



JS

JOURNAL

AUGUST 1955

J. S. JOURNAL

HOUSE MAGAZINE OF J. SAINSBURY LTD.

AUGUST 1955

NEW SERIES, NO. 19

Contents

County Show	1
Menu for August	9
Design for Self-Service	10
All aboard	19
Blackfriars and The City	24
Lewisham	26
Life with the Learners	29
Cricket	33
Cook of Kings	38
Movements and Promotions	44

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
*Lady Mann, wife of
Sir John Mann, Presi-
dent of the Royal
Norfolk Agricultural
Association, presents
the "Barclays Bank"
Challenge Cup to Mr.
R. Fortescue, J.S.
Agricultural Represen-
tative. The cup is
awarded each year for
the most attractive
display by a firm of
Agricultural Mer-
chants.*



The J.S. stand at the Royal Norfolk Show held on June 29th and 30th.

County Show

R. Fortescue

**J.S. Agricultural Representative
in East Anglia, writes about
the big event of the year
in the countryside**

THE local Agricultural Show has an important place in the life of most people living in the country and in country towns. For some it is a good day's outing, for others the chance of doing a considerable amount of business and advertising, for others a chance to learn of the latest developments in agriculture which can be applied to their own farms, for yet others it is an opportunity to show their animals and crops in competition with their fellow farmers.



The stand, planned by the Merchandising Department and designed by Leonard Beaumont, F.S.I.A., told the story of the firm in large panels, illustrating history and policy by photographs. The constructional work and assembly on the site was carried out by J.S. Works Department.

Originally shows were local affairs and confined to one estate or parish where the landowner, his tenants and the farm workers met, compared their produce and experiences and shared a plentiful supply of food and drink. With improved means of transport and the increased interest and research devoted to agriculture in the last half of the 19th century, groups of parishes started to run their own shows : county and national shows followed. Many of the smaller local shows remain popular and still survive but it is the county shows which have the most general appeal together with the Royal Show, which is a national show and moves to a different site each year.

Let us imagine that you have never been to an agricultural show and have decided to go for the first time. You will generally



The firm took part in both the Essex and the Norfolk Shows.

This picture is of the marquee at Halstead, Essex, on June 8th. At Norwich the addition of a trellis fence enhanced its appearance.

find that the show is held in a park or open space near a large country town : the organisers want to draw large crowds in order to obtain sufficient gate money to put on displays which will be of interest to all sections of the community. You will arrive by either car or bus and go through a turnstile where you will probably pay an entrance of 7s. 6d. if it is the first day of the show or 5s. if it is the second : the first day is less crowded than the others. On entering the ground the whole area appears to be a mass of tents with lanes running between them : it is as well to have some idea of what you want to see as otherwise you can walk all day and miss many things of interest. The programme helps but is full of advertisements and needs careful study if it is to be used to the best advantage. The crux of the



Above

The display panels besides giving a general description of the firm, set out J.S. policy in dealing with agricultural producers.

Below

During the course of both shows over 7,000 visitors were provided with refreshment. J.S. staff from Blackfriars were on hand to do a fine job of catering.





Mr. Alan looks very pleased with the J.S. turnout as he and Mr. Fortescue inspect the stand. One reason for satisfaction is seen below.

On first time of taking part in the show J.S. stand won the "Barclays Bank" Challenge Cup awarded for most attractive and well-laid-out display by a firm of Agricultural Merchants.



show is the grand ring and you will probably go there first : this is a large open space in the centre of the ground : if you go in the morning there will probably be classes of cows, horses, pigs or sheep being judged ; in the afternoon they try to have displays of interest to townsman and countryman alike, such as a parade of machinery, trick riding on motor cycles, the local hounds, sheep dog demonstrations, show jumping or a musical ride by a cavalry regiment. The times of each event are listed in the programme although they generally run behind schedule.

You will not want to stay by the grand ring all day. You will



Above

Feature of all Agricultural Shows are the livestock competitions. Judges are seen here picking a winner in the Aberdeen Angus ring at Norfolk.

Below

Machinery takes a prominent part in shows today. Since the last war British agriculture is the most highly mechanised in the world.





Some J.S. men from East Anglia.

Left to right : Messrs. Fortescue, Ruffel, Letch,
Staples, W. C. Humphreys, Knock and
L. Humphreys.

find a section of the ground set aside for the animals which are to be shown : you can walk round there, prod the pigs, let your children pat the ponies and discover from the grooms and herdsmen their previous victories or bad luck. Nearby will be the poultry section where pen after pen of all types of fowls can be inspected ; a section to be avoided on a hot day unless you have some special interest in fowls. The dog section is generally popular as are the flower and vegetable shows : here professional nurserymen provide the most magnificent displays.

The rest of the ground is given over to trade stands which are rented by firms who do business buying from or selling to farmers. Their stands vary enormously in size and the type of article displayed : you will find some with bottles of medicine and packets of pills which are claimed to cure all types of disease

in animals, at others huge tractors and combine harvesters are shown : the housewife is, as always, a favourite target for the salesman and many articles which claim to make her life easier are displayed. You must be warned of one thing ; if you find yourself near an apparently useless-looking metal object hanging on a tripod, don't just look the other way and start talking to your friends ; instead retire at least 50 yards ; it is a bird scarer and every 10 minutes it lets off an appalling bang : many people who should know better have been surprised by this device.

By this time you will have walked several miles and will have seen many different machines, hen houses, pig sties, utensils, animal feeding stuffs, garden tools, fertilizers and you will be feeling like something to eat or drink : the ground will have several tents where you can buy such refreshments. If you are lucky, a good actor, and have a ruddy face indicating an open-air life you may be able to fool some salesman into thinking you a potential customer and he will take you to the back of his stand and offer you a sandwich and a glass of beer : this trick is generally practised and is considered part of the day's fun but the refreshment on these stands is really intended for the farmer and his herdsmen who do business with the trader and it does much to seal a happy relationship.

