clean and efficient manner, avoiding accidental contamination

### Slit Sampler

*With this instrument a controlled volume of air is drawn by a vacuum pump through a slit of fixed width on to the surface of a culture plate revolving on a turntable. Any bacteria in the air are trapped and the number after incubation indicates whether the air is clean or not.*

**OPPOSITE.** *A general view of the laboratory showing some of the special apparatus in use. Four assistants and two attendants work here under the direction of Mr. C. Monty, a qualified bacteriologist.*

### Colony Illuminator

*Here bacterial colonies developed on a culture plate are illuminated by cool fluorescent light and examined and counted through a magnifying lens.*



and using sterilised apparatus. Each day, for example, hundreds of special culture plates, known as Petri dishes, are prepared, counted, cleaned and sterilised in carrying out this work and similar work on behalf of other departments.

Another important part of the work in this laboratory is the examination of the purity of the air in the Pie Rooms by means of the slit sampler illustrated. This regular check makes certain that the air filters are preventing all unnecessary bacteria and moulds from contaminating the pies during stocking, cooling and wrapping.

Other work entails lengthy examination of complaints, samples, certain raw materials such as gelatine, flour and dried eggs and investigations into brines. So in these and other ways many thousands of examinations are carried out in this laboratory each year as part of the contribution of the J.S. Laboratories towards maintaining the high standard of J.S. products.

### **Pigs and Penicillin**

To make animals grow faster for a lesser quantity of feeding stuffs, has long been the aim of farmers not only in this country but throughout the world. For some time past experiments have been proceeding both in the United States and here in the use of anti-biotics, principally penicillin and streptomycin. At present no advantage has been found to exist in animals other than pigs and poultry. In these latter cases, however, some considerable benefits have been experienced in the trials so far undertaken and we understand that within the new few months a bill will be placed before Parliament enabling anti-biotics to be used in animal foods in this country which at present would not be generally permissible.

How the drugs work is still a matter of some conjecture, although the most commonly accepted explanation is that by preventing the production of toxins or harmful substances produced by certain bacteria in the alimentary canal, a higher proportion of the foodstuff is left to be absorbed in growth and in the production of flesh. This view is based upon the known selectivity of these drugs in the way they act upon bacteria, for whilst they are sworn enemies of certain types, they do not cause harm to others.



*Mr. Younger makes the presentation of a gold watch and an umbrella on behalf of the officials and office staff of J.S.*



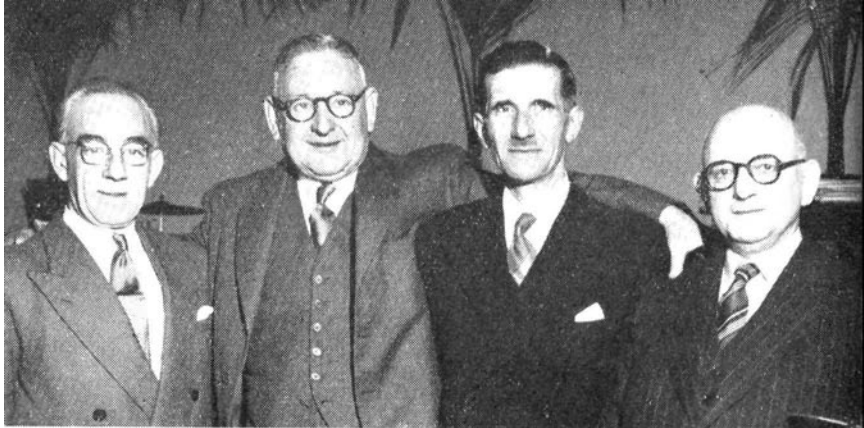
*Mr. Hunt on behalf of the Kitchens presented a Ronson table lighter to Mr. Gurr.*

## **“For he’s a Jolly Good Fellow”**

*Blackfriars says Thanks to Mr. Gurr*

BLACKFRIARS saw one of its liveliest nights when some three hundred guests at the Griffin party on January 24th gave a wonderful send off to Mr. W. C. Gurr. This latest milestone in the career of one of the best-known figures in J.S. was in no way a farewell since Mr. Gurr will stay with both Griffin and Staff Association as treasurer and expects to be able to devote even more energy to that side of his life. After a programme of dancing and entertainments, Mr. Pagden opened the evening’s series of lively speeches, on behalf of the branch managers and the section representatives. Mr. Younger, who can claim even longer service with J.S. than Mr. Gurr, spoke on behalf of the Officials and Office Staff. He was followed by Mr. Gillett on behalf of the drivers, who told us that although he had nearly worn a hole in the carpet of the Transport Office, dealing with points on which he disagreed with Mr. Gurr, he thought he was second to none and disagreement had always been in the proper and friendly spirit. Mr. Hunt made the presentation on behalf of the Kitchens and was followed by Mr. A. Turner, Mr. Postill, and Mr. Charlesworth of the Warehouse. Mr. Parker spoke for the Griffin, paying tribute to Mr. Gurr’s tireless work on its behalf.

Mr. Gurr replied in a warm, moving and witty speech which touched on



ABOVE. Mr. Gurr with Mr. Charlesworth, Mr. Postill and Mr. Turner, who presented a set of woods on behalf of the warehouse staff. Between them the four men in the photograph share 125 years of service with J.S.



LEFT. Mr. Gillett on behalf of the Drivers presented Mr. Gurr with "the pipes of peace". "I have never known him," said Mr. Gillett, "to ask anybody to do a job without first finding out everything possible concerning that job."

BELOW. The laden table of gifts and presentations made to Mr. Gurr was a token of the esteem in which he is held.





FROM LEFT TO RIGHT. *Mr. James Sainsbury, Mr. R. J. Sainsbury, Mrs. R. J. Sainsbury, Mr. Alan Sainsbury, Mr. Snow, Mr. J. D. Sainsbury and Mr. Taylor of the Staff Association.*

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each gift and his personal association with the donors. He paid high tribute to the loyal support and tolerance of Mrs. Gurr, who had helped him give his best to the firm and the Griffin. And, with real feeling, thanked the men and women who had worked with him in J.S. and had now overwhelmed him by their generosity.

But perhaps most moving of all was the end of the evening, when Mr. and Mrs. Gurr in the centre of a great circle of nearly three hundred guests singing *Auld Lang Syne* said a final good-night to the company.

