

# JS JOURNAL

House Magazine of J Sainsbury Ltd, Centenary Edition July 1969

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On June 12 Mr RJ was succeeded as Chairman of J. Sainsbury Limited and of J. Sainsbury (Properties) Limited by Mr. John Sainsbury, formerly Vice Chairman of J. Sainsbury Limited.

Mr. Simon Sainsbury, on that day, was appointed Deputy Chairman of J. Sainsbury Limited.

Sir Robert remains a Director of both companies and holds the office of a President of J. Sainsbury Limited, jointly with his brother, Lord Sainsbury.

### **From Mr RJ — a message to our readers**

As J.S. commences its second hundred years, I want to say “thank you” to all those who have contributed to the success of the business — particularly to those present members of the staff and veterans, who, during the last 38 years, have worked closely with me and enabled me to do my job to the best of my ability, thereby also making the responsibilities of management that much easier to carry.

To the younger generation of the staff, I say this. Having in mind the vitality of J.S. today and the Directors’ plans for the future, I believe that the opportunities open to you all can be ever increasing. However, it has not been ordained that, willy nilly, Sainsbury’s must always prosper.

Success has to be *earned* by all involved in the enterprise and will depend on many factors — not least, may I add, on the mutual goodwill necessary to maintain a mutually beneficial relationship between the firm and its staff, one of the principal objectives of my own career.

At the moment of relinquishing all executive functions in J.S., I wish to convey my confidence, not only in the management of J.S. in all aspects and at all levels, but in the will and capacity of the staff as a whole to make a full contribution and successfully to meet the inevitable challenges of a constantly changing world.

As a Director of the Company I shall continue to watch the progress of the business and the careers of the staff with unabated interest.

To all readers of the *J.S. Journal* I send my greetings and very best wishes for the future.

# CENTENARY

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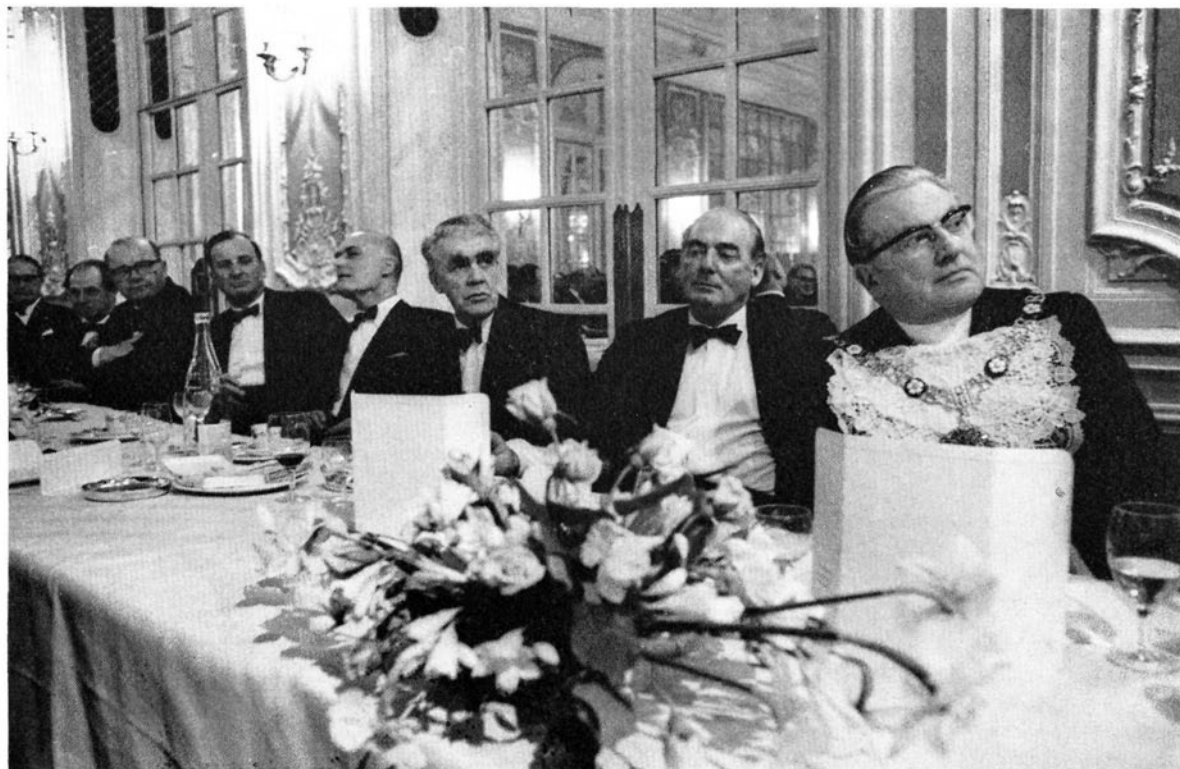
On April 14 the Sainsbury Centenary Banquet was held at the Savoy



***Mr. R. J. as Chairman of Sainsbury's spoke to the toast of Our Guests. On June 12 he became a President of the Company.***

Some of you may remember my grandfather's first shop – that shop which he opened in Drury Lane a hundred years ago. By the mid-nineteen fifties, it was causing my brother and I somewhat of a problem – at any rate emotionally. At that time we were Joint General Managers. Conditions, in the shop, for customers and staff alike, had become quite unacceptable and, what's more, Sainsbury's might be Sainsbury's, but there was just nothing that we could do about it. The shop itself was minuscule and there was virtually no

"behind the scenes". Modernisation was impossible: rebuilding pointless. Many were the suggestions made by our friends. Some felt that we should recreate the shop as it was in the Founder's day – sawdust on the floor and all – others that we should turn it into a museum, but we were never quite clear for whose edification. Most seemed to think that we should never, in any circumstances, part with it. In the end, our problem resolved itself quite simply. We decided that it was not for us to indulge in the primitive custom of ancestor worship and that we could best show respect for our forbears by trying to take care of the future. And so we closed the shop, which has now



**J. D. KERR**  
New Zealand Trade  
Commissioner and  
First Commercial  
Secretary

**M. E. COOPER**  
President  
The Grocers'  
Institute

**JAMES A. SAINSBURY, CBE**  
Director  
J. Sainsbury Ltd

*The Rt. Hon.*  
**GEORGE WOODCOCK, PC**  
Former General Secretary TUC

*The Rt. Hon. The*  
Lord Mayor of  
London  
**SIR CHARLES TRINDER**

**WILLOUGHBY R. NORMAN**  
Chairman  
Boots Pure Drug Co. Ltd.

**SIR BASIL ENGHOLM, KCB**  
Permanent Secretary  
Ministry of Agriculture,  
Fisheries and Food

**G. T. WILLIAMS, CBE**  
President  
National Farmers' Union

disappeared, and opened a self-service store across the way.

I think that my father and grandfather would have approved of our decision, at any rate in principle, although possibly not in its consequences. Needless to say, the shop is already out of date and I have to confess that, as there was never any real justification for a modern JS store in Drury Lane, we have never succeeded in trading at a profit in the new premises. So perhaps, subconsciously, sentiment did prevail after all!

My Lord Chairman, as you can guess, I have told that story merely to be able to add that it was in the spirit of that decision, forgetting of course the consequences, that we approached our Centenary.

Tonight marks for us neither an end nor a beginning – just a point in time when we think it right to pause for a moment, to pay tribute to the past, but also to take stock of ourselves and to look to the future with, we hope, justified confidence and expectation.

It is one of my particular joys tonight, as we

celebrate our Centenary, that another generation is already in the saddle: that, whilst we have a President who worked in the business with the Founder and can look back on the past of JS, his eldest son, the present trading head of the business, who, on June 12th, succeeds me as Chairman of the company, John, the fourth John, can speak for the future of JS.

It is my privilege tonight, to try and act as if I was Janus, to look both backwards and forwards at the same time. To look back in gratitude to all those who have contributed to the success of our business, above all to our guests tonight, to you, ladies and gentlemen, so many of whom, in your various and multitudinous ways, have enabled us to progress in our chosen field in our chosen manner. At the same time, I look forward to many more years of fruitful co-operation – co-operation for the mutual benefit of our respective organisations, co-operation for the benefit of the public whom we all serve directly or indirectly, co-operation for the



benefit of all those whose activities we direct. In welcoming you all to our celebration tonight, may I say how much we appreciate the compliment you pay us and how very proud we are of the representative and distinguished nature of this gathering. I would like to express the hope that in the years to come, you will feel that the confidence you displayed tonight was fully justified. Naturally, very many of our guests are those who supply the goods which we sell. It is you, gentlemen, who have enabled us to acquire and maintain our reputation for quality and value, upon which, above all else, our goodwill with the public is based. May I say how delighted we are to see amongst you Lord Cole of Blackfriars who will be speaking later. Our gratitude to all of you is profound. In saying that we are difficult customers to please, I am no doubt making, what many of you will regard as the master understatement of the year. However, I believe it is true that a chain is only as strong as its weakest link and I am sure you will agree with me that all those in any one particular chain, from producer to retail customer, are either all strong or all weak together.

Then there are those who have helped us to acquire our sites and to design, build and equip our stores, distribution depots and factories. Your contribution to our success has indeed been considerable, particularly in the post-war years. Perhaps the increasing nature of your contribution can best be judged by recalling that, *between* the wars, my father was able to acquire a freehold site and build and equip a shop for around £10,000.

On this festive occasion, I refuse to contemplate current costs, although it would be interesting to speculate how much it would cost, in this mechanical age, to replace some of those early shops, with their many, many embellishments.

Many are the professions represented here, both from the Arts and the Sciences. As a professional man myself, I welcome the opportunity of saluting you all.

As a young man, I used to feel that the Sainsbury family paid less respect than they should to the professions, at any rate to my own profession. I now like to think that, under my gentle influence, there has been some improvement over the years and that the omens for the future are quite good!

The City is also well represented and we are very pleased indeed to see you gentlemen tonight. I only hope that the day after tomorrow, I shall not be paying *you* a visit! Unfortunately, with the exception of the heads of certain other family businesses, it has not been possible for us to ask our many competitors as such. However, it so happens that a number of them are the present or past officers of associations with whom, over the years, we have had the most friendly relations and we are especially glad to see you, as well

as the representatives of so many other public and semi-public bodies.

Also here, are the heads of several great retail businesses not concerned with, or not primarily concerned with, food. We much appreciate your coming and thus demonstrating our common purpose.