The men who make the show

Though you will not have seen half the show it is getting late by now and your wife and child are exhausted even if you are not. You return to your car or catch your bus home. Spare a thought for those who have made the show for you : think of the grooms and herdsmen who have spent many weeks feeding and grooming their animals for these events, the care which has been put into growing the blooms and vegetables to a perfection which you cannot achieve in your own garden, the hard work put in by the stewards and staff to build all this up for two days in the year. Think, too, of the examples you have seen of all the thought, care and energy which the farmers, their men and the allied trades are putting into the job of growing as much food as possible on this small island in order to gain themselves a living and save the country unnecessary imports. They, too, have had their day out and hope to see you again next year.



MENU FOR AUGUST

Aug. 25, Monday . . .To Knights for fruit from Weston House gave o.l.o. which fruit I sent to Mr Corboulds at Hungate Lodge. Mr Corbould gave us a short morning Call. About one o'clock this Aft. I walked to Weston Church and buried poor George Warton, aged 65 Years. At three o'clock this Afternoon we walked to Hungate Lodge, and there dined and spent the Afternoon with Mr. and Mrs. Corbould, Miss Corbould, Mr. and Mrs Day of Horsford, a Mrs Payne, Sister to Mrs Day, formerly Westons, and Mr. and Mrs. Jeans of Witchingham. Mrs Howman of Hockering drank Tea at Mr. Corboulds. We had a very genteel Dinner-First Course at the upper End, stewed Tench, Veal Soup, best part of a Rump of Beef boiled, 2 rost Chicken and a Ham, Harrico Mutton, Custard Puddings, backed Mutton Pies, Mashed Potatoes in 3. Scollop Shells brown'd over, Roots 2. Dishes Second Course. At the upper End, Rabbitts fricasseed, at the lower End Couple of Ducks roasted, Trifle in the Middle, blamange, Cheesecakes, Maccaroni, and small Raspberry-Tartlets. Desert of Fruit mostly that sent by me to them, Peaches, Nectarines and three kinds of Plumbs. We got home between 8. and 9. in the Evening. Mr. and Mrs. Jeans drove furiously by our House as they went to Mr. Corboulds, Mrs. Jeans took Miss Woodforde up pretty sharply, but Nancy silenced her very soon.

From the DIARY OF THE REVEREND JAMES WOODFORDE, 1740-1803



The " Spirit of Rotterdam" rising from the city ruins.

Design for Self-Service

R. Linfield

of Building Developments writes about the design aspect of continental self-service

Of the reconstructed cities in Europe, Rotterdam ranks as one of the foremost. From the ruins left by Hitler's bombers in 1940 a modern city has emerged containing some of the most striking contemporary architecture to be seen. Near the City Centre can be seen the largest building in Europe, with shops at ground floor level, car park on first floor and offices and flats above. It is a remarkable piece of design and the type of building for which schemes are at present being considered for use in Central London to ease the parking problem.

The shopping centre reconstruction being carried out, and



Part of a shopping unit in Rotterdam
with broad walkways.

which is now nearly complete, is in two opposing styles. The larger department and fashion stores are being rebuilt in the orthodox style of large blocks on the main thoroughfares very reminiscent of the rebuilding schemes in Plymouth and Coventry. The everyday shops, however, are grouped together in a shopping unit with broad walkways between, broken up by large floral displays. A continuous canopy extending the length of the parade gives protection against sun and rain to window displays and shoppers alike.

Service roads to the shops are at the rear, entirely isolated from the shopping crowds. This idea is now in general use in some of our new towns such as Crawley and Stevenage. The shops themselves are very spacious and the interior design is of a higher standard than that generally seen in this country. A rather pleasant feature was the wide use made of carillons. At most times during the day these can be heard pealing out very melodious tunes.



Old and New. The City Hall at Rotterdam, one of the few remaining pre-war buildings, as seen from one of the new shopping units.



A furniture showroom in Rotterdam with "see through" shopfront on two floors.



A cinema, restaurant and shop block in Rotterdam. Note the carillon tower on the right of the picture. The wall faience is very handsome.

Housing has been tackled in a manner very similar to our own. Large blocks of new flats are being built in the towns, but very few detached or semi-detached houses. These are mainly to be found in the outskirts. Sometimes these communities have their own shopping parade where the local trader or multiples are found.

Similar building work can be seen over the whole of Holland. In Switzerland, however, the story is different. They have not suffered the ravages of two world wars and their attention has been given to modernising existing premises in the large towns. They are, however, developing the smaller towns with new housing schemes and shopping centres.

It was very noticeable in Germany that the class of rebuilding varied according to district. To take two examples which I

was able to see. Mannheim, an industrial town on the Rhine, has been almost rebuilt since the war. Full advantage of the opportunity to re-plan has not been taken. The rebuilding has been carried out along the lines of the pre-war streets and it appears that each individual has proceeded independently with rebuilding with no co-ordination of design attempted. The result is a motley of buildings of poor design. The roads are still made up with granite setts and the whole appearance is one of makeshift.

In Cologne, however, the reverse is the case. Work there is nowhere near complete and obviously a great deal more thought has been given initially to the design and planning of the new city. The main roads carrying through traffic have been diverted so as not to cause congestion in the centre of the city and the new shopping parades are being built as a whole, with an eye to the eventual pleasing look of the finished project. In two to three years' time Cologne will be one of the foremost modern cities in Europe.

Now to come to the main object of the tour—self-service. Firstly I must echo Mr. Woods' sentiments, that, without complacency, nothing was seen that approached the standards set by a modern J.S. self-service store such as Eastbourne, Purley or Southampton.

The overall pattern was very much the same. Gondolas and refrigeration units on the walls, freestanding gondolas and small display units in the centre of the shop. Gondolas were generally of painted timber construction and higher than those we are accustomed to using. The majority were standing direct on to the floor and in some cases goods were placed directly on the floor. The shelving of gondolas was adjustable in most cases and sometimes the lower shelves were tilted. I thought this was quite a good idea as it gave customers a better view of the goods and the adjustable shelves could be altered according to the dressing of the gondola.

Check-outs were, without exception, about half the length of the J.S. model. No use was made of a rake and the impression given was that at no time were they called upon to deal with the volume of traffic to which we are used.



One of the new blocks of flats in a new neighbourhood unit outside Amsterdam.

A new self-service store in a new town near Amsterdam.





A Zurich self-service store. Note the flags on the columns as seen in the wall mirrors.

The basement warehouse of the Economat store in Luxembourg.