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FROM LEFT TO RIGHT. *Mr. Hedges, Mr. Lovegrove, Mr. Salisbury, Mr. Snow, Mr. Leech, Mr. Spragge and Mr. P. Snow.*





*The last round up was a cheerful one.*



*Mr. J. D. Sainsbury, Mrs. J. Woods, Mrs. R. G. P. Cox, Mr. J. Woods, Mr. S. Cody and Mrs. Cody.*



*Mr. Walder, Mr. Johnson and Mr. Morris, three of the many branch managers who were present.*





*Oh oh oh the hokey cokey !*

*Mr. Gurr and Mr. Parker, past and present chairmen of the Griffin share the microphone in a selection of old-time ballads.*

*Mr. Parker presented a canteen of cutlery on behalf of the Griffin. As a bard-working chairman himself he raised a sympathetic laugh when he said "I am sometimes in trouble at home through the time that has to be spent some evenings on Committee matters. How Mr. Gurr has got away with it all these years and still has his wife living with him and actually talking to him makes me envious of his diplomatic abilities."*





*Mr. Gurr enjoys a joke at his expense at Blackfriars.*

## **“100% J. S. Man”**

### **A Profile of W. C. Gurr**

MR. GURR looked around the office we were sitting in and said : “ When I first came here this was the stock room, mahogany fittings, clerks at work, and I was in the firm’s Post Office round the corner in Wakefield House. That was 1910. My job was to stick down the envelopes and lick the stamps and then take the mail to the Post.”

That job was the bottom of what turned out for Mr. Gurr to be a very long ladder.

It was a little difficult at first to visualise the beginnings of his story. Stamford House hadn’t been built, nor the present factory, and the kitchens were at that time behind 13/15 Stamford Street. Motor transport was in its early stages and the streets of Blackfriars rang with iron-shod hooves and wheels. The loading bays were full of horse-drawn vans and at eleven, every morning, warehousemen and drivers lined up to receive a pint of Burton,

“ And it *was* Burton in those days,” said Mr. Gurr, reminiscently.

The day Mr. Gurr was eleven, his father said at breakfast over the top of a newspaper. “ Time you started keeping yourself, son.” He didn’t argue. By the evening he had a job with a grocer and corn chandler in Dalston Lane. Before school, in the lunch hour, and after school till 9.30 or 10 and on Fridays and Saturdays till nearly midnight, young Gurr ran errands, swept up the shop, cleaned currants, polished the brass and made himself useful. Thursday was early closing day. He put the shutters up at five o’clock. But it didn’t last long. Young Gurr “ cheeked the boss’s sister ” and lost his job. There was another with W. H. Smith and then back to the chandler, and once again the boss’s sister was cheeked and young Gurr was sacked. Then for a while he settled down with a paint and oil chandler in Dalston. There in the employ of the Hugenot family, who owned the shop, he began to learn other jobs besides errands. For a time he ground paint and made up colours, driers and varnishes. And there he began to understand that there was more in business than being pushed around as an errand boy.

He was still at school and a timely scholarship took him to the Grocers’ Company Schools at Dalston, where he was awarded a bursary to take up school teaching. But he failed matriculation, which event, in retrospect, he regards as singular good fortune. He didn’t really want to be a school teacher and the decision was made for him. His interests at school were the Cadet Corps and the sports field. As soon as he knew he had failed matriculation he joined the Territorials against the wishes of his father and his teachers. But he knew where he was going and probably would have beaten down all opposition to get into the Territorials.

“ People talk a lot about how Britain was unprepared for war in 1914,” says Mr. Gurr, “ but in some ways people thought more about it then than they do now. Even at school in lesson-time the bugles would suddenly sound and in three minutes the whole Cadet Corps would be on parade with their rifles.” He was a Flag Lieutenant when he left and with a rueful smile he will tell you that Horatio Bottomley presented the colours that year. A fact he remembers with amusement but not pride.

So it was only natural that he should join the Terriers what-

ever schoolmasters said and even if he was under age. Then after his first camp he came back to town on a Sunday night and started in a new job with J.S. on the next Tuesday. It wasn't just the first job that turned up. At the back of his mind there was the thought that there was a war in the offing, here was a thriving business and, "in case of war people have to eat whereas they can do without a lot of other things." So on that Tuesday he started work in the J.S. Post Office where in those days there was only one clerk.

It was just a little later that young Mr. Gurr found his first opening. Those years were the great days of the Liberal Party. Lloyd George was harrying the House of Lords, John Burns had sponsored the first Town Planning Act and the first Health Insurance Bill was being guided through a critical House by Rufus Isaacs, M.P., later Lord Reading. Night after night Mr. Gurr and a friend sat in the Strangers' Gallery listening to the discussion of what was, in its way, the first step towards the Welfare State, "The ninepence for fourpence Bill" it had been christened. They knew the Bill inside out and they were present on the night it became an Act and part of the law of the country. Next morning they asked to see Mr. John Sainsbury.

"Have you seen the papers this morning, sir?" asked Mr. Gurr.

"Yes, what about it, Gurr," replied a slightly surprised Mr. John.

"We want the new job, sir," said Mr. Gurr.

And from then on till he moved to a new post Mr. Gurr stamped the insurance cards and took the fourpences on pay day, for at that time you paid over your fourpence as you got your wages.

### **First Responsibilities**

But it wasn't long before he was moved into what was then known as the Statistical Department which soon became the Sales Office. There was a staff of three in a roomy office which was kept warm with a kitchen-range, relic of earlier residents. And there in the aroma of potatoes baking in the oven for the lunch-hour he worked under the watchful eye of Mr. George Sainsbury who spent a lot of time in the Sales Office going over

the weekly figures. One day Mr. George sent for Mr. Gurr. A little nervous at this unexpected call he was dismayed for a moment when Mr. George said to him: "When I was in the Sales Office the other day you passed a very disparaging remark about the Cream Department." But it is typical of Mr. Gurr that even if a little disturbed he should stand his ground. And standing by his criticisms he won his next promotion. He was put in charge of the Cream Department and told to get on with his ideas. It was his first job in the Warehouse. At that time Stamford House was being built and when it was ready Mr. Gurr moved in with the Cream.

### **Soldiering and after**

On August 5th, 1914, he rejoined his T.A. Battalion. He had once earlier tried to join the Navy as a stoker but was half an inch too short and got nothing out of it but a reprimand for coming in late after the lunch hour. Now his duty lay clear in front of him. He phoned the warehouse manager from the barracks, but it was a little too early in that war for him to get anything more than "How do you think the business is going to carry on with all you chaps rushing off like this?"

For five years he was in the Army. And for all that war experience holds of horror and destruction it has many compensations for those who can live and learn through it. He took part in the ill-fated Gallipoli campaign landing at Suvla Bay, was in the Duke of Westminster's raid on the Siwa Oasis in the Western Desert, in the three battles of Gaza and he was at the taking of Jaffa and of Jerusalem. By the time he was commissioned in Egypt he had risen to the rank of sergeant-major of the 161st Machine Gun Corps and was handling horses, camels and transport with familiarity. The techniques of military organisation came easily to him with his natural bent for order and when he returned to Blackfriars in 1919 he was a wiser, shrewder and more able man. His abilities found ample scope in the full years which followed.

Those post-war years of the 'twenties were for J.S. the years of greatest expansion yet. The retail trade in food was going through a slow change, adapting itself to the changes outside it in the ways of life of the customer. To talk with Mr. Gurr about this development is to hear him reveal himself as an

individual. On the one hand is his sturdy individualist outlook which makes him sharply critical at times of the "lack of initiative" of younger men which he blames partly on the amenities they enjoy and which did not exist when he was a young man. On the other hand is his complete identification with J.S. and the part he has played in creating some of those amenities and in fitting the firm into the present-day conditions about which he can be as scathing as any sergeant-major.