We are always very happy to be near you in the High Street, and tonight we are particularly happy to be your hosts.

We are indeed honoured my Lord Mayor that amidst your many functions and many banquets you should dignify this gathering by your presence. I know that if my father and grandfather could have foreseen that, at our Centenary Banquet, you would in fact, honour us in this way, they would have been as proud as are their descendants and all others in the direct service of JS.

We are also greatly flattered Minister that, with all the many calls upon you, you should find time to be with us. Ever since those far off, but not forgotten days, when the Ministry of Food was formed to take over from the Food Defence Plans Department, we have had continuous and cordial dealings with your Ministry.

I would like, not only to welcome the numerous Civil Servants who are here, but through you, to express our appreciation of the friendly and co-operative spirit shown throughout the Service, over such a long period of time and through so many varied negotiations.

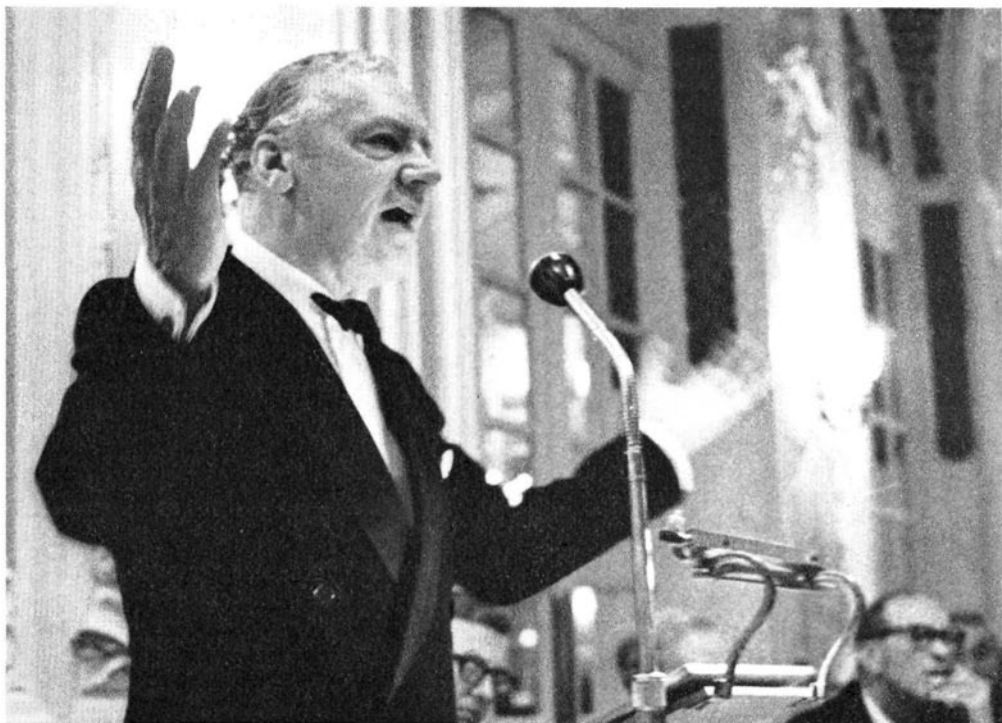
Finally, it is my great privilege to welcome members of the Diplomatic Corps, as well as those overseas friends who have made the journey especially to be with us. Ours is a business that inevitably has close ties overseas – ties of inestimable value, business ties, but ones which we like to think, in so many instances, are allied to ties of friendship.

As you all know, this toast is coupled with the name of His Excellency Sir Alexander Downer, the High Commissioner for Australia. In this of all gatherings, it is unnecessary for me to speak of the vital part which the Commonwealth plays in the food supply of this island. I am sure, your Excellency, that all your fellow guests this evening share the pleasure of Sainsbury's that this toast which I have the great honour to propose, is associated with the Commonwealth.

We, your hosts, are very proud both of this fact and also that the toast is coupled with the name of so distinguished a representative of such a great Commonwealth country.

Your Excellency, we are indeed grateful to you personally for your presence here and for your gracious willingness actively to participate in our celebration.

And so, my Lord Chairman, I ask all those in the direct service of JS to rise and, in recognition and appreciation of the past and with high hopes and intentions for the future, drink the health of "Our Guests", coupled with the name of His Excellency Sir Alexander Downer.



***H.E. Sir Alexander Downer, K.B.E.,  
High Commissioner for Australia replies  
on behalf of the guests***

Lord Sainsbury and Sir Robert, Mr. Cledwyn Hughes, My Lord Mayor, My Lords, Ladies and Gentlemen:

It is always easy to say thank you for a good dinner at the Savoy particularly on the eve of the Budget, but I feel highly complimented – even though the compliment has lessened the enjoyment of my meal – by being asked to respond on behalf of so many distinguished guests on this historic occasion.

You have been modest, Sir Robert, in what you have told us about your great company. When I first came to England after I left school, one of my earlier impressions was the sign J. Sainsbury which seemed to repeat itself all over London and in so many provincial towns. I remember friends saying to my mother, "You can't go wrong at Sainsbury's". Nor did she; nor have the millions of customers you have served with such honesty and imagination in your past 100 years. Sometimes, for such is the gluttony of youth when abetted by the expertise of salesmanship, the sight of such profusion of good food lured me inside; and it was then, in those distant days between the wars, that I discovered that much of what you sold came from my own country. These were also the days when London buses were adorned with the advertising slogan: "Wise words for all wise wives to utter

Australian raisins, sultanas, butter," And, of course, every wise wife bought these comestibles at Sainsbury's.

Perhaps this is one of the reasons why you flourish – this manifestation of the Anglo-Australian partnership which has endured since Australia was first settled by Englishmen 181 years ago. I am told that Sainsbury's have been buying Australian products since the 1870's, and that your present importation amounts to over £2 million worth of goods a year. Indeed, you are the largest private company in Britain selling our goods, so the fortunes of this splendid enterprise and Australian producers are interwoven.

It so happened that later in my life, having come to know Sainsbury's in my youth as a consumer, I was elected to represent in the Australian Parliament many of your suppliers, my Lord President. For nearly fifteen years I sat for a rural constituency covering 30,000 square miles – nearly four times the area of the native land of my distinguished friend Mr. Cledwyn Hughes – in which some of the delectable canned fruits, dried fruits, butter and fresh fruit that all sensible people buy in Sainsbury's shops are produced. Australians have not always been famed for their modesty, so I might as well tell you that for quality, hygienic methods of production, and progressive standards, these foods are unexcelled by any other nation. Moreover – and this should be of political concern when Britain's future trade alignments are considered – they are produced, in the main

by people of British descent, with strong sentimental attachments to this country, people who in two world wars volunteered to serve the Allied cause in a higher proportion than most other parts of the Commonwealth. Tonight, Ladies and Gentlemen, we are celebrating not merely the Centenary of one of England's best-known firms. It is an occasion wider than that. There is certainly something magical about the magnification of a small dairy in Drury Lane in 1869 to 247 stores, including 100 of the most modern type of self-service stores, in 1969, the whole still being controlled by the founder's family. Yet is not this in reality part of the story of Britain – a story which in these years is not being properly told?

Of course these are difficult times. We all know that everything is not right. The virtues on which we are brought up, and which inspired the founder of this firm: hard work, patriotism, religious faith, personal discipline rather than permissiveness – these fundamentals were responsible for Britain's political and commercial supremacy in the 19th century. Should we not return to them.

But there is another side of the picture. The cacophony of criticism, of self-denigration, of crisis talk within Britain, has made the rest of the world believe that this is a declining Power. Sadly, the ones most influenced by this false presentation are your true friends.

Surely what we need to do now is to recover our sense of proportion, to develop a correct perspective. Other nations, too, have lately experienced grave difficulties. The events of 1968 both on the other side of the Channel and across the Atlantic are still vivid in our minds. There is violence today in Asia, and turbulence behind the Iron Curtain.

Yet the picture continually goes forth from London of an impoverished nation, a divided people who have lost faith in their leaders and themselves, a land of mounting industrial upheaval and of declining industrial efficiency, a nation unable and unwilling to continue its global responsibilities.

This is as wrong as it is dangerous. Why do not those in authority, and those who mould public opinion whether in the press, television, or radio, the leaders of the churches, the captains of industry, emphasise for a change the successes of this country and the qualities of the great mass of the British people? May I presume to remind you of a few of them.

Firstly, British political stability – and for this purpose it doesn't matter whether you care for the Government or not. The fact is that this is one of the few countries in the world where democracy really works, and where not only parliamentary but local government institutions are vibrant and alive.

Secondly, this is still a very rich country as compared with others. To cry poverty is just not true. You have enormous overseas investments whilst at home your technical skills are superb.

Thirdly, in the last twenty years Britain has undergone tremendous changes in economic organisation. There has been an agricultural revolution with the result that with an area merely 1/30th the size of Australia, or the United States, or Canada, you can feed over 27 million people. Any visitor to your manufacturing cities is impressed by new factories, modernisation of old ones, slum clearance, reconstruction of towns such as Sheffield and Leeds on the most modern lines. In technology and scientific research you are probably ahead of any country in Europe, and possibly the United States.

This incomparable city of London, my Lord Mayor, shares, along with New York, pride of place as the financial centre of the world. Your bankers and financiers have a knowledge and an ability which is unrivalled by any other country.

Any international traveller will tell you that London can still boast shops which for variety, quality and display are beyond compare. And is not London the world's coveted art centre? Your roads may not be adequate, but in the last two years you have carried out a railway modernisation which gives passengers and freight a speed, a comfort, and a security seldom equalled abroad.

As for British shipyards, they have just produced in the QE2 what, in my experience, is the finest liner ever built. But so far she has won few plaudits: the spotlight has played on an unexpected mishap, whilst others mumble that she will never pay. These defects now seem to have been remedied; but your competitors, you know, would have been more subtle: they would have lowered a kindly curtain and by clever forms of words directed people's attention to all her superlative features.

Seven months ago, on another public occasion, I made a plea for the creation of something akin to a Ministry of International Enlightenment.

The circumstances of today make it all the more necessary for the world to receive a more balanced picture of Britain. What is required is an *imaginative* Ministry of Information, undertaking a world-wide campaign for the British national image – not to recall a nostalgic imperial past, but to project in terms of the present, and a future which lies in your hands to create the vital spirit of the British people who still possess the same transcendent qualities as in the life and death struggle twenty-five years ago.