One of the few metal gondolas to be found on legs. Note the two bottom shelves are tilted and the use made of customers' trollies on the left.





A contractor's "hut" on a building site in Rotterdam. It is decorated gaily in red, blue, yellow and white. Rather a different structure to that found on most of our building sites.

Refrigerated units were mainly of the Hussmann or similar pattern, but no use was made of refrigerated counters as we know them. Some of the Swiss shops were provided with electric lifts from the basement into the shop, but on the whole mechanical handling was not used very extensively.

Shop-fronts were mainly of the all-glass, see-through type which is being adopted universally. It was noticeable that at times the advantage of this type of front was lost by the use of large window displays.

The use of tiles was not so widespread as I should have expected. Shop floors were tiled, but extremely slippery, a defect we have had to guard against in our own shops. Very little wall space was left exposed as fittings were high and



An illuminated produce display in a Basle self-service store.



Typical of contemporary German design. A new bank building in Cologne near the Cathedral.

these were mainly plastered and decorated, extensive use being made of wall advertisement panels and mirrors. All the shops were very gaily decorated with flags and the use of music from a tape recorder helped to create a pleasant atmosphere for the housewife.

Behind the scenes standards were very low. No attempt was made to tile or sometimes even to plaster walls in the warehouse. Floors were usually concrete and racking was always timber. Very little preparation work is done on the premises, so perhaps a high standard of cleanliness is not so important as in our premises. On the whole not a great deal of attention is given to the elimination of dust ledges or dirty corners on fittings and the easing of the shop staff's work to keep the premises clean.

Summing up, I should say that we in Britain are more than holding our own in the design and fitting-up of our shops. I'm sure that if an invitation could be extended to our Continental hosts to visit such shops as Eastbourne, Southampton or the new Lewisham branch, they would have plenty of food for thought.



●
●
●
●
●
●
●
●
●
●
▼

All aboard for a day by the sea

J.S. Veterans spend
this year's Summer Outing at Eastbourne





Above
The party lines up at Eastbourne after a happy day in the south coast sunshine.



Left
Listening to the band. Camera catches, left to right, Mr. Snow, Mr. Dowling, senior veteran on the trip, Mr. Smith and Mr. Curtis.



We couldn't have
wanted a better
day for the outing
say this cheerful
party taking coffee
on the way down.





Another cheerful group on the way to the seaside.



Manager P. Snow of 31 Eastbourne greets some old friends.



A meeting on the front and, below, a group at one of the halts.

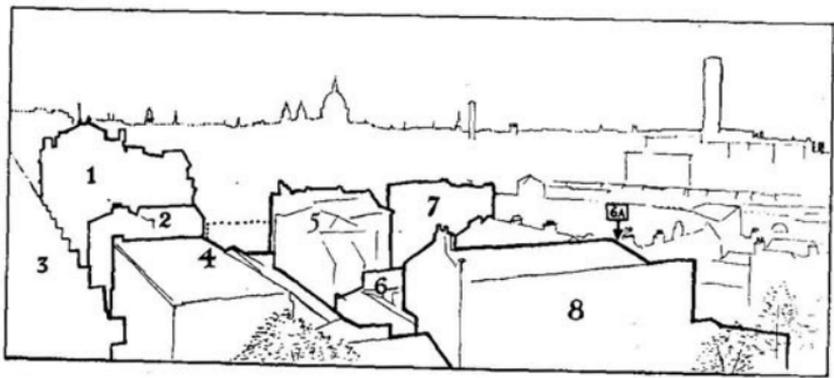




Just to prove we went to the seaside here we are with the pier for a background photographed just before we left for home.

Below are the Stewards who managed the outing with great success.







Blackfriars and The City. Our photograph shows The City skyline seen from the roof of the factory. In the foreground are the buildings which are being demolished, remodelled or rebuilt to provide much-needed extra space at Blackfriars. The key on the left indicates the limits of each section and the list below gives its present or proposed use.

- 1 Stamford House
- 2 13/15 Stamford House (Branch premises)
- 3 The Factory
- 4 Wakefield House, site of the new warehouse
- 5 Tress House : New office accommodation. The dotted line indicates new construction which will be used for office accommodation with a loading bay for 13/15 on the ground level
- 6 Personnel Department. The site of the new entrance from Blackfriars Road is at 6A.
- 7 New Laboratory accommodation.
- 8 Training Centre