## **Expansion**

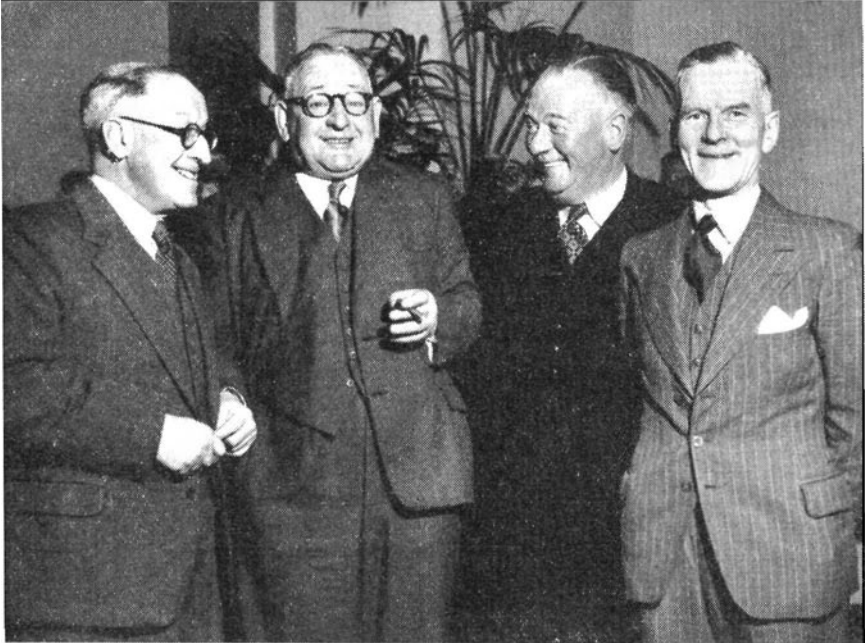
In the 'twenties it became clear that there was a place for a firm which traded in the best ranges of food products and could keep up quality combined with personal service on a broad front of over two hundred branches. These were the early days of change in which the distribution of the national income was just beginning to show a tendency to even out, bringing an improved standard of life to the middle-class.

The Edwardian age was gone for good, though it was by no means clear what was going to take its place. But in the retail food trade the telephoned order and the packed and labelled product were beginning to make themselves felt. J.S. began to expand its grocery business and to concentrate on the problem of improving the quality of provisions while increasing the quantity for sale. For all their dark side the 'twenties and the 'thirties were a period of cheap food and of intense competition, and perhaps it was this competition which explains Mr. Gurr's satisfaction in his job. Nobody loves a scrap better than he does and whether it's a private one about how to run a Cream Department or a full-scale one in which his fleet of transport are the means of getting J.S. goods on the spot sooner and more regularly than a competitor he's in it with his coat off.

Mr. Gurr returned to J.S. in January, 1919, and took over the dispatch side of the kitchens. Then followed a spell in Returns and back to Cream in the warehouse under Mr. Wright.

In 1929 when Mr. Wright was taken seriously ill Mr. Gurr took over warehouse and transport overnight and for twenty-three years he was responsible for this key section of J.S.

The full story of the transport fleet and its growth and development has been told already in J.S. JOURNAL (January and April



*Four founder-members of the Griffin Athletic Club committee. Mr. Colmer, Mr. Gurr, Mr. Biddlecombe and Mr. Younger, all committee members in 1921.*

numbers, 1950) by Mr. Gurr. The progress from the early steam wagons and trailers, the experiments with electric vehicles and the gradual displacement of horse-drawn vans by the present fleet of light mobile vans is a reflection of J.S. policy through those years—a policy of steady search for the most economical and practical way of keeping the branches supplied with goods that would give them an advantage over competition by providing a better service to their customers. Nobody regretted the departure of the horses more than Mr. Gurr. He grew up in a horse-drawn world and he knew how to handle horses when, an under-age Territorial, he would drive his machine-gun team to Bisley and back to Dalston on a Sunday. But if he regretted the horses he went all out to see that they were replaced by something more efficient and just as cheap.

By the end of the experiments in body-building which J.S. carried out during these years we had a fast, light motor fleet which was as economical as horse-drawn transport. Once the changes began the horse didn't stand a chance.

"Besides," he will tell you, "the old London bobby was usually a countryman. He understood horses and gave them the right of way or time to pull up. These traffic lights don't give a horse a chance. And another thing: horse-breeding was going down in the 'thirties and the big imported Belgium horse wasn't much use for our job."

But proud as he is of this fleet, Mr. Gurr finds it disappointing that the driver of to-day cannot feel as friendly towards his engine as he would have done towards his horse.

The change from horse-drawn to motor vehicles and the fast expanding tonnage handled in the thirties meant steady progress for the firm and for Mr. Gurr as well. It was during this time that he devoted so much time to helping build up the Griffin Athletic Club. He was one of the first and most active committee members and from the time of the opening of the Dulwich ground in 1921 he was always ready to step in where help was needed. On several occasions he has been temporary secretary, a job for which his knowledge of the club and his unrivalled enthusiasm for its work fitted him perfectly.

The second world war interrupted this peaceful development and with it came the need to decentralise distribution. In the practical solution of the problems in establishing five separate depots outside London, Mr. Gurr's drive and imagination found a new outlet. His planning and execution of the movement of staff and goods and their accommodation and storage was the fruit of experience gained in both civil and military life. In spite of delays the branches got their supplies and Mr. Gurr found time to supervise all the depots, fight local battles for better accommodation, serve as captain of the Home Guard and keep an eye on the Griffin's grounds at Dulwich.

Perhaps his past work for J.S. is best summed up, not with tributes and compliments from us but in his own very straightforward words in his farewell speech at Blackfriars on January 24th—"quite a few from the highest to the lowest have met me in battle. Believe me, ladies and gentlemen, I have enjoyed those fights and the progress we all made on account of them."





*"It's simply a matter of technique."*

## **PARTY PICTURES**

CHRISTMAS comes but once a year and brings a trail of parties behind it. Our photographers tracked down three of the children's parties in and around Blackfriars in time for press day. The Garage, the Kitchens, Union Street and Maintenance all ran parties in January that were attended by hordes of food-conscious under-twelves, bent on jelly, ice cream, entertainment and anything else that was going. You can see for yourselves that among other things good times were had by all.



*A tableful of satisfied consumers at the Kitchens' Party.*

*"Can you hear me mother?"      "Well, this is a bit more like Christmas."*





*"Don't waste my time with cameras. I've still got some eating on my hands."*

*A visiting dance team from Jewel's Juveniles entertained the Garage party.*





*"Who? Me?"*

*Wild and woolly.*

*Buns, ice cream, cakes, lemonade,  
presents—and now a floor show!*





*The Drivers' Crazy Gang did their stuff at Bear Lane Schools.*

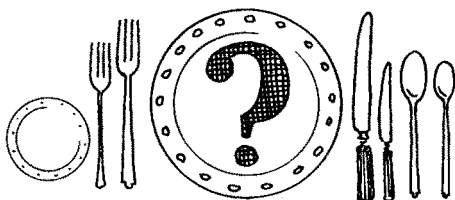


*"Looks like the ice cream coming up."*

*"Is this musical chairs or a route march?"*



!