Lord Sainsbury, on looking around this distinguished assemblage tonight, one can see numerous men who are heads of companies with great names, and whose history is one of brilliant success. The achievements of the Sainsbury family in the past one hundred years form one of England's commercial epics. I hope you will blazon them forth to the world, and I also hope that in your next century you will continue to contribute with even more lustre to the wealth and prosperity of this nation.



***Lord Cole of Blackfriars,  
Chairman of Unilever Ltd. proposing  
the toast Sainsbury's***

Lord Sainsbury, Your Excellency, Mr. Minister, My Lord Mayor, My Lords, Ladies and Gentlemen – I might just as well have said – “Customers of Sainsbury’s” – because I am sure we all are.

It is a great delight to me personally, as well as in my capacity of Chairman of Unilever, to rise to propose this Toast. To us in Unilever, Sainsbury’s is a customer and you must treat those with care: Sainsbury’s is a competitor and you must treat those with respect and, above all, Sainsbury’s is a friend ever to be held in the highest regard. It is rare to find all these rolled into one.

In fact we almost feel part of the family since Mr. John Benjamin Sainsbury married Miss Mabel Van den Bergh in 1896 and the Van den Berghs were one of the founding families of Unilever. Two of the Unilever Van den Berghs – James and John – fellow guests tonight, are cousins of your President, Lord Sainsbury, and

of your Chairman, Sir Robert Sainsbury, known throughout the business as Mr. Alan and Mr. R. J. – it being characteristic of Sainsbury’s that long before the American practice of using first names they were always so called – as befits a united family.

There is a wonderful story of how this marriage came about –

John Benjamin and his brother Arthur liked to spend their weekends bicycling with their friends – the practice was very fashionable in those days. The brothers always started off on their tandem together: unhappily, however, there was always an argument as to which of them was providing the main power drive, and to avoid this recurrent dispute reaching really grave proportions one of the party, Bertie Van den Bergh, used to hand over his single seater to Arthur and climb aboard with J.B. This apparently was a satisfactory combination and may even have had something to do with J.B. marrying Bertie’s sister. You will see that though the brothers might not agree on all issues, they invariably reached a decision for the common good of the firm, and complemented each other.



You will understand, therefore, how glad I am to be here to share in your celebrations and how much I welcome the chance of saying something about your great and remarkable Company.

Our respective head offices stand on either side of the Thames and when I had to choose my territorial designation for my title I remember that your President, on being ennobled had pioneered (how like a Sainsbury) the choice of a London street as his territorial designation, to become "Lord Sainsbury of Drury Lane". As a consequence, I gave some thought to "Cole of Thames Embankment" which, while an apt designation was (shall I say?) too down at heel! So I settled for "Blackfriars".

The whole length of Blackfriars Bridge is in the City of London, Southwark having refused to pay their half of the cost, and so it nearly touches your Head Office, while our United Africa premises stand cheek by jowl with it. Lord Sainsbury was recently good enough to send across the river an advance copy of "The Story of Sainsbury's", which I understand will be on sale in all your stores tomorrow to mark your anniversary. Before anything else, may I congratulate you unreservedly on a first-class production, and a splendid piece of public relations. It is lively, human, excellently and imaginatively produced, splendidly illustrated, full of fascinating detail and tells a story which I believe is unique in British business. The heart of the matter is summed up in one sentence – "Sainsbury's centenary falls at a moment when the third generation is approaching the end of its managership, and the fourth generation is firmly established".

Thus, we see on your invitation cards Four Candles – one for each generation burning brightly and lighting the way to further prosperity and success.

There surely can be very few, if any, other English businesses which have become a national institution and yet remained so much a family business. It is one thing for sons and nephews (incidentally treated in the business exactly like sons) to follow a family tradition: it is quite another for them to sustain, in successive generations, the talent and adaptability to change which Sainsbury's have shown for over 100 years: failure in this respect has caused the decline of many family concerns, but with you it is the particular hall-mark of your success. And what a grand thing it is to see Mr. John already shaping into another great leader of the business.

When thinking about this, and anniversaries generally, I was reminded of A. E. Housman's reaction to the Diamond Jubilee of Queen Victoria. After noting how the beacons flared and the National Anthem rang out, he wrote: "Oh, God will save her, fear you not.

Be you the men you've been:  
Get you the sons your fathers got,  
And God will save the Queen."

A hundredth birthday is certainly a moment to pause and consider – but not for too long, what the years have brought. What a span of time it is in the life of a family – after all, when your founder, John James Sainsbury, moved into Drury Lane with his bride in 1869, Queen Victoria was only forty-eight – and if she hadn't been Queen she'd have only been admitting to something over thirty – and it was in November that year that the Suez Canal was opened. One tries to picture the life of that young man in a London so remote from us now in appearance and character. He was probably too busy opening his new dairy to have much time for amusement, but if he had taken his wife round the corner to the Theatre Royal in that Spring of 1869, he would have found that "Othello" had just finished its run and the piece then offered was called "Girls of the Period", described in the programme as "a musical folly". As an earnest young bridegroom that would hardly have been appropriate and he was undoubtedly better employed in building up your business.

Among theatre people, the Barrymores – Lionel, Ethel and John – used to be known as the "Royal Family of Broadway". Although you might be shy about being known as the "Royal Family of Retail and Quality", it would not be entirely inappropriate for a business which began in Drury Lane, and whose headquarters today is almost on the site of Shakespeare's Globe. And you do have one vital thing in common with those brilliant actors. You are true professionals.

The quality of your goods, the careful training of your staff, the value and service you provide, your attention to detail – all these are part of an expert operation, which those of us who know something of its problems always admire and, I am sorry to say, being human, often envy. These are not just cosy generalisations: as a well-disciplined modern husband, a veteran in observation of Saturday morning shopping habits, I know exactly what I am talking about! And, although I blush to say it, we are constantly finding out how efficient your buyers are, particularly when we buy a company and find out the special prices made for you. It is your great attention to detail which spells success.

For example, the story goes that even after John Benjamin had led Mabel Van den Bergh to the altar to found the third generation, Sainsbury's continued to buy margarine from Jurgens – the great competitors and rival of Van den Berghs, just to make sure that Van den Bergh's price and quality was right. Indeed, some time ago Jimmy Van den Bergh told me of his experience when he was trying to persuade J.B. to buy the new package margarine when it was first introduced, but J.B. complained the quality was not the same as the old bulk supplies and after demonstration Jimmy was convinced that he was right, an expected element being that the patting-up of

the margarine introduced an element of air which improved its quality.

There is one particular way in which Sainsbury's has given service not only to its customers, but to the whole community – by raising the reputation of commerce. In this country, as far as occupations are concerned, the greatest prestige has always been attached to the professions and to the service of the Crown. The officers of the British Raj referred to the merchants of the East India Company as "Box Wallahs", and so it has continued into the age of the "Power Game" and the "Trouble Shooters". I doubt if those *bizarre romances* help us with our recruitment, or do anything to convey that business is so absorbing because it interests the whole mind so deeply. Popular misconceptions about commerce, and the men who run it, can best be corrected by the way those men behave.

Your President has been an outstanding example by his wide and distinguished service in public affairs – albeit not always for the *right* party – and all that he has done to improve working conditions in the retail trade as a whole: Sainsbury's always set the example. That spirit of service, and a pattern of honourable conduct, have spread through your Company and greatly enhanced the reputation of business in general.

In nearly half a century of personal experience in business I have never heard of Sainsbury's being involved in a questionable transaction. In a modest way, we try on behalf of Unilever to show that even margarine and soap makers can be civilised! As for you, it is clearly a civilised company whose Chairman received his Knighthood for Services to the Arts, and which in 1967 won the Presidential Medal for Design Management awarded by the Royal Society of Arts. Good design has always been a feature of Sainsbury's, from the decorative tiles in the early shops to the clean-cut lines of the modern supermarkets. Even so, of course, you cannot please everybody: if you sometimes grow weary of complaint about queues at the counter or the check-out, let me assure you, from our side, that not everyone loves all our 'commercials' and I, for one, would much rather have the complaints about the queues! Any tribute to Sainsbury's must certainly include a reference to the tremendous success you have had with your 'own label' products – even though you would hardly expect a Unilever man to be *too* delighted about that. In Unilever they are called D.O.Bs – ah, not what you might think! The letters, in fact, are highly respectable and stand for 'Distributors' Own Brands'.

I learned from your History that the brands began with the sausages and pies baked in your own kitchens towards the end of the last century, and then read with astonishment that you now have more than a thousand. You go on to say quietly – "sales of 'non-foods' began in 1961 and their ready acceptance by

customers led to the development of a range of 'own label' cleansers, detergents and soaps." That was one item of news which I did *not* need to learn from your History!

Even when quality is uniformly supreme there are always those who want to go one better. I am reminded of the story – and it is a true one – of the lady who went into a Sainsbury's shop in Edgware Road and said "I want a chicken, please, the very best you have because Mr. Sainsbury is dining with me tonight".

Whereupon the assistant replied, "Indeed, Mr. Sainsbury must have a bicycle because you are the seventh customer he is dining with tonight". He was, in fact, dining with the lady, for she was his sister-in-law.

At no time has it been easy for any of us to run a profitable business and certainly it has not been easier lately. This is not the occasion to discuss the causes of our present discontents – and anyway there is nothing new under the sun. When Burke was writing on this very subject nearly 200 years ago he said: "To complain of the age we live in, to murmur at the present possessors of power, to lament the past, to conceive extravagant hopes of the future are the common dispositions of the greatest part of mankind". That gives one a refreshing sense of perspective and philosophy. I think the message for us today is to work and plan and do our best – and when Sainsbury's do that it is no mean effort.

Although I have not been too serious all the time, please do not mistake my intention. It is to pay tribute to a Company which is now an indelible part of our social history. Your name has become a household word, regarded by millions of people as a symbol of quality and looked on with trust and affection.

Public relations, whether good or bad, are in the end the effect of behaviour on reputation: and on that score Sainsbury's have cause to rejoice. By consistently offering the old fashioned benefits of cleanliness, good quality, fair dealing and value for money, you have won a deep and lasting loyalty from your customers. If I may speak for a moment on their behalf, as well as for Unilever and myself, I congratulate you not only on reaching your Centenary, but on doing so with dignity and style.