Lewisham

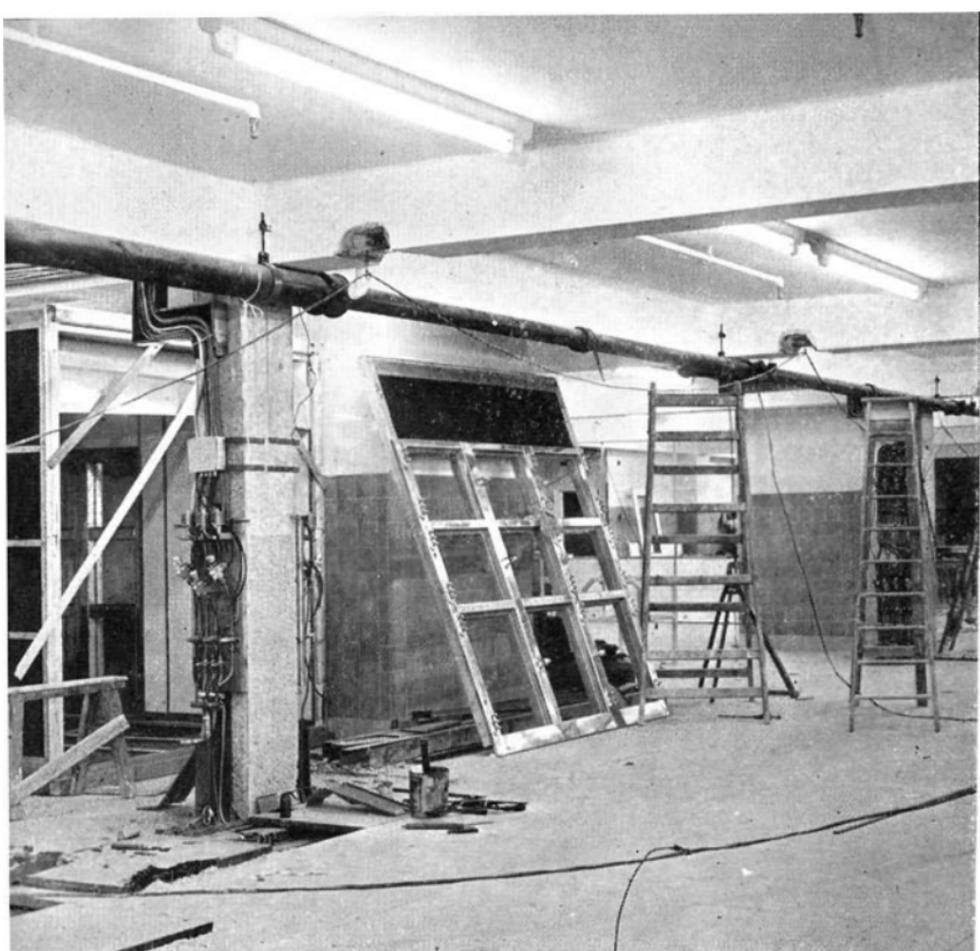
Look out for September

SINCE 1953 work has gone steadily on at Lewisham where we have been building what will be the largest self-service all-food shop in Europe. This shop which has been reported on from time to time in J.S. JOURNAL will embody all the experience J.S. executives and technicians have gained since they started their first plans for 9/11 Croydon. The size of the branch makes



it very nearly the largest European self-service shop, the only larger one being the Zurich Migros which sells practically everything that a large department store would besides food.

Comparison of our latest pictures with those on pages 12, 13 and 14 in our February number this year gives an idea of progress made. The ceiling height and spacious appearance of the shop can be gauged from our first picture, in which can be seen, high up in the corner, the manager's office with windows commanding the whole floor space. The picture above is roughly the same view as the one on page 13 of the February JOURNAL and gives an idea of the extent of the shopping area.



J.S. wits claim that roller skates will be provided to help customers cover the ground in time to get home for lunch. The picture above shows a small part of the basement where the fresh meat storage room is under construction. The opening is planned for September 21st and staff is already being engaged and trained to take over the branch which will be one of the major achievements of J.S. history.



Life with the Learners

James Clay, J.S. Driving Instructor, writes about beginners on the road.

How long does it take for anyone to learn to drive? I have been asked that question hundreds of times by many would-be candidates. My answer is always the same, it is impossible to say. After having given instruction to about two thousand pupils, male and female, during the last 24 years, it is still very difficult for me to give a set time. Some people have a natural aptitude for driving, particularly if they are mechanically minded, whereas others find it most difficult and really hard work, but nearly all start by making the same mistakes.

Firstly the pupil's temperament has to be assessed, when he is at the wheel, not before, for I can say from long experience that once a pupil sits behind a steering wheel he becomes a different person. The quiet, unassuming type, rushes every move and cannot go fast enough once he is behind the wheel. On the other hand the person who you feel would be inclined to speed and rush things, creeps and crawls all over the road.

To start the first lesson, you go to great lengths to explain the controls, give a practical demonstration, explain it all once again very slowly, quietly and deliberately, then say, "Right, let's change seats." Then it happens, for whatever the pupil does, you can bet it will not be what you have told him. One thing is certain. They will never, never release the handbrake, and that particular headache will go on for at least the next six to eight lessons. But that of course is just a minor detail ; the real trouble, the one that breaks the heart of both the pupil and the instructor, is the CLUTCH, the apparently never-to-be-mastered CLUTCH. It may be too much acceleration or not enough, clutch let in too fast or too slow, lots of jumps and unbelievable happenings, but we must not despair, let us try again, lots more explanations with the same results. Never mind, keep trying.

While all this is taking place, there is usually a complete absence of any road sense whatever. Steering with some is just natural, with others another headache to be mastered. Gear changing hardly ever seems to create a major difficulty, but braking is always a trying business for the instructor. Judgment of distance and the right amount of pressure on the brake pedal is very difficult for the pupil to assess in the early stages, so there is always the danger of too much brake and a sudden stop, waiting for the van, bus or car behind to come crashing into the back. If that is avoided, there are always the complimentary remarks handed out as they pass which I cannot include in this article.

What it all boils down to, is that until the pupil has acquired complete mastery of the controls, he does not have the ability to concentrate on what is going on around him.

The day dawns when all the controls seem to be doing the right thing at the right time, it all suddenly seems so simple, and that is just how it is from then on. Traffic lights, police

signals, left and right turns, main roads, etc., hold no more terror for the, by this time, happy pupil, but how long he will take to reach that happy frame of mind, I just cannot say though I can tell after the first two or three lessons if the pupil is going to be an expert, average or poor driver.

Candidates who take the driving test and fail usually blame the examiner, but from my own experience six out of every ten are nothing like ready for it. Government examiners really know their job, they don't fail you because "Just once during the test I forgot to give the slowing down signal" or "I wasn't quite close enough to the kerb on my reversing." They can tell by the way you act in the car the amount of experience you have had, and after all the greatest teacher of all is experience. If any readers are learning to drive, do get in as much driving as possible before taking the test ; don't try to hurry it.

We All Had To Learn

I feel I must say something about the ladies, the butt of the male drivers. Generally they learn quicker than the men, once they have overcome the nervous stage. They don't adopt the brute-force-and-ignorance attitude, they are much more gentle with the gears, clutch and brakes, and therefore don't rush the whole business and are able to get the feel of things. The great drawback is reversing. When a woman driver starts reversing stand well back because, believe me, anything might happen. Apart from that the majority of women drivers are equal to men, and they certainly get into less trouble, have fewer accidents and are more considerate on the road. Talking of consideration, I would like to take this opportunity to ask all experienced drivers reading this article to please be considerate and patient with all learner drivers on the road. First keep well away from any car with an "L" plate. Don't take risks to pass, or keep hooting, cut in, turn and look daggers at the poor unfortunate learner. We all had to learn, but are very quick to forget. I have often heard pupils I taught, years ago, talking of their motoring experiences, and one would think that these experts when learning, just sat in the car and drove it, instead of causing as much anxiety as any other beginner. From their attitude one would suppose that learning had held no terrors for them.