# ONE & NINEPENCE

by

B. T. RAMM

*Mr. Ramm joined the Head Office staff as Statistician in 1949. He studied mathematics at Cambridge, spent the war years servicing radar sets in the R.E.M.E. and after demobilisation decided to leave the rarefied atmosphere of pure mathematics for the more difficult problems of commerce. After three years' training as an actuary in Liverpool, he joined our staff where his calculations now impinge on every branch of the firm's activities.*

BEFORE the war the average consumption of meat (including bacon) in this country amounted to 119 lbs. per head every year—in 1951 it was down to the record low level of 74 lbs. and was only a few pounds better in 1952. To complete the picture one should add the fact that in 1938 the families at the top of the social scale were eating half as much meat again as those at the bottom, whereas in 1950 the difference was only 12 per cent. ; some sections of the community will therefore have suffered little or no reduction in their meat supplies. There still remains, however, an overall reduction of slightly more than a third. What has happened to cause this decrease ? Is the shortage universal or confined to this country ?

At first sight the report one often hears that the shortage is world-wide would appear to be wrong. Although the world's population at 2,407 million was in 1950 12 per cent. greater than the 1937 figure of 2,143 million, the annual production of

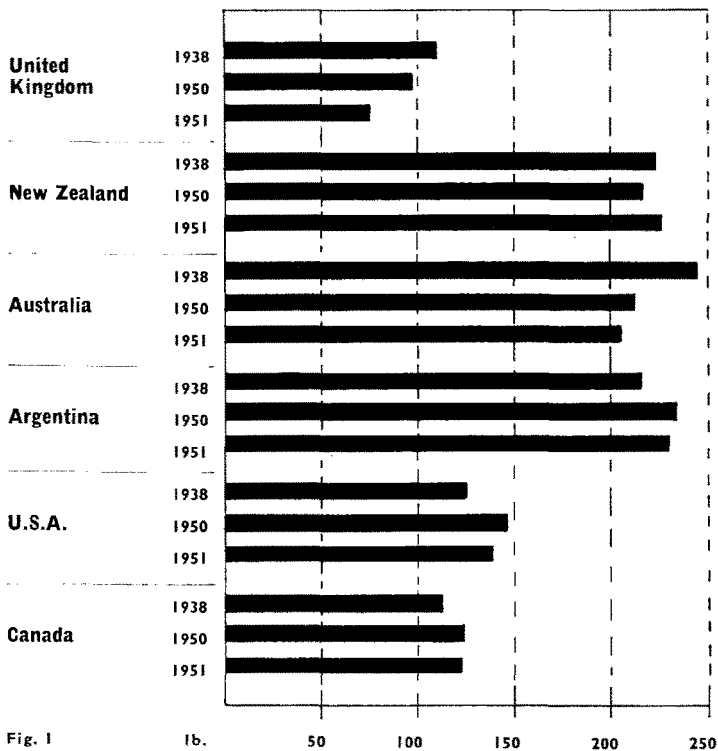
meat in the 16 main producing countries had gone up even more: from 19.5 million tons to 22.7 million, an increase of 16 per cent. Except in New Zealand, this increase, however, has been for home consumption, not export. The amount of meat left after the demands of their own population have been met, and exported by the producing countries, far from increasing, has decreased from 1.6 million tons in 1938 to slightly less than a million in 1951. Since in pre-war days two-thirds of these exports were destined to be eaten in this country and formed one-half of our total supplies, it is not surprising that we are now short of meat. Nearly all of these U.K. imports came from New Zealand, Australia and Argentina, and it is on these countries that we must concentrate our attention.

### **The causes of shortage**

First turn to fig. 1 ; each block on this diagram represents on the same scale the average weight of meat eaten per person in a number of countries during 1938, 1950 (the best year here since 1946) and 1951 (the leanest year here). Notice that even before the war consumption in the three main exporting countries was about double that in the U.K., and only in Australia has there been any reduction from this level since the war, Argentine consumption being significantly higher. Now it is just these countries with a high meat consumption that have shown the greatest increase in population. Between 1937 and 1950 the total population of Australia, Argentina and New Zealand increased by 24 per cent. and the increase has not been accompanied by a commensurate increase in meat production, this only showing a 12 per cent. increase. If, however, New Zealand is considered separately, one sees that here the increase in production has been 23 per cent. and the population increase only 19 per cent. It is therefore only in Australia and Argentina that rising home consumption has seriously affected the amount left over to export to us. It seems clear then, that the root of our shortage is that the expansion of the economies of Australia and the Argentine during the war years has been in the industrial rather than the agricultural sector. There can be little doubt that this change was accelerated by the war cutting these countries off from their normal sources of manufactures. An interesting sidelight on these figures is that under present conditions



## ANNUAL CONSUMPTION OF MEAT PER HEAD



every emigrant from this country to Australia, unless he is an agricultural worker, will when he gets there proceed to eat not only his own meat ration but those of two of the people he left behind !

It is often argued that if the Ministry of Food had offered a higher price for meat in the post-war years more meat would have been diverted from the consumer in the producing countries, and by making the trade more profitable, production

## UNITED KINGDOM MEAT SUPPLIES

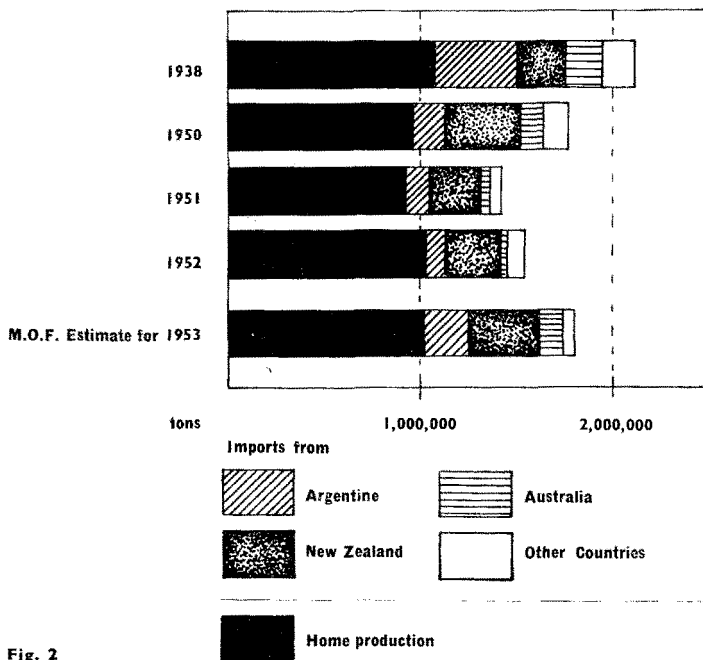


Fig. 2

increased. There may be some truth in this, but it should be remembered that until June, 1948, home demand was limited in Australia by rationing in order to maintain the surplus available for export. Since then internal prices in both Australia and the Argentine have been so high that importing their meat at open market prices would have meant importing inflation, and in the Argentine our limited currency reserves have been a further obstacle. Moreover, there is bulk selling as well as bulk buying and the Argentine farmer did not always get the full increase in price paid by us to his government.