I have no doubt that the generation now taking over will continue that tradition: it is, therefore, Ladies and Gentlemen, with great pleasure and confidence in your future that I now propose the Toast of Sainsbury's coupling with it the name of your President – Lord Sainsbury.



***Lord Sainsbury, President of Sainsbury's,  
replies on behalf of the Company***

My first words tonight must be words of sincere thanks to Lord Cole of Blackfriars for the generous, kind and most felicitous way in which he has proposed the toast of Sainsbury's on the occasion of our Centenary. To us at Sainsbury's, it will always be a source of infinite pride, as well as a source of inspiration and encouragement, to have heard such a generous tribute from Lord Cole, a man of great wisdom and business experience. My Lords, Ladies and Gentlemen, there were many reasons why I was delighted that Lord Cole accepted our invitation to propose the Toast tonight. Apart from the numerous links between our companies, both family and commercial, I have always had a profound admiration for his leadership of Unilever, one of Britain's largest

and greatest international companies. Indeed, living as we do at the opposite ends of Blackfriars Bridge, we cannot help being conscious of the power and importance of his great empire, even though my view of his majestic headquarters is obscured by the tradesmen's entrance of United Africa House. It is an interesting thought that, but for pure chance, our two companies could have been much more closely connected than they are now. It is not in the history book, but I remember my father telling me on several occasions that, when my grandfather contemplated marriage and wanted to start a business of his own, he had two choices. He could either follow in the footsteps of his future wife's family and open a dairy, or market – if that was the word used in those days – a dental powder or paste which he had developed. I am afraid I am not certain about its

composition. In any case, it is interesting to think that if he had chosen to become a toothpaste manufacturer, our story might have been quite a different one and, instead of being food retailers, we might well have ended up as a member of the appropriate division of Unilever. What Lord Cole would have thought of that, I don't know!

As one sees the end of one's allotted span of three score years and ten looming over the horizon, one is naturally inclined to think more of the past than of the future but, as my brother has said, we want to look both ways.

However, I have no intention of playing prophet and trying to foretell the changes that the next 100 years will bring. There will be and must be, in the interest of progress, change, but there will also, I hope, be continuity. Continuity in our happy relationship with our suppliers, whether they be primary producers or farmers at home or abroad, or whether they be the manufacturers and processors of the products we sell. Continuity in our high regard for our customers and in recognising our social obligations to the community as a whole. I am sure that Sainsbury's will continue to be conducted with a combination of hard headedness and an appropriate measure of idealism. Important as profits are as a means of growth, as a provider of opportunity and as a measure of efficiency, I have never believed that they are the sole end. Monetary goals alone are not sufficient to gain the dedication and co-operation of staff and management. As the Chairman of the Board of the Corn Products Company put it, "Profit is not the name of the game. It is the score of the game."

In a family business and in this age of publicity and public relations, I suppose it is only to be expected that the family get more than their fair share of the limelight and, to use a word employed in the film industry, too many of the credits. It is appropriate on our hundredth birthday to pay tribute to all the non-Sainsbury's who have played such a part in our success.

It gives great pleasure to all who knew him to see Fred Salisbury, our old colleague and the first non-Sainsbury member of the Board, with us this evening. Not only was he my father's strong right hand for many years, he also gave invaluable help to my brother and to me when we took over the responsibility for the running of the business. I would also like to pay tribute to all those who, by their diligence, loyalty and ability contributed so much to our success, whether they be directors, executives, branch managers or those who play less exalted roles.

I have always been proud, not only of my family name, but of having made my career in the food industry. I think it is no exaggeration to say that the provision of food is one of the most important and worthwhile tasks in the world. Rousseau defined happiness as having a good bank account – and I am sure our banker

friends would agree – a good cook and a good digestion. Since good cooks are relatively rare nowadays, one could, with some justification, claim that a good and efficient food industry is indispensable to happiness and, indeed, since about 22% of our total expenditure is devoted to food, it has a considerable influence on our bank balances as well. When I talk about the food industry, I mean not only the manufacturer, but the primary producer and the retailer. We all make a vital contribution to satisfying the consumer and without the co-operation of the other none of us can be successful.

In conclusion, may I be permitted to echo my brother's words and say what great pride and pleasure it is for me to see so many old friends and associates at our celebration and to thank once more my friend, Lord Cole, for his kind and warm remarks about our firm and for honouring us all by his presence.

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***Mr. J. D. Sainsbury as Vice-Chairman of the Company also replied on behalf of the Company. He became its Chairman on June 12.***

The magnificently generous and heart-warming speeches of our guests tonight make all of us who are in the firm feel very proud of what has been achieved in the past. But the gratitude one feels for what has been said tonight, and for the honour you have all paid us by being here, makes it all the more necessary that we look ahead and we talk of the future as well as the past.

But before I do that, there is one story that is not so flattering to Sainsbury's that I am reminded of by Lord Cole's reference to the virtues of hand-packed margarine.

This happened many years ago when my grandfather had retired and was living in Bexhill. As you can imagine the local branch got very special attention and I'm not sure but that my grandfather spent so much time in the shop that the manager was paid danger money. At any event, my grandfather was in the shop watching a very new assistant, knocking up with those very large wooden butter pats either butter or margarine. To his consternation he saw the young man lean over the counter to a waiting customer and say, as he gave her a slap on the behind with one of the butter pats, "It's your turn love. Hurry along now!"

That we are spared such situations today is one of the virtues of Lord Cole's pre-packed margarine.

But firstly let me say I believe we can pay tribute to the achievements of the past most aptly and with the greatest result by seeing that





the values and principles that were held by earlier generations are upheld in the future. We must interpret these principles in contemporary terms. And we must follow our predecessors' example of always grasping the opportunities of change, but never at the risk of losing the basic traditions on which the business was built. 100 years ago Drury Lane was a crowded market street. It was a rough, noisy, bustling place. And most of those that crowded there had little means and little education. But when they went into No. 173 Drury Lane, they found not only low prices, but a quality of food that was unsurpassed. The finest quality at the keenest prices seems a simple formula, but it is perhaps always a rare one. And it didn't need any of the paraphernalia of modern marketing – no surveys or Gallup Polls – to arrive at this formula. It was reached, I suggest, for no better reason

than the simple one of the respect that my great-grandparents had for their customers. They believed in and respected their customers' discretion and judgement in evaluating and appreciating quality. That, to my mind, is one of our basic traditions. It was this same regard for their customers' judgement and their customers good sense that made the founders want their shops to be clean and shining – whether they were in the market streets of East London or built for the carriage trade of Kensington. And they knew it was right long before the food scientists were there to tell them why. It was this same respect for the customers and belief in their powers of discrimination that made my grandfather, J.B., the perfectionist he was. He worked on the basis that in the long-term the customer could always discern quality differences, however small. And he

allowed no detail to be missed in the search for that very finest quality.

Of course, the searches didn't always produce the results expected, and there is a story I particularly like of an occasion when my grandfather was very anxious to secure supplies of the best quality guinea fowl. He sent out a circular to 11,000 egg suppliers, in which he offered a very good guaranteed price for three years to any sender who could supply the right quality. Three days later, there landed on my grandfather's desk, of all places, one bird, with no wrapping, just a label tied round its neck bearing these words: "Here's one. Send us the money for this. We'll send the other as soon as we can get it down from the tree".

And coming to more recent times, it was a similar attitude to customers, the respect for their intelligence and sound good sense, that made our President the champion of fair trading and the opponent of gimmickry – be it in the form of stamps or even those give-away plastic daffodils.

Of course there was a time when it was poetry, rather than plastic daffs that helped to sell soap. I was looking recently at one wonderful old Lever advertisement of a beautiful pre-Raphaelite lady in a flowing robe, with a quotation from Longfellow underneath, which I hope Lord Cole will allow me to recite.

Never did I behold thee so attired,  
And garmented in beauty as tonight,  
What hast thou done to make thee look so  
fair . . .

The answer of course was SUNLIGHT SOAP. I think today poses its own particular difficulties in following the principles that I have tried to describe and maintaining that necessary corollary – the closest understanding and feeling for the individual customer. We all know that, for very sound economic reasons, the size and scale of business is growing all the time. In fact, someone suggested to me the other day that with so many distinguished heads of business here, there would be three more takeovers in the food trade before we reached the port! But, in case any of you are looking at your neighbour, please don't think that we arranged the placement with this in mind!

But as our businesses increase in size, our customers must not become more remote, or less known to us, or less respected by all of us who serve them. Somehow we must have the same knowledge and sympathetic understanding for our customers that my great-grandparents had for theirs across the counter of that first Drury Lane shop. In this electronic age, we have, I am sure, the means at our disposal to really know our customers and the power to be able to respond to their ever-changing needs. That is as long as we use our computers to the end of serving our customers. Which means, apart from anything else, ensuring that the Systems men allow us to change our minds as

often as our customers do. Or, to put it another way, let the housewife and not the Systems Analyst control the thing.

At the same time as we have this problem of increasing scale of operation we all have increasing pressure on costs and prices. There is, therefore, I suggest, a greater need than ever before for all of us to protect and guard the quality of our goods. If we believe that the requirements of our customers are getting more complex and demanding and their powers of intelligent discrimination are getting even stronger, which I am sure is true, then it must mean that, whatever the pressures, we must value quality.

We must trade up and not trade down. Cheapness must never mean shoddiness. And, as an aside to our suppliers, nor need it mean the food manufacturers doing the retailer's work for him – such as stocking his shelves.

This doesn't mean that there isn't plenty of opportunity for the retailers and the manufacturers to find new ways of working together. The problems I have been speaking of are, I think, common problems to us both and they require a common solution and a common attitude to the customer we are serving.

There is nothing new in recognising that the business between distributor and manufacturer can only grow and prosper with mutual interest and understanding. We have always, and will always, try to recognise this fact. And we hope that our business will be valued by you as much for that continuity as for its volume. Apart from any other reason, I believe that continuity and an intimate understanding and trust between buyer and seller is the best way of achieving the increasing efficiency that we are all searching for.

During our Centenary celebrations there will, as my father has already said, inevitably be emphasis on the family nature of our business. However, in the future, to an even greater extent than in the past, our success will depend upon the spirit, abilities and energies of a great number of men and women who, by their loyalty and hard work, identify themselves as members of a far greater family. This spirit, this almost family spirit, is, I believe, more important than family ownership.