This I know was not the case, so please do think of the time when you were jumping and jerking about the road, because you were you know, and I do mean you.

Many drivers with twenty or more years' experience forget that when they learnt the difficulties compared with today, were much fewer. Traffic was less, pedestrian crossings unknown, no speed cops, no traffic lights and cars were much slower compared with the rapid acceleration of today's models. Whilst they have been growing up with these new rules and regulations and faster cars, a trainee driver now has the whole works to contend with at once, and it is no light task for yesterday's pedestrian suddenly to adjust his reactions to today's metropolitan traffic conditions.

I should like to finish by telling a story against myself that happened about 22 years ago. Whilst out with a class of four pupils travelling up Regent Street, one learner would leave his braking too late, which resulted in one or two near misses. I remonstrated with him and told him to pull up in the kerb, and I would show him how it should be done. We changed seats and off we went. I revved to a speed of about 20 miles an hour and said, "This is the sort of thing you do," intending to rush up to the taxi in front and brake a little too late, to demonstrate the strain and stress on the car, and occupants, but alas the taxi in front had to stop in an emergency himself and I with brake pedal pressed hard on the floorboards went straight into the back of him. Then, with radiator hissing and headlamps looking up to heaven, the pupil said, "Oh, I see what you mean now." Was my face red? Two of the men with me then are still driving as roundsmen today and will no doubt recall that incident themselves.

Well, it's all in a day's work. Just another grey hair to be added.



Cricket

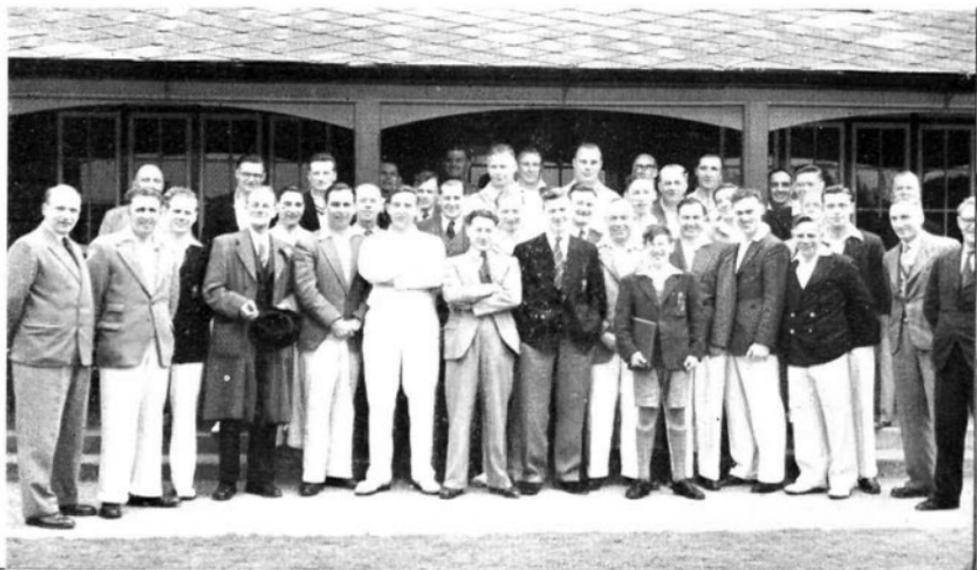
Whatever the weather!

One of the mysteries of the English character is that in a climate that provides a minimum of dry weather they should have evolved the game of cricket. This scene must have been happening all over the country on June 11th. Les Potter (secretary), N. Johnson (captain) and J. Wall (groundsman) are seen here in a dubious frame of mind examining the pitch at Dulwich.



Below

Visitors and ourselves. The visitors are our friends from Harris of Calne who this year came to Town to play the annual cricket match which began during the war years.





Things looked pretty hopeless at first. Inspecting the pitch are Harris players. Left to right: Messrs. Slater, Stone, Garraway (asst. sec.), King, Carter (capt.), Angell (sec.) and Stevens.



Griffin players took to indoor sports. Left to right : Fixing up the dartboard are Messrs. Keen and Johnson (capt.) and at the table Mrs. B. Franklin, Mr. Cooper, Mr. Spencer, Mrs. James, Messrs. Brunwin, James and Marsden.



But in the end the teams went out to play. Attentive spectators are, left to right: Messrs. Younger, Slater, White, Parker, Carter, Stevens, King, Hand and Cleverly.



The Griffin Club XI took the field and on a very wet and tricky wicket had the visitors out for 86. Above is our team. Left to right : B. Franklin, L. James, N. Johnson (capt.), E. Green, E. Spencer, S. Cooper, D. Wall, E. Brunwin, F. Floodgate (behind wicket-keeper), W. Marsden, R. Whiting. Below are R. E. King (left) and E. A. Stone going out to open for Harris of Calne. The Griffin XI won the match, scoring 92 runs for 9 wickets.







East Harling at Dulwich

When East Harling came to Town on June 19th the weather was perhaps worse than on the previous week-end. But the visitors refused to be depressed by the rain and even the desperate inspection of the pitch going on on the opposite page didn't put the teams completely off their game. In the end East Harling took up their bats and played. The game ended in a damp victory for the Griffin.

E. Harling 114 for 8 dec. 5, Griffin XI 120 for 1.



“Cook of Kings *and* King of Cooks”

A LUNCHEON for forty guests of the Prince Regent, served at Brighton Pavilion in 1817 by the great French chef Carême, included one-hundred-and-forty-four separate dishes. There were forty different entrées alone. The menu strikes us as fantastic in size and over-elaborate in preparation. It would seem almost impossible to choose a meal from it. In fact, no one chose what he ate. The dishes were prepared and laid out on the table in an architectural splendour of gastronomical art. Carême included the study of architecture in his training as a chef. It must all have looked wonderful. But the guests sat down with due deference to rank and they ate what they could reach and only if lucky got what they liked.

The man who was to reduce this unmanageable and indigestible mass of slowly congealing food and sauces to the kind of meal we eat today was born in 1846 at Villeneuve Loubet, a village near Nice in Provence. He was Georges Auguste Escoffier, son of the village blacksmith. Georges Auguste went to work at the age of thirteen for an uncle who had opened a restaurant in Nice, a town which, in spite of its remoteness from the capital, was beginning to be frequented by the well-to-do in search of a tolerable winter climate. He learnt the restaurant business so thoroughly that in 1865 a visiting restaurateur invited him to Paris to work at Le Petit Moulin Rouge. Here he found himself in a typical kitchen of a fashionable restaurant of the 'sixties.