Fig. 2 shows the origin of the United Kingdom's supplies of meat during 1938 and 1950-52. This chart shows very

clearly that the reduction is almost entirely in the imports from Australia and Argentina. Home production is very little different from pre-war and imports from New Zealand higher, whilst after 1950 supplies from other sources have been a mere fraction of their pre-war level. The severe drop in supplies in 1951 was a magnification of a world-wide tendency—in fig. 1 all countries except New Zealand show a slight drop in consumption levels. Production was cut by a severe drought in the Argentine during the 1949-50 season which was followed by drought and bush fires in Australia at the end of 1951. The end of stocks of wool accumulated during the war and the scramble for supplies that followed the outbreak of war in Korea caused wool prices to rise to an astronomical level at the end of 1950, and lambs, instead of being slaughtered, were kept for their wool. These cuts in production and the way in which they affected the amount available for export is shown in fig. 3. Notice the way in which Argentine exports were not only cut in total but diverted from this country in 1951. Due to the revival in the prosperity of Western Europe and lower production in the U.S.A., the Argentine was able to obtain from these sources the high prices they could only extort from this country after months of bargaining, and large quantities of beef were

### Production and Disposal of Meat by U.K.'s Main Suppliers

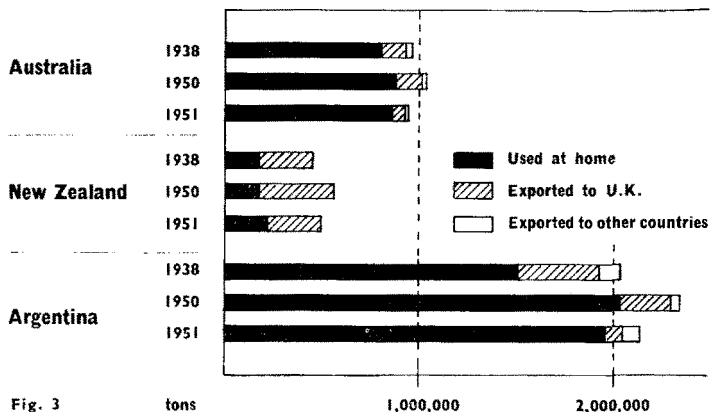


Fig. 3

tons

1,000,000

2,000,000

shipped to the U.S.A., Italy, Western Germany (their second largest pre-war customer) and Belgium; no supplies at all reached the U.K. from the Argentine between September, 1950, and May, 1951.

### **Canned meats imports**

An account of post-war meat supplies would not be complete without some mention of canned meat. During 1950, at a time when supplies of carcase meat were reasonably good, all restrictions were removed on the import of canned meat from the Continent. As a result, when at the beginning of 1951 the meat ration was drastically reduced, it was replaced in part by large imports of high-priced canned meats. These imports were not controlled until October, 1951, when a limit was placed on the total quantity that could be imported. These restrictions had little effect during 1951, and in this year imports of all types of canned meat were more than three times the pre-war figure. If corned beef and mutton are removed from the figures they become still more startling—184,000 tons in 1951 against only 20,000 tons in 1938. Of the 184,000 tons, 58,000 tons consisted of canned ham and much of the remainder American type luncheon meats popularised by war-time Lend-Lease.\*

### **The prospects for 1953**

We have examined in broad outline the available meat supplies since 1950, and it remains now to try and look into the future and to forecast what supplies will be available during the next few years. It is clear that we cannot hope for any dramatic reversal of the trend to greater industrialisation in Australia and Argentina; on the other hand the experience of 1950 has shown that there is no reason why we should not expect considerably greater imports than those of the last two years. The production of meat in New Zealand is steadily expanding as hill pastures are improved by scattering fertilizers by air, and transport and freezing facilities are increased. Australia has a

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\* Another unrationed substitute for carcase meat is poultry, and consumption in 1950 was 50 per cent. above the pre-war level, but fell somewhat in 1951. American consumption has shown an even greater increase and is now nearly double pre-war, averaging nearly 36 lbs. a head per year—six times the British figure!

five-year plan to develop her resources, and although losses in the 1950-51 drought will still affect beef supplies, a large increase in lamb and mutton is hoped for by 1958. The Argentine Government, feeling the need for foreign currency with which to purchase coal and oil, is endeavouring to expand their production and at the same time curtail home consumption. There is every hope therefore for a modest increase in supplies over the next few years, although a return to pre-war conditions does not appear very likely. Fig. 2 includes a recently published estimate by the Ministry of Food of the supplies likely to be available in 1953. This envisages a recovery in imports from the Argentine, New Zealand and Australia to the 1950 level, which together with a further small improvement in home production should provide the greatest supplies in any year since the war. The figure assumed for Argentine imports is that agreed upon in the new contract signed at the end of 1952, and all reports indicate that this meat will be available.

SOURCES. The figures in this article are derived from the Trade and Navigation Accounts of the U.K., the Intelligence Bulletins of the Commonwealth Economic Committee, the Ministry of Food and the Year Book of Food and Agricultural Statistics published by F.A.O.



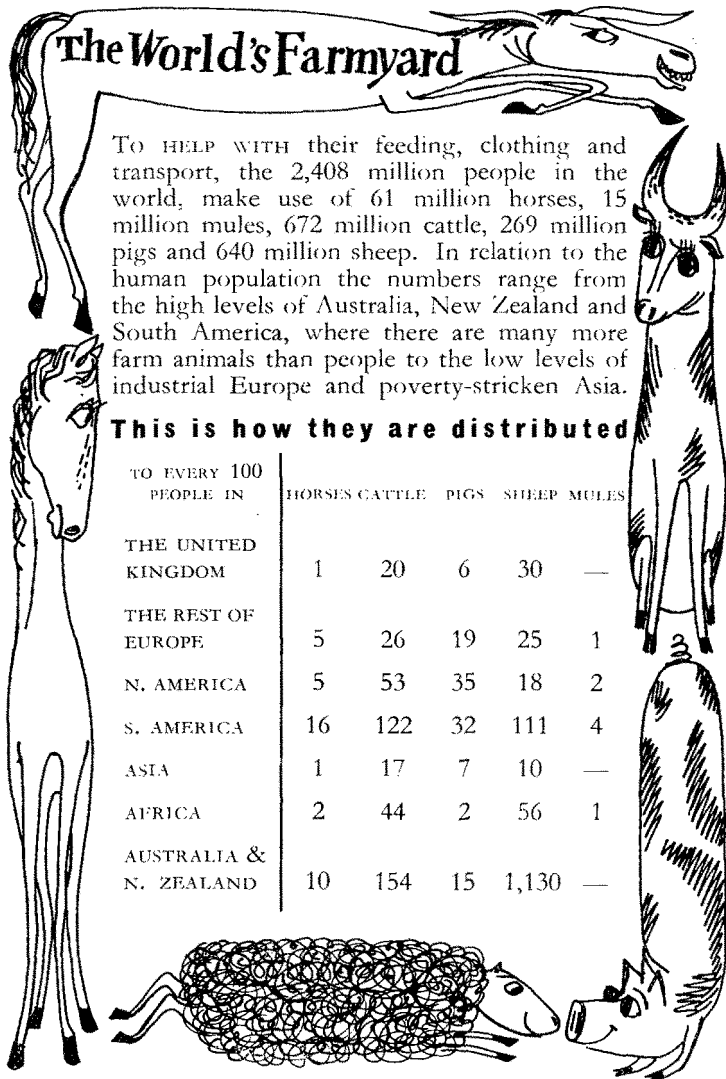
*"There, I told you you didn't need money to play shopping."*