Finally, let me say that our success in the future will turn on one very simple fact – how well we serve our customers. And with that sentiment to guide us, we will be following the tradition that started in Drury Lane 100 years ago.

# Princess Margaret pays a visit to Balham—Sainsbury's Hundredth Supermarket

Our photograph below shows Princess Margaret being conducted round Balham branch by Mr. John Sainsbury and Mr. Simon Sainsbury. In the background is Mr. J. L. Woods, Advertising Manager.

The visit took place in the late afternoon. She stayed for a little over half an hour and was shown over the whole of the premises.







On the opposite page, above, the Princess is visiting the meat preparation area. On the right in the photograph are Head Butcher Mr. D. Cockerton, Assistant Head Butcher Mr. Russell and in the centre Mr. Oxley. In the background are some of the reporters who covered the event.

Mr. J. D. Sainsbury, in the lower picture opposite, is explaining the 'rolling cold' operation and the Princess is reaching out to feel the cool air which lies in the trough in which the meat is kept during weighing and pricing. On the left is Mrs. E. Monday, packer-weigher. On the right, The Lady Juliet Smith, who

was in attendance on the Princess during her visit to Balham. Below, Mrs. A. Jones, Checkout-Supervisor, is explaining how, on the till rolls used in the cash registers, sales are recorded for both the customer and the company.



# Hundredth Birthday

Meeting the press seems to happen more often at the Savoy than anywhere else. On April 14 the Sainsbury family, feeling all of a hundred years, went to the Pinafore room to meet people from the papers and the B.B.C. to tell



them what was going to happen the next day and in the following few weeks. It was a busy talkative lunch party with the editors of womens' pages in national and local papers and with members of the many B.B.C. Television and Sound services. Pictures show left, James Sainsbury, C.B.E., Simon Sainsbury and Mr. R.J. Centre, Lord Sainsbury talking to Amy Landreth woman's page editor of the *Sun*. Opposite, above, Marjorie Proops of the *Daily Mirror* and Mr. J.D. And lower picture, opposite, Mr. W. M. Justice, Jean Rooke, woman's page editor of *The Sketch* and Mr. James Sainsbury, C.B.E.



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## A Million Pieces of Cake

On Tuesday, April 15, customers at every Sainsbury branch were each given a slice of cake. Before the day was over a million slices had been handed out.



Our picture on the left was taken in the early morning of April 15 at Mr. J.D.'s home. On the table before him are spread out early editions of newspapers that carried a full page advertisement announcing the firm's one hundredth birthday and inviting customers to join in the celebration by having a piece of cake – and eating it.

Above: later in the morning Mr. J.D. is at one of the branches giving out cake and talking to a customer as she comes through the check-out.





Sainsbury's began in Drury Lane and naturally this was one of the branches where Mr. R. J., Mr. Alan and Mr. J. D. gave away cake to customers. Every shopper got a piece. Some brought their family with them, like the little girl on the left of the picture above. Others collected a temporary family on their way to join the celebration. It was a happy and informal event. On the right is Mr. Simon, now Deputy Chairman of JS, talking to customers who already have their slice of cake, at Brighton.







Our photographer followed the BBC team following Mr. J. D.'s rapid progress into the Chelsea branch. Radio, television, daily and local newspapers reported widely on the Sainsbury Centenary celebrations and on the firm's hundred years of history. Every branch in the company held a celebration lunch on the day. Below left, is one of the two sittings in the Coventry branch canteen. Above: Mr. Alan is talking to a customer at Drury Lane who remembers well, earlier days of

trading there. Below is Mr. J. L. Woods, Advertising Manager and telephone acrobat, on whose broad

shoulders rested many of the responsibilities for the Centenary celebrations.



37 church lane  
Teddington Middlesex. 15 April  
1969.  
Thank you  
Sainsbury's for  
your BIRTHDAY cake  
with love  
from Tim Morton (6)

Tim Morton's letter is one of lots that came from our customers.







## The Sainsbury Centenary Grant

An informal press conference was held at Blackfriars on May 9 to publicise the £250,000 Sainsbury Centenary Grant for the Advancement of Research and Education in Food Science. Mr. James Sainsbury (above) presided over the conference which was attended by Professor F. Aylward, of Reading University (on Mr. James' right), Mr. E. F. Williams, our Director of Research (on Mr. James' left).

The Grant will be given at the rate of £25,000 a year for the next ten years and five universities have been selected as recipients of the Grant for the initial three years. It is hoped that the Grant will not only further research and education into food science but will also be the means of drawing the attention of the food industry and government to the continuing need for financial aid for Food Science Departments at universities.

## A Sainsbury and a Centenarian

One of the company's ways of celebrating their hundredth birthday was to offer to centenarians living near to a Sainsbury's a voucher for goods to the value of £10. Through this offer a very special centenarian wrote to us. She is Mrs. Anne Sainsbury who was born on December 10 1867. At that time her parents were living in Arundel Street, off the Strand, and she remembered Drury Lane well, as it was in the 1870's, before the new buildings there, and in Aldwych, were built. Her mother did some of her shopping there. Mrs. Sainsbury married Edgar John Sainsbury in

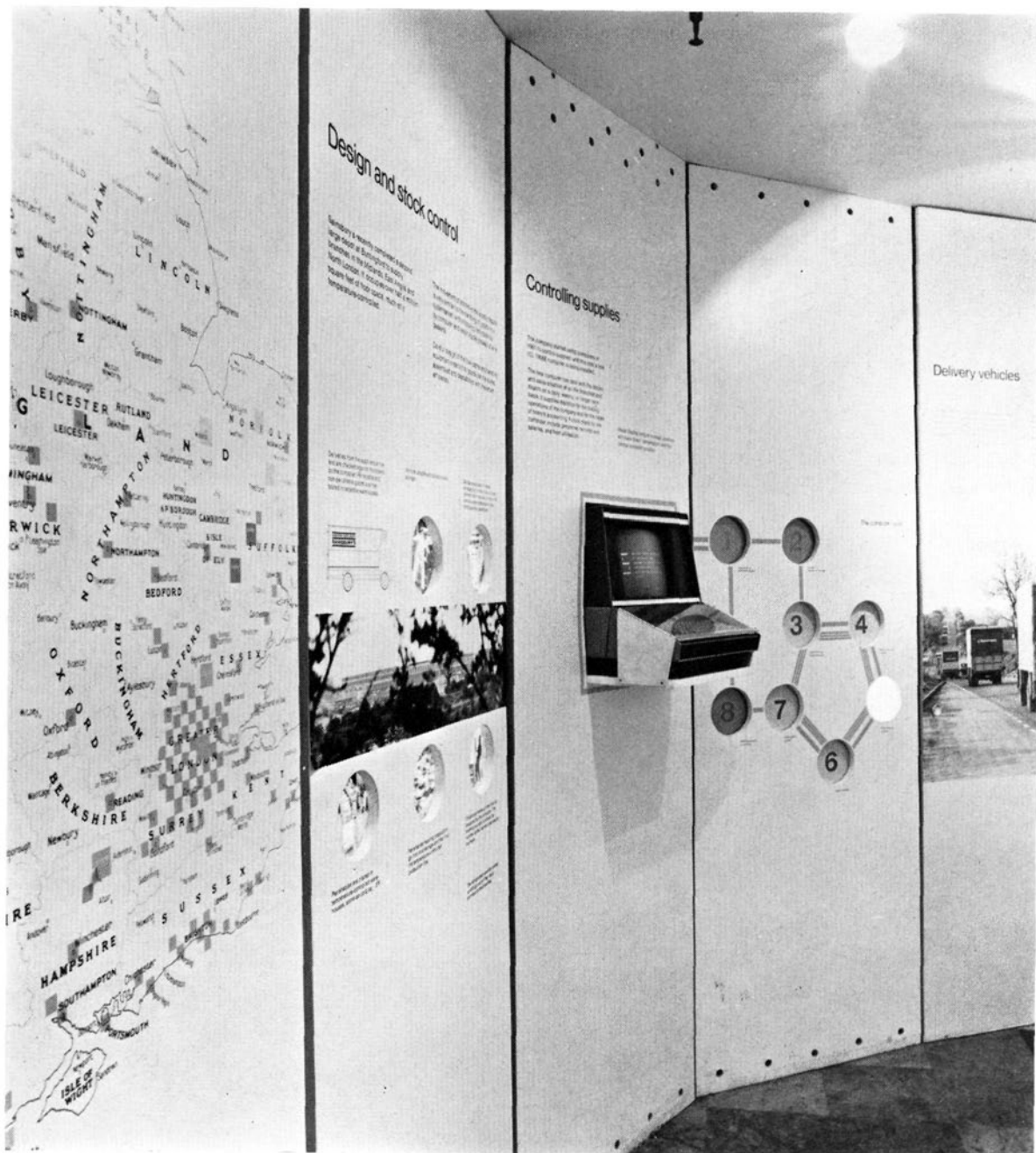
1891. He became very distinguished in the scholastic world and was at one time an Alderman of the L.C.C., and President of the National Union of Teachers.

On May 23 Mrs. Sainsbury came up to Blackfriars to take coffee with Mr. R.J. and Mr. J.D. In our pictures opposite she is with them and Miss Celia Sainsbury. In the lower picture she had been recalling with pleasure and amusement her 58 happy years of married life with a Sainsbury. "Not quite the ordinary run of men at all — they never do what other people tell them."



# At The Design Centre

On Tuesday, April 22, an exhibition opened at the Design Centre, Haymarket, London. Its theme was the central importance of design in the work of the company.



The nature of Sainsbury's retail role was set out with clinical clarity in a series of panels. The five on the opposite page deal with depots, stock control and deliveries to branches. The central one explains the function of the new

ICL 1906E computer in the trading cycle. The apparatus, like a small TV set with a keyboard, is a visual display unit through which messages (projected on its cathode ray tube) are communicated to the central computer.

The panels and display shelves below are concerned with the company's graphic design policy; how it fits in with sales policy; how it is an integral part of 'own brands' marketing; and how it applies in the planning and layout of supermarkets.