It was perhaps his experiences there under Ulysse Rohan, an excellent cook but a brutal man, which determined Escoffier to make the changes he did when he had authority. Life in the kitchen was a grim, vulgar and rough business in those days. The heat was intense, the thirst insatiable and the consumption of alcohol enormous. By the end of the long day's work many of the cooks were drunk, tempers were frayed and the work had gone to the devil. Escoffier was a man of gentle, if determined, temperament. He didn't smoke or drink. Besides he was small and in spite of the high heels he wore he was still uncomfortably close to fires and ovens. So all conditions conspired to make him the instrument of change. He worked under Rohan until 1870 when he was called up in the Franco-Prussian war. He served as cook to the Rhine Army H.Q. at Metz, and his experiences in the campaign and the siege of Metz had considerable influence on his ideas about the place of canned foods in the restaurant kitchen. His own foresight made it possible for him to feed his H.Q. fairly well throughout the siege although horsemeat had displaced beef in his menus. "I was always careful first to scald the meat and then cool it before cooking. This simple precaution took away the bitter flavour," he wrote later. When the town capitulated he had in hand "one chicken, a jar of meat extract, a tin of tunny-fish and a goat, which I sold."

Working with Ritz

Escoffier was at last restored to civilian life after a spell as prisoner-of-war in Germany. In 1873 he was back in Paris at Le Petit Moulin Rouge as head chef. The times were in his favour. New ways of life were breaking up the old habits of gluttonous eating, women were beginning to appear in public restaurants with their families, the railway was making enormous increases in the tourist trade and the hotel business was booming. The money which flowed into France in this way made possible the career of Caesar Ritz, a Swiss, whose drive and energy transformed the whole conception of hotel life. Ritz grasped, very early in his life, the nature of the social changes going on in Europe. The old aristocratic families and the new aristocracy of money were not mutually exclusive.

They both needed one another and they both were ready to pay for pleasures and entertainment they could not get in their palaces on the Volga or on their ranches in the Argentine. The international hotel was created by Ritz to provide a meeting place for people whose rank or wealth set them apart from the rest of the world. His approach to all the problems of hotel-planning was revolutionary. His guests wanted, and could pay for, the best and he was prepared to give it to them in terms of beds, linen, sanitation, comfort and, above all, food.

A Revolution in Service

Escoffier's first association with Ritz began at the Grand Hotel at Monte Carlo in the 1883-1884 season. For the first time in his life Escoffier had found an employer who understood his ideas and was prepared to back him. The association was to continue till Ritz died in 1916. From the beginning of this partnership Escoffier set to work to bring about a new kind of cuisine. The old techniques of great architectural displays of food were abandoned. Escoffier asked for new china, different in shape and size from the old dishes, finer in quality and more elegant and simple in design. In the kitchen he set about the job of reforming the drunks and training the new boys. Gradually he built up teams of cooks trained in his methods and able to prepare the dishes he invented. He eliminated the elaborate trimmings and complex sauces in favour of simple yet subtly conceived ones made from the concentrated natural juices of meat, fish and vegetables. He insisted that the food should be served hot and fresh from the kitchen and that the menu should be a carefully composed one of few courses.

To get such results he had to reorganise the kitchens. Freshly prepared hot food for every guest in the restaurant was only possible if the work was split up. In the recently published biography of him by Herbodeau and Thalamas* his achievement is described. "He divided his employees into specialist groups or parties to prepare sauces, fish, entremets, soups, roasts, pastry, ices and sweets. This division already existed up to a certain point but Escoffier defined it more closely so that each man knew the limits of his work. . . . He aimed at re-

* *Georges Auguste Escoffier*. EUGENE HERBODEAU and PAUL THALAMAS
Practical Press Ltd., 21/-

ducing the client's waiting period to a minimum and at serving each dish at exactly the right temperature."

The impact of such fragrant, delicious and perfectly executed meals on customers who were used to the architectural school of service was immediately and finally convincing. Edward, Prince of Wales, a gourmet of international reputation, said in a loud and audible voice "Where Ritz goes we shall follow." Ritz and Escoffier were made men.

The Origin of Peche Melba

The first London hotel of this new kind was the Savoy, planned by an Irish business man D'Oyly Carte, whose name is better known today for his connection with the theatre. D'Oyly Carte had met Ritz and Escoffier in Monte Carlo and seen how successful a hotel planned on their lines could be in London. With some difficulty, he persuaded Ritz, to take over the management and Escoffier came to plan the kitchens. In the end he stayed and the Savoy, without a serious competitor, became the most expensive and exclusive hotel and the best restaurant in England. It was at the Savoy that Escoffier made the first step in the creation of pêche Melba. Madame Melba lived at the Savoy during the opera season of '92 and '93 and Escoffier, who was an enthusiastic opera lover, created a dish of ice cream and peaches poached in vanilla-flavoured syrup, the whole set in a great swan carved out of ice, as a delicate compliment to her performance as Elsa in *Lohengrin*. The dish was remembered and when, later, Ritz opened the Carlton, Escoffier added the raspberry purée which established pêche Melba as one of the most popular and delicious sweets in the cook's repertoire.

Escoffier's greatest days were at the Carlton. Ritz had quarrelled with the Savoy management and when he left Escoffier and others went with him. He opened the Ritz, the first hotel to which he gave his name, in Paris in the late nineties, and in 1899 he opened the Carlton, on the corner of Haymarket and Pall Mall. Here Escoffier with all his years of experience guiding him, planned the perfect kitchen. He was at the top of his profession. By seven o'clock every morning the precise little man with white moustachios, dressed in an elegant Louis

Phillipe coat and wearing a high wing collar, would be in the kitchen watching over the breakfast preparations. At eight o'clock he would breakfast in his office on the first floor and then draw up the day's menus. After another visit to the kitchens he would confer with the manager and the head waiters. Details about the guests, their known likes and dislikes, their nationality, the composition of the parties were all discussed. Then luncheon would begin and he would spend his time between kitchen and restaurant, tasting and supervising the dishes as they were prepared. Once luncheon was over he would go out to call on the hotel's suppliers and as he crossed Haymarket the policeman would hold up the traffic and pocket sixpence for his trouble. By six o'clock he would be back in the Carlton and for the rest of the day, he would be hard at work supervising the task of giving dinner to some four or five hundred guests. His kitchens were quiet and calm. Displays of temper and irritation were frowned on as signs of incompetence. He himself seldom raised his voice. When things got too much for him he would say "I am going out, I can feel myself getting angry." Another often quoted remark was "The rush hour is not the signal for a rush of words."