# The World's Farmyard

TO HELP WITH their feeding, clothing and transport, the 2,408 million people in the world, make use of 61 million horses, 15 million mules, 672 million cattle, 269 million pigs and 640 million sheep. In relation to the human population the numbers range from the high levels of Australia, New Zealand and South America, where there are many more farm animals than people to the low levels of industrial Europe and poverty-stricken Asia.

## This is how they are distributed

TO EVERY 100 PEOPLE IN	HORSES	CATTLE	PIGS	SHEEP	MULES
THE UNITED KINGDOM	1	20	6	30	—
THE REST OF EUROPE	5	26	19	25	1
N. AMERICA	5	53	35	18	2
S. AMERICA	16	122	32	111	4
ASIA	1	17	7	10	—
AFRICA	2	44	2	56	1
AUSTRALIA & N. ZEALAND	10	154	15	1,130	—





## A Gardener's Diary

*F. A. Bastie*

*Drawings by Florence Bastie*

*September 20.* Planted four pots of bulbs in peat for indoors ; stood them outside in sheltered corner and covered them with more peat.

*October 12.* Start sweeping up leaves in wood ; swept and raked all afternoon and at the end could see no difference at all !

*October 18.* Planted out one bed of wallflowers with tulip bulbs between.

*October 19.* Rained all day.

*October 20.* And again to-day.

*October 22.* Still raining.

*October 24.* Good steady downpour. Pool now overflowing.

*October 26.* Improbable but a fact : no rain. Swept up sodden leaves and made futile attempt at a bonfire. Wasted a lot of paper and matches to no good effect.

*October 30.* Shrubs arrived as ordered. Too wet to plant, so left them in parcel.

*October 31.* Came across interesting article about a "hardy herb hyssop". An evergreen shrub 1 ft. high with spikes of vivid blue flowers. Strong flavouring and an important ingredient of Chartreuse Liqueur. Doubt if latter use much recommendation for ordinary garden, but lovely as an edging plant as bushes nearly always alive with bees. N.B.—Good idea to plant some near fruit trees.

*November 1.* Rained steadily all day. Commenced tying in climbing roses dressed like lifeboatman. Unable to appreciate affectionate nature of longer growths, which are well studded with thorns like drawing pins. Appear docile enough wound round rope then as I straighten up from getting more string they spring out, and slap me sharply across the face. Reminds me of man selling cow, when asked "Do she kick?" replied, "Not what you might call kick, but she'll lift her hind leg sudden and bring it back smartish."

*November 2.* Unable to plant newly arrived shrubs so heeled them in temporarily.

*November 8.* Finished tying down climbers to ropes. Judging by scratches to hands and face, climbers won on points ! N.B.— Look out for second-hand suit of armour for next year.

*November 9.* Continued clearing wood of leaves and burning them on bonfire. Jolly, our springer, watching fire with very offended expression. Sits near for warmth but constantly being chased off by smoke which blows in whichever direction he settles himself. Finally retires to safety behind some shrubs, looking the picture of injured innocence.

*November 15.* Rain.

*November 17.* Freezing.

*November 18.* Pool frozen hard. Fear for fish.

*November 23.* Ground softened up again and start to plant new shrubs. Plant out new bed of "Poulsen's Bedder" polyantha roses ; novelty wears off somewhat by the time 33rd rose is in. Too dark to see and back too stiff to do more.

*December 1.* Remove bulbs from under peat and bring indoors. All have nice sturdy shoots and look most satisfactory.

*December 6.* Severe fog and frost. Pool frozen. Am advised by one fellow pool-owner never to break ice and by another always to keep ice broken ! Assume from this that some fish thrive in spite of their owners, not because of them ! Find wife has already removed a section of ice.

*December 7.* In view of weather and impossibility of gardening, am goaded by wife into turning out garage (with her assistance) and ruthlessly throwing away everything (repeat everything) for which a use cannot instantly be found ! Know I shall regret this.

*December 8.* Ice on pool a good 3 inches thick.

*December 10.* One Shubunkin distressed and obviously ill.

*December 12.* After great difficulty, wife manages to net sick Shubunkin and bring it indoors in bowl. Says she doesn't know which of them was more upset at the finish, herself with arm in icy water trying to catch fish without distressing it, or the poor fish trying weakly to evade capture. Find on it patches of inflammation each side. Fly to reference books ; decide it could be suffering from any one of a dozen complaints, but most probably it has fungus.



*December 14.* Consult friend at the end, who bred these fish. He confirms our diagnosis of fungus and advises salt baths. Commence giving fish this treatment—looks proper poorly.

*December 21.* Patient responding.

*December 24 27.* No energy for gardening !

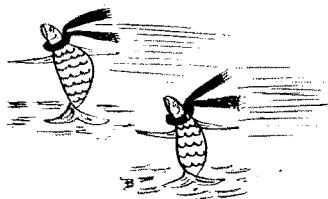
*December 28.* Think Shubunkin will recover. Much more lively and taking food. Inflammation fading and fungus decreasing.

*January 7.* Surprised to find garden seat which I made from our own silver birches a year or two ago nearly half destroyed, apparently having been pecked away by woodpecker. Have heard one drumming in the garden recently. Parts of the back pecked completely away and seat quite unsafe. Very put out and go indoors to tell wife. Informed of the disaster wife says innocently, "Better put a hat on when you go in the garden in future." Very funny, ha ha ! Go back outdoors again.

*January 12.* Alas, more trouble. Second Shubunkin found to be more dead than alive at bottom of pool. Wife says it was too weak to struggle and she netted it without any difficulty. Apparently nothing wrong with it (no fungus or other outward signs) but it died within a couple of hours of being brought indoors. Very disappointed indeed to lose one of the foundation members of the pool !

*January 14.* Sick fish number one doing fine. Even eating doesn't seem to take his appetite away !