## JS 100

On April 15, **JS 100** the story of Sainsbury's was published. The book which had been in preparation

for a couple of years, included many photographs of early days of the firm and a short readable account of the way Sainsbury's had grown and adapted itself as social and scientific developments brought new pressures to bear on the retail food trade. The left hand

picture shows an operative "stripping in" film of captions alongside transparencies of the pictures. This composite glass plate will be used in making the zinc plates from which the book was printed. On the right is a display of JS 100 at one of our branches.



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1969**

# Celebrations

Sainsbury people having a lot of parties in a lot of places.

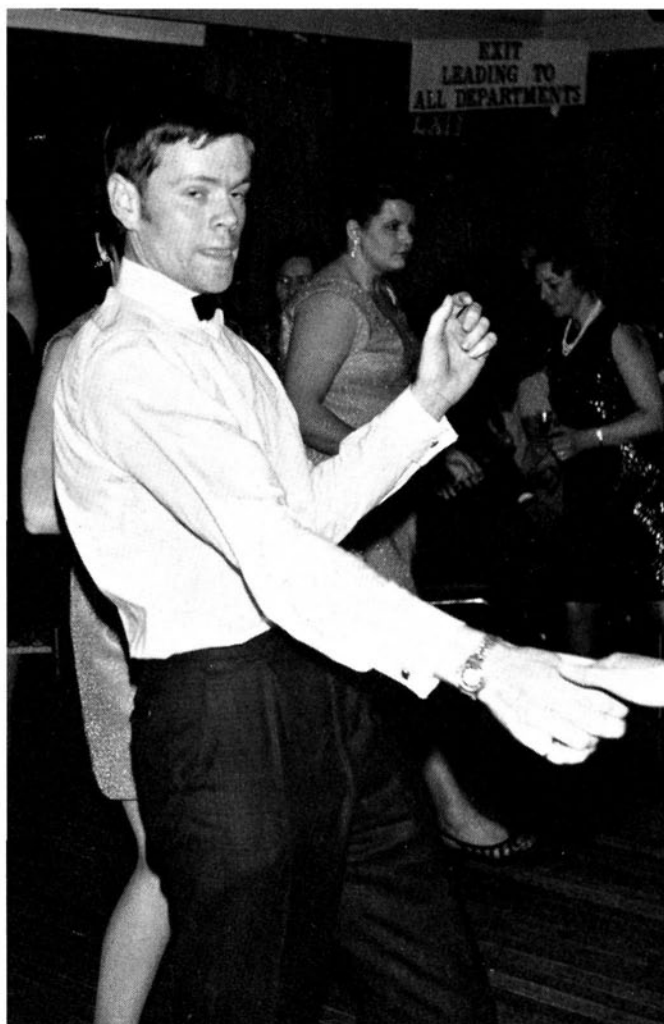


A chance to celebrate a centenary only turns up once in a lifetime as a rule, so Sainsbury people made a big effort everywhere to enjoy

themselves. Above is one photograph from Norwich where there was a big turnout for the Centenary dinner and dance.

On our next few pages we have made a selection from the many photographs which came in, in time for publication.









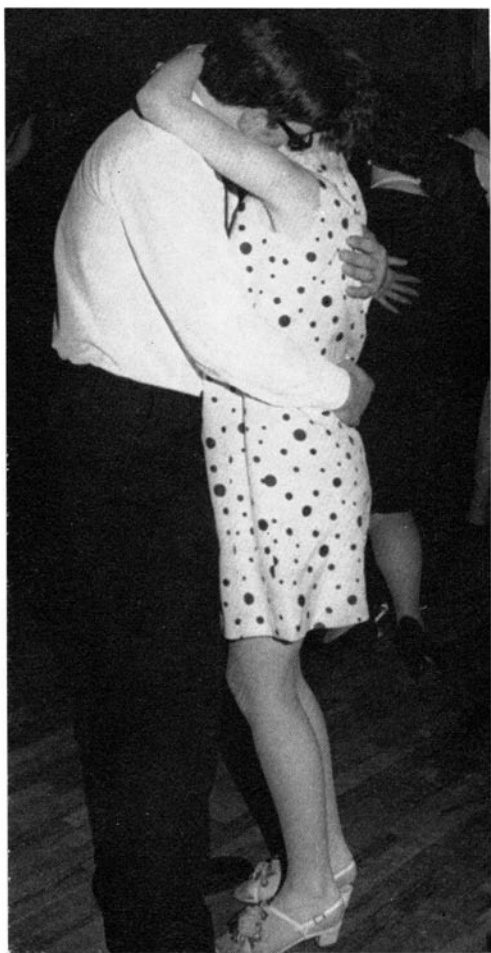
Far left, song and dance from Woking, friends from Cambridge, smiler from Hornsey, lady in bowler from Northampton. Top: JS factory folk out to see Oliver! and more Hornsey girls.

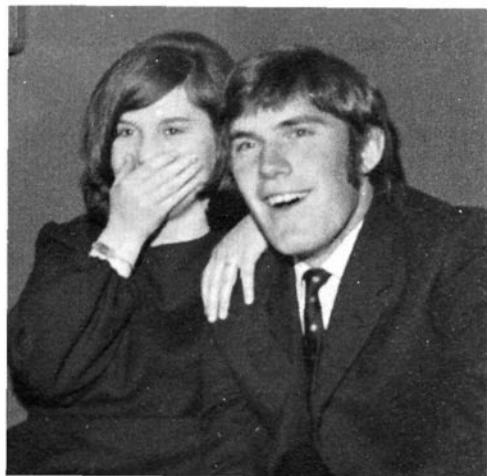
1869  
1969



Top, Northampton celebrates. Left, Reading man shows green sock. Opposite, Bristol — managers' wives cut cake. Northampton in love. Nottingham wins raffle and Chatham girls call for more.

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1869  
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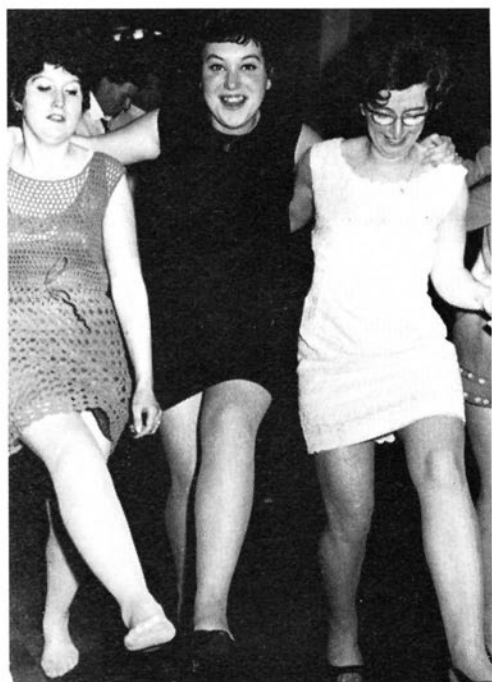


West Wickham on top,  
Cambridge girl takes collection.  
Hornsey couple amazed,  
Chatham eat midnight spuds,  
Bath beauties pose.  
Opposite: Stevenage applauds,  
Bexhill swings,  
Colchester lad claims prize.

1869  
1969











And Maidstone caps it all with a cake with one hundred candles

# Family Group

At Chelsea branch the Sainsbury family directors meet to have a photograph taken for the *Sunday Times* article about the firm, which was published in the colour

magazine on April 13.

From left to right:

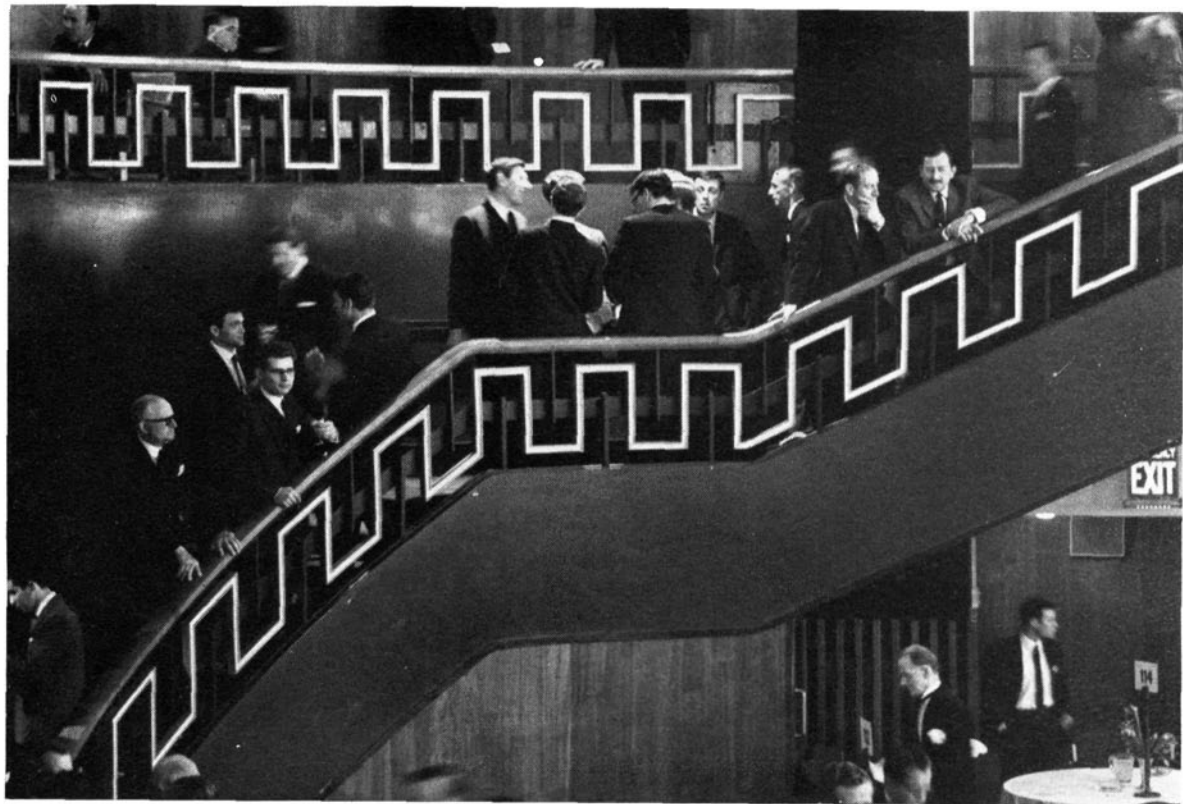
Mr. J. D., Mr. David, Mr. Alan  
Mr. Simon, Mr. Timothy, Mr. James  
and Mr. R. J.