World Wide Influence

His achievement in bringing about the revolution in the kitchen has changed many of our ways of cooking, serving and even eating food. The cooks who learnt their trade under him carried his methods all over the world. Rival hotels copied and developed his methods. Smaller and more modest establishments brightened up their ideas. And many a housewife uses a can of tomatoes in cooking today without ever knowing that it was Escoffier who, in the face of obstinate opposition, first persuaded the canners to put them up in tins. His *Guide Culinnaire*, first published in 1902 and since translated into English, German, Swedish and Italian, is a work which laid down in exact terms the methods and quantities used in the preparation of every possible dish. Its influence was widespread chiefly because it was not merely a book of recipes but the first really precise technical guide to the chef.

Escoffier left the Carlton in 1919 but though he was 73 years

old he could not settle down in Monte Carlo. He continued to collaborate with the widow of an old friend in the management of two hotels there.

In 1935 Escoffier died, honoured by the French people and by cooks wherever they work. His contribution to the dinner tables of the world is that he freed them from the slavery of tradition. He truly deserved his unofficial title. "Escoffier, cook of kings and king of cooks."

Stop Press

..... Winner of the Refrigerator
at Dulwich on August 1st was

Mr. C. FOWLER
of 122 Croydon



MOVEMENTS and PROMOTIONS

We are pleased to record the following promotions :—

TO HEAD BUTCHER :

J. Daniels	of Tolworth	to Ewell
G. Horton	of North Harrow	

CONGRATULATIONS and best wishes to :—

Miss M. Crouch and Miss D. Mansell, Grocery Supervisors, upon the completion of twenty-five years' service.

Congratulations to Richard Fear, a Junior Trainee at Harpenden who has been awarded a prize by the Harpenden Rotary Club as a school-leaver who best exemplified the motto "Service above Self."

MARRIAGES (BETWEEN MEMBERS OF J.S. STAFF)

Very best wishes for their future happiness to :—

Miss P. Britton of Boreham Wood and Mr. D. Davies of Apex Corner

Miss H. Clarke and Mr. E. Denyer of 21 Watford

Miss E. Hearn and Mr. R. Darrell of the Factory

Miss L. Gray and Mr. E. J. Fitsall of Stamford House

RETIREMENTS

On July 1st a number of our colleagues retired and we wish them health and happiness during their well-earned rest.

From the Branches :—

Miss B. E. Garbutt	14 Hove—40 years' service
Miss E. E. Hicks	First Clerk at 194 Kentish — 40 years' service
Miss A. B. Sheppard	6 Norwich—31 years' service
Mr. G. F. Nye	55 Brighton—47 years' service
Mr. H. F. Hobday	Ballards Lane—45 years' service
Mr. G. A. Curtis	66 Brighton—33 years' service
Mrs. M. Luker	8 Temple Fortune—6 years' service

From the Depot :—

Mr. C. H. Jones, at Saffron Walden—36 years' service

Mr. E. Day, Works Department—15 years' service

Mr. C. W. Gentry, Warehouse—41 years' service



Congratulations !

Congratulations to J. S. Purley staff on their speedy and successful recovery after being "torpedoed" by a thunderstorm and cloudburst on July 14th. Prompt and courageous action by the staff kept the shop afloat and in action even after they were ankle deep in flood water. Photograph was taken by Miss Sheila Goody of the Sales Office who waded out undismayed into the stormy waters of Godstone Road.

From the Factory :—

Mr. J. A. Page	35 years' service
Mr. A. Fone	14 years' service
Mr. S. S. Feaver	34 years' service
Mr. W. G. Goodman	36 years' service
Mrs. M. Smith	14 years' service
Mrs. L. Holmes	10 years' service
Mrs. H. M. Young	9 years' service
Mrs. F. E. Goldie	7 years' service
Mrs. D. D. Coles	7 years' service

From the Staff Catering Department :—

Mrs. H. Landsborough, Woking,	16 years' service
Miss C. Evans, Bent Street—	9 years' service
Miss E. Elsworth, Debden—	14 years' service



Colchester Poulterers do well

Feature of the Essex County Agricultural Show at Halstead on June 8th was the trussing competition in which first and second places were taken by J.S. men from Colchester branch. The silver challenge cup, to be held for twelve months, was won by S. Tierney, first poulterer, with 91 points (100 possible) and second place was taken by G. Cooper, second poulterer, with 88½ points.

OBITUARY

We regret to record the death of Mr. H. C. Bonney on July 11th, 1955. He was engaged in 1915 and worked mostly at 7 Palmers Green. He retired in 1946. We offer our deepest sympathy to his family.

We deeply sympathise with Mrs. Persell on the death of her husband, Mr. H. J. Persell, on July 7th, 1955. He was engaged in the factory in 1919 and retired in 1946.

As we go to press we have learned with regret that Mr. R. H. Johnson, who retired on June 1st, 1955, died on June 25th. He had been with the firm eighteen years and was well known as a Traffic Supervisor at the Depot. We extend our deepest sympathy to Mrs. Johnson.

NEWS OF J.S. STAFF ON NATIONAL SERVICE

The following are notes from some of the letters we have received from our men on National Service since our last publication:—

P. ASHMAN, 43 *Enfield*. Army (Aldershot). Has now almost completed his initial training and is fortunate enough to be stationed with his brother. He is in the R.A.S.C. and will eventually be trained in clerical duties.

G. GIBSON, *Morden*. Army (Borden). His battalion recently held its annual sports and parents day when the workshops were thrown open for friends and relations to see.