*January 20.* Remark to wife that I can find nothing in the garage since it was turned out, whereas before I could lay hands instantly on anything I wanted. Wife replies emphatically that is not her recollection at all and what about the creosote brush which couldn't be found and the screws . . . Oh well, I should have known better than to bring the matter up ! What tortuous minds women have ! !



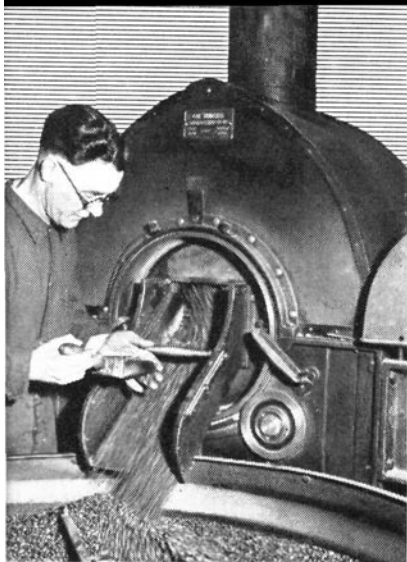


*Miss Monument*

## **J. S. jobs**

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

THERE isn't much comfort in a London job unless you can be sure of a pleasant home to return to after work. The J.S. hostel at Sutherland Avenue where Miss Monument is housekeeper provides this for about forty young men of J.S. staff. Miss Monument's "boys", who come from Scotland, Ireland, Cornwall, Devon, Lincolnshire and places nearer London, get bed, breakfast and an evening meal at the hostel. Unlike most J.S. housekeepers Miss Monument hasn't a handy food supply in a branch downstairs and must plan her catering in detail on the basis of two deliveries a week from the Marble Arch branch. And though her "boys" get a midday meal at their branches she must cater for about a dozen kitchen and cleaning staff on the premises. Her main preoccupation is to provide a varied menu of breakfasts from 7 to 8 every morning and suppers which are served from 5.30 to 8 or even 9 on Fridays. A housekeeper has to work within the limits of a sum per head laid down at Blackfriars and of the restrictions of ration allowances. But with forty "boys" to cater for Miss Monument thinks she is better off than most since larger quantities allow a caterer more latitude in planning. Housekeeping, she believes is not a job where you can sit down and give orders, and she is hard at it from early morning till the evening. She says she doesn't think she spoils her "boys" but gives a good deal of thought to keeping them well fed, which is the surest way of keeping them happy, and she tries whenever possible to meet individual tastes. And as for grumbles she says: "If they didn't grouse now and then, then something *would* be wrong."



*The beans are roasted in a rotating drum. After roasting they spill into a cooling tray.*



*Once cool they are ground. The grinder gives fine or coarse results as required.*

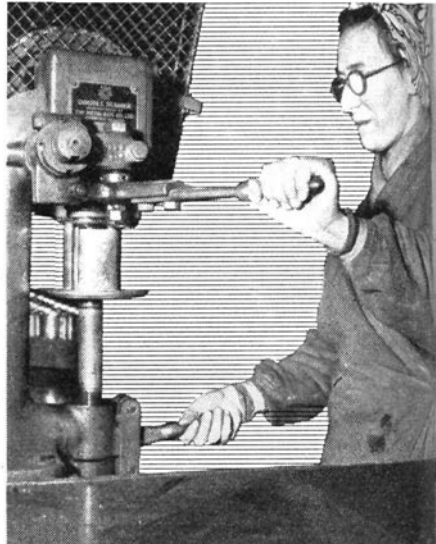
## **BLACK or WHITE**

**R. S. HARRISON**

*Mr. R. S. Harrison, the Chief Grocery Buyer, joined the firm in 1946. He is a trained Tea and Coffee taster.*

*Previously he was with the firm of Joshua Wilson & Bros., Ltd., Importers and Wholesalers, who were established in the year 1761.*

LAST YEAR a ceremony took place in St. Michael's Alley, Cornhill, London. The Lord Mayor unveiled a plaque which read, "Here stood the first London Coffee House at the sign of Pasqua Rosee's Head, 1652". This coffee house proved to be successful and was quickly followed by others, and within fifty years about 1,000 establishments had been opened in the City.



They became popular meeting places for merchants, ship-masters and other people interested in trade. Information was exchanged, home and world events discussed and, of course, many business deals took place. Famous commercial institutions of to-day can trace their beginnings back to one of the old coffee houses. The best example is that of Lloyds which was formed by the underwriters who frequented Lloyds Coffee House when it moved to Lombard Street in 1691. Now let us move to Vienna for the story of what is perhaps the most important development in coffee drinking.

A man named Kolschitzky obtained some sacks of coffee that had been left behind by the Turks after they had been defeated. Kolschitzky had travelled about so he knew what the beans were, and in 1683 he opened the first coffee house in Vienna.

At first he was not successful ; in fact his customers did not take kindly to coffee, for he had made it in Turkish fashion—black, strong, bitter, with muddy grounds. Fortunately, Kolschitzky was a clever man, so he experimented with various methods of brewing. He strained the grounds from the liquid, then added honey to conceal the bitterness. He then conceived

OPPOSITE LEFT. *The ground and blended coffee is fed from the floor above into an automatic weighing machine which feeds the exact weight into the tins.*

OPPOSITE RIGHT. *The base of the tin is then fixed to the tin with a rubber seal to keep it airtight.*

RIGHT. *In this exhaust chamber the air in the tins is replaced by carbon dioxide to help keep the flavour fresh. The hole in the base is then soldered.*



the idea of adding milk to modify the strength and so created the cup of coffee we are used to today.

Now something about the coffee itself, where it is grown, what it is and what happens to it. In Africa we have Kenya, Tanganyika, Belgian Congo and adjoining countries all producing coffee. Arabia and Abyssinia, where the famous Mochas come from. India, who now retains almost her entire crop for her own needs. Java and Sumatra, which are to-day called Indonesia. The Central and South American republics such as Costa Rica, Guatemala, Colombia, Venezuela ; and Brazil, which produces as much coffee as the rest of the world combined.

Sorry, I nearly forgot the most expensive and magnificent Blue Mountain coffee of Jamaica !

The coffee tree would grow to about 20 feet in height, but under cultivation it is pruned to keep it at about 6 feet. Coffee, as we know it, is actually the seed of the cherry-like fruit which grows on this tree. The seeds, or beans, are inside the cherry, and in the curing process an outer skin, the pulp, a parchment covering and a silver skin have to be removed. The green beans that are left are graded, then packed in sacks and shipped to a consuming country.



*A final check follows automatic labelling.*

After the green coffee reaches this country and is unloaded into warehouses, samples are drawn for valuation. Now the experts begin to work, judging the quality by appearance, roasting and tasting. Coffee from each country has its own characteristics and even varies according to the district in which it is grown.

The taster selects the coffees he requires and makes up suitable blends in small quantities. When he is satisfied he passes his instructions to the roaster, who blends the bulk and carries out the important process of roasting.