1869  
1969

## Two Celebration Dinners at Grosvenor House

On April 19 and on May 19 dinners were held for JS Senior Staff from branches, depots and head office. About a thousand met at each dinner. Our pictures show a few of them. The cover picture gives an idea of the scale of the celebrations.

















# Happy Birthday to JS

The Centenary brought Sainsbury's many warm and friendly greetings. Here is a selection from letters of congratulation.

I would like to wish your company many happy returns of this, your 100th Birthday! A lady I know rather well worked for you from 1915-1926. She has told me many times, with great pride I might add, of her days as a grocery assistant. She recalls how the girls had to be tall, have a clean, attractive appearance, with good teeth and hands. She is now 73 years old and had a bad fall a few weeks ago. She was badly bruised and shaken and while sitting at home some days later and watching TV to her utter delight she saw herself on the screen. "Second on the right with Mr. Grey our manager. And that egg boy was *always* dropping things dear." It really made her day. She was Miss Hettie Marshall but is now Mrs. J. Cornwell.

Mrs. Dorothy O'Brian

1869  1969

I am just in receipt of your centenary book which I wish to thank you for very much. I find it very interesting. Instead of switching on the television at night I read your book.

Mr. K. L. Behrens

I am, I expect, your 'Oldest Employee'. When I lived in Stamford Street next door to the Chapel, we schoolboys used to hang around the cooking department of the Blackfriars factory and our delight was to run errands for some of the staff. That was over 70 years ago so it is a compliment to your pies that I am fit and well at 85.

Mr. J. Tyrke

1869  1969

I was apprenticed to Mr. Collings, builder, of Crouch End, North London. Your great-grandfather bought the first house in Avenue Road, Crouch End. He used to come almost every day to see how we were getting on. He was very liberal, giving us one shilling chits to spend at the Broadway shop. I was only a lad of 13 or 14 years. I always used to ask for the ham bone, would have a feast and then take the remainder to my mother, then hope and pray that Mr. Sainsbury would be along the next day, which he frequently was. I believe the year was 1893 or 1894 which makes me 89 this September.

Mr. A. E. Pickett

Dear Sainsbury's  
I am writing this letter on behalf of the Fitchett family as we would like to thank you most gratefully for the piece of birthday cake. It was really lovely, and I am most sure everyone else enjoyed it too.

The Book that you were selling of The story of Sainsbury's is most interesting.

It is most incredible how Sainsbury's has changed

Fairfield,  
Birds Hill Drive,  
Oxshott,  
Surrey.  
over the years.

There are a lot of things I would not have known with out the Book.

yours

Sincerely

Jennifer and the rest  
of my family.

xxx

P.S. my mother says she hopes that you will see have a nice big deep-freeze cabinet in your Esher branch.

I recently visited my son who lives and works in Singapore. I asked if I could bring anything from this country and the answer was 12 lbs. of Sainsbury pork sausages, nothing else. This I did, having asked to have them put in the plane's refrigerator for the journey. They arrived fresh and were put in a deep freeze and lasted several weeks in prime condition.

Mrs. N. E. Sullivan

1869 1969

I have just read your book 'JS 100' with interest and pleasure and would like to congratulate you on your first 100 years. As a child I was sent to do the shopping to 87/89 Balham High Road. My mother's remark was often "Don't go anywhere else but Sainsbury's - it's nice and clean."

Mrs. Eileen Punter

1869 1969

I have got one of your butter dishes which was given to my late mother in 1904 or 1906 and is still in use as a sugar basin. It has been used every day and I am now 74 years old.

Mrs. A. Boardman

1869 1969

Congratulations on your firm's first 100 years and may the firm go on to 200. I am now in my 89th year. My family had a business in Shoe Lane, Fleet Street, known as the Enfield Dairy and we bought wholesale: gammons, sides of bacon, sacks of rice and sugar, and large boxes of butter, and I believe they were in 2 lb. rolls; also boxes of prunes and I believe the first tinned apricots. How I remember going over Blackfriars Bridge to order when we were getting short. This happened many times. No telephone in those days.

Mr. A. L. Russell

1869 1969

As a small lad - the late twenties and early thirties - I lived with my grandmother in Broadwall, off Stamford Street and we shopped at the branch opposite Head Office. My Grandma had sixteen children, therefore visits to Sainsbury's were frequent. I would go along with a basin "for a shilling's worth of cracked eggs" and an order for 8 lbs. of sugar "all in separate bags". Thus we had eight blue bags with the tops nicely tucked in and when I asked Granny why, her reply was "to get the turn of the scale on each packet". I suppose they were the bad old days but I still recall with pleasure the variety of smells as I played around the vans down Rennie Street and the bag of broken biscuits and cake crumbs we could scrounge. May your future service to the community be as humane as I recall it in the past.

Mr. A. W. L. Downes



One of the six cards from the Cinderella series. The tale is told on the back, ends up on this one with the usual fairy godmother's warning about getting home by midnight and goes on "And if you are thirsty don't forget to take J. SAINSBURY'S PURE TEA".

The 'Town and Around' television broadcast brought vividly to my mind a cherished childhood memory of sixty years ago. On each Friday afternoon my mother would meet me from school, from where we would walk to the Redhill branch of Sainsbury's to buy the weekly groceries. For me the most important item was the packet of tea containing an instalment of a fairy story. I would wait in an agony of suspense until we opened the packet on leaving the shop. I think I collected four fairy tales in this way - treasured possessions for a long time to come.

Mrs. F. G. Nice

1869 1969

Congratulations on celebrating your 100 years of business. I started working for your grandfather (the founder) in World War I. I was the second girl who ever started in the school to train as shop assistant. The school was a very small part of one of your warehouses with a tressel table and we worked from 9 until 5 p.m. We learned to make up butter, margarine, lard and cheese. In those days all provisions came in bulk, also all kinds of fruits



had to be weighed and Mr. John and his wife came to the school and offered a prize for trussing poultry. I won it – 12/6; that was a lot of money in those days. When the lads started to return from the war I left and married and when I became a widow went to your hostel at Maida Vale, stayed until I had an accident and had to give up. I am writing this to let you know that my years at JS were the happiest years of my life and I wish I were young enough to work for you now but I am 76 and I hope JS will live for many happy years.

**Mrs. Emma Smith**

1869  1969

About the book:—

May I congratulate you on such an immense task as research involves, making it enjoyable reading. In my case it is doubly appreciated as I have to sit up during the nights.

**Mrs. Nora Rigby**

1869  1969

I was a junior clerk at John Holdron's Drapers of High Street, Balham and shared a bedroom with another young girl. We had retired on a hot summer's night, windows wide open, when pellets began to fly into the room. On looking out we saw a row of J. Sainsbury lads in *night shirts* shooting peas from the windows of their bedrooms on the opposite side of the road.

**Mrs. Katie M. Murray**

1869  1969

I am a 75-year-old widow. When I was quite young we lived in the poorer part of Muswell Hill, known as The Freehold. Being the eldest of five children I used to have to go up the hill to get the meat for dinner before going to school. No buses then, so several of us would go at 7 o'clock in the morning. The men in the butcher's department were always busy then and I used to get 6d. stewing steak, 1d. suet and 2d. ham cuttings and on Saturdays a 2/- joint. We were always served well, sure of a good dinner and tea and sandwiches for Dad to take next day. I was very pleased this afternoon when a smiling cashier handed me a lovely slice of your celebration cake.

**Mrs. W. Slainer**

1869  1969

We used to delight in buying 'Cardboard Pie' as the family always called and still call your rectangular pork pie. However, in those days the pie was on the counter, uncut, and the

assistant would cut off as much as was required for each customer. The long egg through the centre of the pie always fascinated us. It is probably only nostalgia which makes me feel that the pies tasted even fresher in those days. Another memory was of assistants expertly carving a york ham which was elevated on a white and pink small china pillar. When they reached the knuckle bone it was sold with quite a decent portion of ham still adhering to it, for a few pence. Many a sandwich did I take on my youthful expeditions made from york ham bought on the knuckle bone. About that time the father of an early girl friend had the job of inspecting your branches round the south coast. Their family had tremendous loyalty for 'the firm' which was the way in which Sainsbury's were always referred to. So it came to be the way my family also referred to you.

**Mr. Philip Downing**

1869  1969

It is with much pleasure that I note that today is the 100th anniversary of the firm's business. I was born 73 years ago in Macklin Street at the side of your first shop in Drury Lane. My mother used to send me to the shop for groceries. I used to gaze in wonderment at the man behind the counter cutting up butter with things that looked like miniature cricket bats and cutting up cheeses with wires with handles on. I started life as 'Call boy' and general dog's body at the old M O Music Hall two or three doors from your Drury Lane shop. We depended a lot on Sainsbury's for the stage hands' tea and sugar etc. I remember once Marie Lloyd sent me for some steak, but I couldn't get it at Sainsbury's so I had to go to a shop in Long Acre. It seems she wanted it to cure a black eye. She said "the cock linnet's cage fell on it." A likely story!

**Mr. T. Gorman**

1869  1969

Having read with great interest your story of 100 years of trading, I have particular interest in your shops at Chalton Street, Somers Town and also Drury Lane.

My father, A. J. Beecroft, acquired a grocery business at 91 Chalton Street in 1885 and he married the daughter of John Issitt who had a china shop across the road. I was born at 91 Chalton Street in 1889 and one of my playmates was Ernie Hawkins, son of your manager who lived over the Chalton Street shop (corner of Churchway).

One of my mother's sisters married one of your assistants, Charles Platford, who later became manager at your Drury Lane shop and lived over the premises. I am now 80 and still have vivid memories of my sister aged five and myself walking to Drury Lane to have tea with

my Auntie. How we walked there and back I just don't know. Please carry on the good work for another 100 years!

**Mr. A. J. Beecroft**

**1869 1969**

I wanted to write to say how thrilled I was to see my Grandpa's photo in your book – he was William Goodwin. He worked for Sainsbury's for 70 years, was never retired and was on your pay list until he died. I was brought up on the Sainsbury "Saga" – spent many happy months as a child at Gravel Lane – a very small child – but can still remember the smell of bacon smoking, and the lovely smell of horses – beautiful horses which I was taken to see every Sunday morning by Grandpa!