A. ROSE, 21 *Watford*. R.A.F. (Weston-super-Mare). Has now finished his basic course and has commenced training as a Wireless Mechanic. Expects to be sent abroad at the end of his course.

H. RILEY, *Woking*. R.A.F. (Newquay). Is now a qualified Policeman and is mainly employed either in the Guard Room or at the Camp's Main Gate. He finds it difficult to get home but is compensated by the good facilities at his new camp.

L. TURNEY, *Colchester*. R.A.F. (Gibraltar). Has now arrived in Gibraltar, the journey having taken six hours in an R.A.F. Hastings. Is employed in the Officers' Mess and so far seems to enjoy his new experiences. He mentions that cigarettes are only 1s. 5d. for 20.

A. BACON, 21 *Worthing*. R.A.F. (Germany). Is stationed at Handorf and has just finished taking part in a big air and land exercise. American, Dutch, as well as British forces in Germany, were involved.

M. BROWN, 6 *Norwich*. Army (Khartoum). Still stationed in the Sudan and, of course, expects to be moved out of the country in a few months' time. Has now learnt to swim and gets quite a lot of opportunity for this particular sport. In fact, we understand that it is part of his training. They have now started the rainy season and after the terrific heat find it a welcome change.

F. POPE, *Bournemouth*. Dorchester (Army). He is a Bandsman and seems to be kept very busy nowadays with garden fetes, carnivals and regimental weeks. Expects to go to Lyme Regis shortly to take part in a Searchlight Tattoo

R. McCULLA, 43 *Enfield*. Tidworth (Army). Has recently completed an exercise on Salisbury Plain and expects shortly to go to Warminster for three weeks in order to make an Army film there. During the rail strike he was employed conveying troops all over the South of England.

D. HUNT, *Manor Park*. R.A.F. (Chichester). Appears to have been moved around quite a lot since last we heard from him. In the last few months he has been posted to High Wycombe, where he was working on Lincoln and Valiant jet planes, Rudloe Manor, Wahn and now finally back again to Chichester.

K. INGLE, *Drury Lane*. Army (Middle East). Is stationed at T.E.K. and his unit has now moved into tents so that the billets can be prepared to accommodate civilians. Is in the R.A.M.C. in the hospital theatre and still occasionally has very interesting cases to deal with.

J. SPENCE, 52 *Holloway*. R.A.F. (Bexhill). Working on a radar station, has recently had a few liaison visits to other airfields. Was able to see some of the latest jet planes.

COMPETITION

THE subjects for the eighth of the annual competitions organised by the monthly magazine, *Stores & Shops*, are announced below. These competitions aim to encourage serious and practical thought in retailing and are intended to stimulate interest in and new ideas about the problems of the retail trade. Entrants from the firm who would like advice on research should apply to Mr. G. W. Smith, Joint Personnel Manager, Blackfriars, who will be glad to suggest useful reading in the preparation of the essay.

First prize £50, given by the Home & Colonial Stores, H. & C. (Retail), Ltd.

Second prize £25, given by the Jaeger Co., Ltd.

Third prize £10, given by Benzie & Miller, Ltd., Fraserburgh.

Special prize of £10 for the best entry by a retail trainee under the age of 25 years, given by Harrods Ltd.

Entrants are required to discuss in writing, in not more than 1,200 words, any one of the following subjects:

(a) Does self-service mean the end of personal salesmanship?
(b) How does the open-back window affect the technique of display?

(c) Has the present-day buyer too many conflicting duties? Should he be relieved of some of his existing tasks? If so, in what direction?

(d) Does (retail) advertising pay?

(e) Orthodox preventive measures can sometimes prove more costly than the stock losses they are designed to save. Is there any alternative approach to the problem?

(f) Open subject: entries may be submitted on any other retail topic of current importance.

Other rules.—1. Entrants must be engaged in the retail distributive trades. 2. Entries, preferably typewritten, must be sent in a sealed envelope, with the following details enclosed on a separate sheet of paper: name, address, firm, type of appointment held. 3. Results will be (and prize-winning entries may be) published in *Stores & Shops*. 4. The Judges' decision in all Competition matters is final.

Entries, from Great Britain and overseas, must reach the Editor of "Stores & Shops," 68, Welbeck Street, London, W.1, by post not later than November 1st, 1955.

•
GRIFFIN ATHLETIC CLUB

SWIMMING GALA

•

CLAPHAM MANOR ST. BATHS

Near Clapham Common Underground Station

Saturday, September 24th, at 7 p.m.

•

*Prizes and Challenge Cups for
Relays, Handicaps, Championships*

•

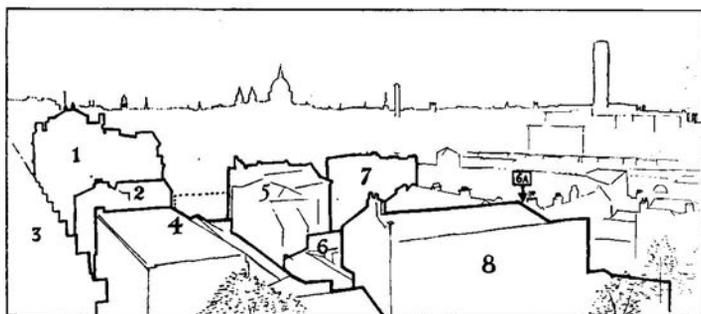
Entries for all events must be submitted on Club official entry forms. These, with remittance, to reach Club Secretary on or before Saturday, September 3rd, 1955

•

Admission for spectators 1/-

•

There will be a display by
THE HIGHGATE DIVING CLUB



Blackfriars and The City. Our photograph shows The City skyline seen from the roof of the factory. In the foreground are the buildings which are being demolished, remodelled or rebuilt to provide much-needed extra space at Blackfriars. The key on the left indicates the limits of each section and the list below gives its present or proposed use.

- 1 Stamford House
- 2 13/15 Stamford House (Branch premises)
- 3 The Factory
- 4 Wakefield House, site of the new warehouse
- 5 Tress House : New office accommodation. The dotted line indicates new construction which will be used for office accommodation with a loading bay for 13/15 on the ground level
- 6 Personnel Department. The site of the new entrance from Blackfriars Road is at 6A.
- 7 New Laboratory accommodation.
- 8 Training Centre