It is during roasting that the familiar flavour and aroma develops. It must be done by skilled persons, as lack of care can spoil the finest coffees. The roasted beans, which are now a chestnut brown colour, must be ground and quickly packed into tins or special pliofilm bags. The photographs show you how we can now "seal in" the flavour so that the customer obtains it in perfectly fresh condition. Also note, we are the first in the field with a tin that can be re-sealed.

French coffee is a mixture of pure coffee with chicory. Chicory,

a root similar to a parsnip, is sliced and dried in a kiln. This dried root is then broken down into nibs and roasted ; finally, the nibs are ground. In appearance it is similar to ground coffee, but has no coffee-like flavour or aroma. However, it gives colour and body to the liquor, and reduces the price.

### **How to make coffee**

The best advice I can give you is to try it for yourself ! Buy some, follow the instructions, and enjoy the delicious smell when you are making it. I always make it in an ordinary jug and would never bother to use an expensive percolator. It is quite easy—try it. And when you give some to your friends, give it to them in a decent sized cup—not those tiny ones !

*Mr. Harrison tasting a range of blended coffees.*



## **EGGS** *in the limelight* . . . . .

THERE are two sure ways to find out if an egg is fresh, but one of them is to break it open. The other way is by "candling", which will tell a skilled operator just as much about the quality and condition of an egg and leaves the shell intact. The method used is to hold the egg, broad end up, against the narrow light aperture of a candling lamp which in its simplest form is a 60-watt bulb in a box with a hole in its side. The hood you see in the photograph is to avoid dazzling the operator, who is looking into the light for the whole working day. The operator handles four eggs at a time, holding them against the lamp and twirling them with a flexible twist of each wrist. The beam from the lamp illuminates the contents of the egg and the rotating motion causes them to spin in the shell; the movement betrays defects which are not always apparent when the egg is stationary.

Candling is a skilled job and requires both concentration and the confidence which can only come with long practical experience.

Possible defects are too numerous to describe them all here. On the candling result sheets used in the J.S. Egg Department there are eleven columns covering the various defects which candling will show up. Some faults such as blood-spots, 'moulds' and 'rots' are fairly easy to detect. The age of the egg is generally revealed by the size of the air space, but this cannot always be regarded as an accurate guide as the conditions under which the egg is stored will affect the size of the space by increasing or retarding the normal rate of evaporation through the shell. Furthermore, candling will obviously not show up flavour faults which may be attributable to incorrect feeding or to storage next to highly smelling goods. We have, for example, in the past, come across eggs with a 'full fruit flavour' caused by them being stored next to apples.

At Stamford Street each consignment of imported eggs is sampled before dispatch and the English ones are constantly





being examined. Usually 20 boxes are candled from each parcel. So you can see that Blackfriars does know the quality of the eggs which are being dispatched to the Branches. What Blackfriars doesn't know, however, is—where the branches get all those claims for damaged eggs !

## *and* **EGGS** *for the table*

### **Curried Eggs**

#### INGREDIENTS

4 eggs	1½ gills milk and water
1½ ozs. butter	Half of a small apple
3 teaspoonfuls flour	1 small onion
1 teaspoonful curry powder	Seasoning
1 teaspoonful lemon juice	3 ozs. rice
1 flat teaspoonful salt	

#### METHOD

Melt butter in saucepan, add finely chopped onion and fry. Now add chopped apple and cook for a few minutes stirring well. Sift the flour and curry together and stir well into the onion and apple. Add milk and water, bring to the boil, still stirring all the time, then cook slowly for 15 minutes, season to taste.

Drop the eggs into boiling water and cook for 15 minutes. Shell them and cut into small pieces. Then heap them together in the centre of your serving dish.

Well wash the rice and put into boiling water, together with the salt and lemon juice, and cook until tender, then strain.

Pour the curry over the pieces of egg and build a circular wall around the outside with rice. Besides being a tasty and nourishing meal, the effect is most attractive. Serve with any other vegetable to suit your taste.

*And a sweet for early springtime*

### **Rhubarb Sheaves**

#### INGREDIENTS

4 sticks of rhubarb	White of an egg
2 ozs. castor sugar	Shortcrust pastry

#### METHOD

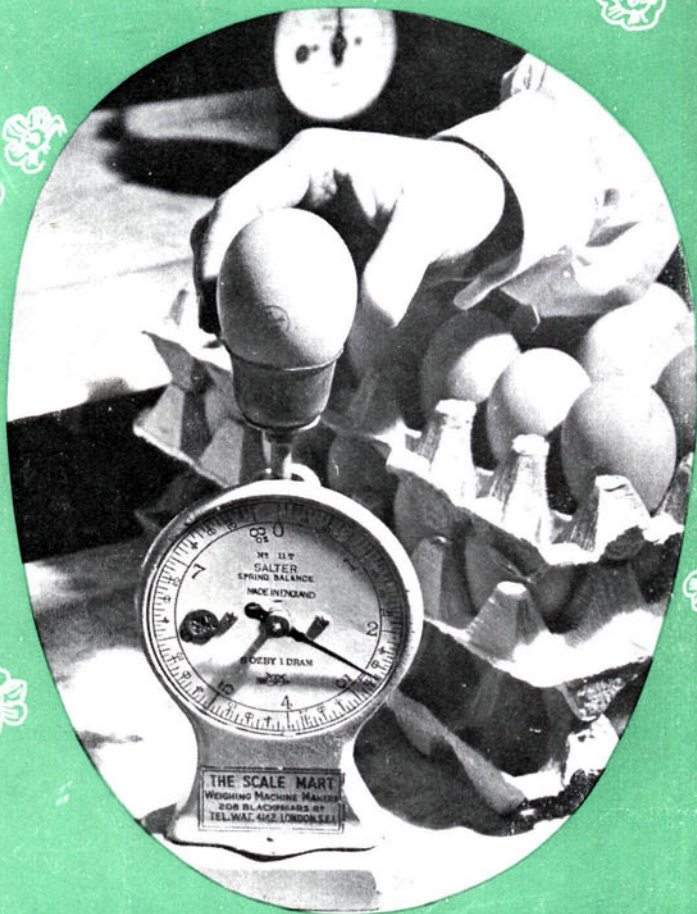
Roll the pastry out very thinly and cut into strips 4 ins. long. Skin and cut each stick of rhubarb into lengths 3½ ins. long.

Roll rhubarb in castor sugar and wrap in pastry. Seal the edges with the white of an egg to prevent juice oozing out. Bake in a hot oven for about 20 minutes. Serve either hot or cold.

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*The picture on page 4 shows the interior of the new roof of the Kitchens, Blackfriars*

**K.J.L., Hopton St., S.E.1**



Eggs are normally machine graded by weight. A percentage are check-weighed in a balance of this type. Grade A eggs are 2 ounces 3 drams or more, Grade B are from 1 ounce 14 drams to 2 ounces 3 drams and Grade C are from 1 ounce 8 drams to 1 ounce 14 drams. Below the ounce and a half level eggs are sold as "smalls".