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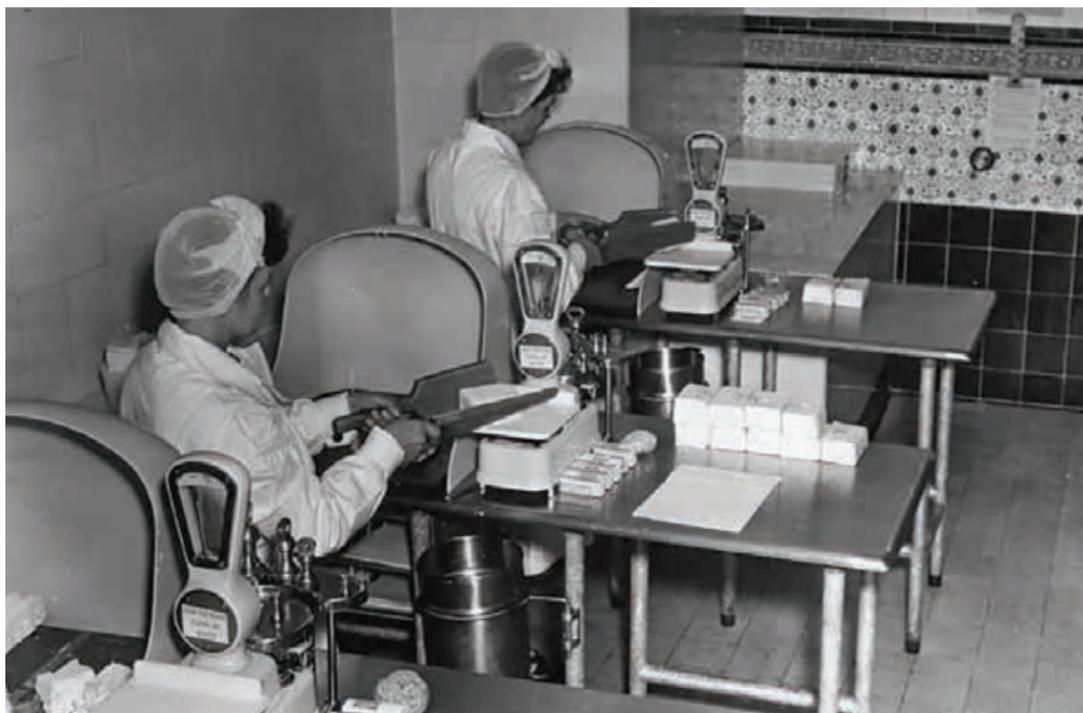
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Personal service: Butter measuring at the East Finchley branch of Sainsbury's in 1954. © The Sainsbury Archive, Museum of London Docklands.

## Absolute beginners take the pitch by storm

By Alisha Davies

Are you keen to get out in the fresh air, get fit, have a laugh, make new friends and learn new skills, such as back-heeling a ball, kicking with laces, and taking 'proper' throw-ins?



Team talk: The women's football team at Stanley Road

Then come and join us for Women's Football on a Monday night from 8-9pm, rain or shine, on the all-weather pitch alongside the Archer Academy in Eagans Close. Last September, a motley crew of enthusiastic women with little or no previous footy experience got together to set up East Finchley Women's Football. Knowing netball better did result in some hand ball incidents, but on the plus side made for impressive sideline throw-ins!

To be honest, at that early stage we reinforced the stereotype of women playing football, with discussions about the most stylish astro boots, the need for shin pads or not, and lots of "Oops sorry" whenever we tackled anyone.

How times have changed

in just five months. Thanks to our fabulous coach Andy, we have gone from strength to strength with structured lessons, drills, learning new skills and team play, followed by very competitive 30-minute matches. There is always time for a natter too, as we follow training sessions with

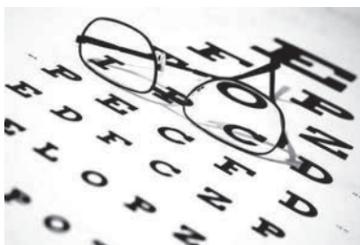
a trip to the Bald Faced Stag. New members, experienced or not, receive a warm welcome and encouragement from everyone to get stuck in and play. Come along and give it a go. You have nothing to lose and lots to gain. For more info email [eastfinchleywomensfootball@gmail.com](mailto:eastfinchleywomensfootball@gmail.com)

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## A little bit of butter for my bread

We wait to see whether Sainsbury's will get permission to open a new Local store on the corner of the High Road and Leicester Road, as first reported in our November 2015 edition.

If it does, those with long memories will know that it won't be the first time the company has traded in N2. Sainsbury's opened a shop at 82 High Road in 1912 and it stayed in business there until 1966.

The store, now occupied by Prickett & Ellis Estate Agents, is close to the junction with Fortis Green and directly opposite the Bald Faced Stag.

### Before self-service

Our picture, sourced for us by Sarah Drewery of the Museum of London Docklands, shows two women working there in 1954. In their hair nets and white coats, they are measuring out butter into 1lb blocks.

When the store opened in June 1912 The Finchley

Press described the interior of the branch as follows: "Two long and well laden counters extend the full length of the shop, and in addition to the ordinary stock rooms there are up-to-date cold stores. Peat-smoked bacon is arranged in neat stacks, its very appearance betokening its appetizing character. York, Cumberland and Irish hams are abundantly displayed, in addition to constant supplies of Canterbury lamb and cooked meats."

The East Finchley branch was a counter service branch which meant you had to ask for what you wanted from the shop assistants rather than helping yourself from the shelves. It closed in the mid-1960s as self-service became all the rage.

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