**Mrs. Molly Watts**

**1869 1969**

I thought you might be interested to hear what effect your 100th Birthday celebrations are having on a Pre-School Playgroup 3-5 years old. Last week a few of the children had been shopping at Sainsbury's and had been given pieces of your 100th birthday cake. During the morning we have a lunch break when we all sit round and share round fruit etc. which the children have brought along. On this morning we had to share Sainsbury cake, there were 25 children altogether. I explained why Sainsbury's were giving away cake and the children thought we ought to sing 'Happy Birthday' to Sainsbury's. So we did.

**Mrs. A. Collins**

**1869 1969**

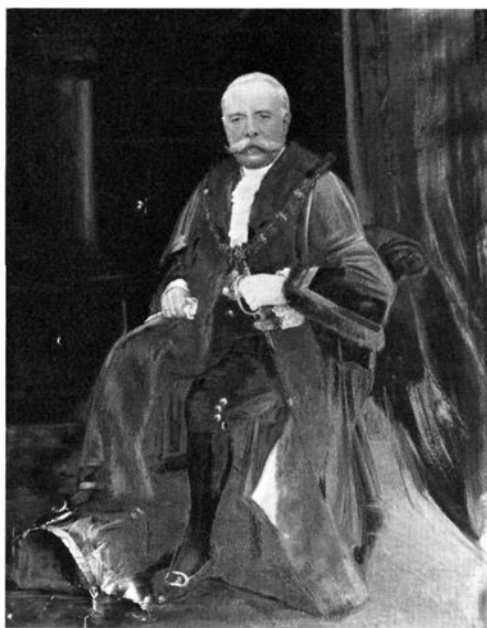
My mother who is the grand old age of 92 asked me to write and convey her congratulations to you. She thinks she must be one of your oldest living customers. She dealt for over 50 years at your shops. I well remember going to do her shopping at the Stamford Hill branch and buying a whole shoulder of lamb for about 2s. 9d. We were a large family of seven and money was always very scarce, so I think it is something of a compliment for you to know that most of our housekeeping must have gone into shopping at Sainsbury's as my mother was a very astute person and recognised value for money.

**Mrs. Mary Ripley**

**1869 1969**

I would like to offer you my very sincere congratulations on your one hundredth anniversary and to say how much I appreciate the courtesy and attention which I have always received. When my sister and I had to leave Westminster and buy a house, one of the stipulations was that we must have a Catholic Church and a Sainsbury's. In Dunstable we have both and receive the same good service and courteous attention we have received in London.

**Mrs. K. E. Blake**



*Sir Henry Busby Bird. From a painting in Shoreditch Town Hall. He was Mayor of Shoreditch three times. In the early 1870's Sir Henry worked at Drury Lane for J. J. Sainsbury.*

An uncle of mine who subsequently became Sir Henry Busby Bird at one time worked for the founder of your business at the original shop in Drury Lane. Later he started his own business and when I was a schoolboy he had four shops in strategic positions in Hoxton Street, Shoreditch. My father managed one of these shops where I was initiated into the triumphs and pitfalls of the provision trade. It was hard work and long hours but we had our fun.

**Mr. John B. Bird**

**1869 1969**

I was telling my aunt who is almost completely blind and is now nearly 89 of your 100 years anniversary. As she was always an ardent believer in all your products, "write to them" she said, "and tell them that my mother was among the very first customers at Drury Lane." Her mother lived to be well over 90.

**Mrs. Lilian A. Cornish**

**1869 1969**

My grandfather, Frederick Philip Brownridge (1860-1945), helped your illustrious founder to prepare for opening the Queen's Crescent shop. I was taken by my grandfather to see this famous shop. He seems to have had a hand in the whitewashing – at the age of nine years. We have supported Sainsbury's through their century – for four generations. Long may your success continue!

**Mrs. Maud E. Wildman**

1869  
1969

# The JS Veterans' Centenary Luncheon

There were so many guests that two floors were needed to accommodate them. This is the Nine Kings Suite at the Royal Lancaster Hotel, Bayswater on May 28.



A charming thought was the raffle for the vase of flowers on each table. The winner took both the flowers and the vase.



A view of part of the Westbourne Suite where Mr. R. J. presided.







Above, Miss Celia Sainsbury talking to some of the guests. There were 970 veterans in all, who had come in coaches from all over Southern England. Their trips were made smoothly and comfortably and the officers of the Veterans Group and the SSA, who worked so hard to make this gathering a success, made a wonderful job of it. "Thanks to everyone who made it possible for so many old folk to have such a pleasant time. It was super" wrote a guest. And, "Congratulations for the efficient organising. It was really great to meet so many colleagues of the past." Many other letters of thanks came in to Miss Celia and Mr. R. S. Dudman who shouldered the main burden of organisation.

Right: One of the two birthday cakes baked for the JS Veterans by Messrs. J. Lyons.





After lunch at the Royal Lancaster the speeches were short but full of warmth. Mr. Alan in the Nine Kings Suite spoke first. 'If, at this time of the firm's centenary', he said, 'we have never been held in such high esteem, we owe it to a large extent to the veterans. I want, today, to express the gratitude of the firm and the family for the great contribution you made to its success'. He went on to say, 'Mr. R.J. and I look forward to having the same close association with the veterans that our father enjoyed'. He closed his address with a note of remembrance for those veterans whose health had prevented their attendance.

Mr. R.J. followed, speaking from the Westbourne Suite. 'Mr. Alan' he said, 'has spoken for all the directors. I am happy that so many veterans have been able to come. We can all take great pride in the firm that, in spite of its advanced age, is still alive and kicking – though it is the fourth generation which is doing the kicking. I bring you the affectionate greetings of the present staff and their great regard for the work of their predecessors. And I would like to say a word of thanks for all that was done for me and for the firm by the veterans.'

Following his speech Mr. R.J. announced that the Danish firm Nestlé Nordisk had offered a week's holiday to two of the firm's veterans and Mr. Gurr and his wife had been chosen to go on the trip. Speaking on behalf of all the veterans Mr. Gurr gave their thanks to the House of Sainsbury. 'The service of some who are present reaches back nearly 70 years. The veterans are content that their services are recognised and that they can still feel themselves a part of the firm, not merely a lot of pensioners on the firm's books'.





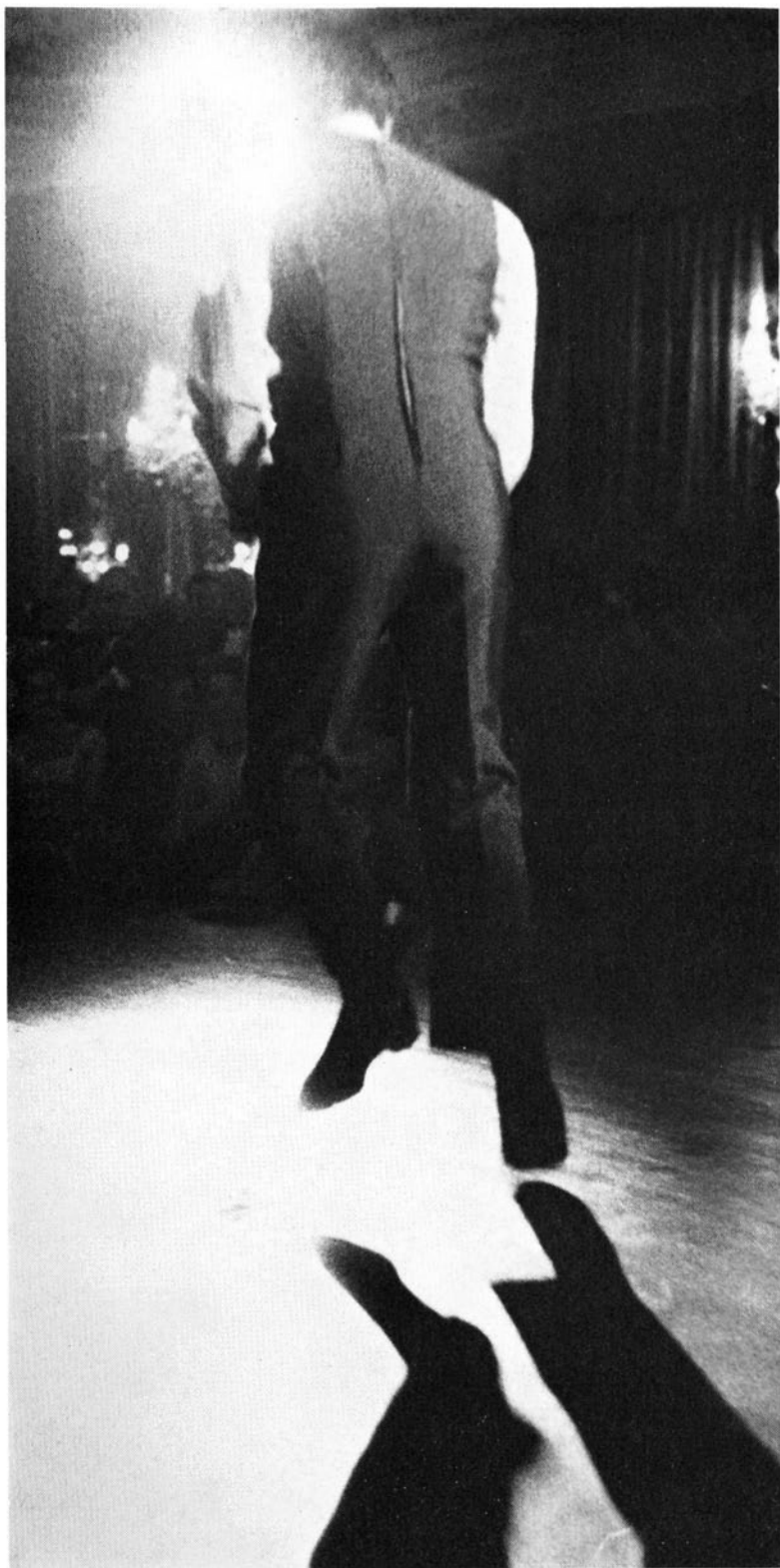
A wonderful feeling of contentment ran through the whole day at the Royal Lancaster as old friends met and, after they had talked over their latest news, fell to recalling memories of early days with Sainsbury's when the world was both a harder and an easier place to live in. As the day drew to a close, time came to go home and the veterans dispersed some carrying flowers and many with programmes signed by members of the family – and as they left they promised to meet again next year.







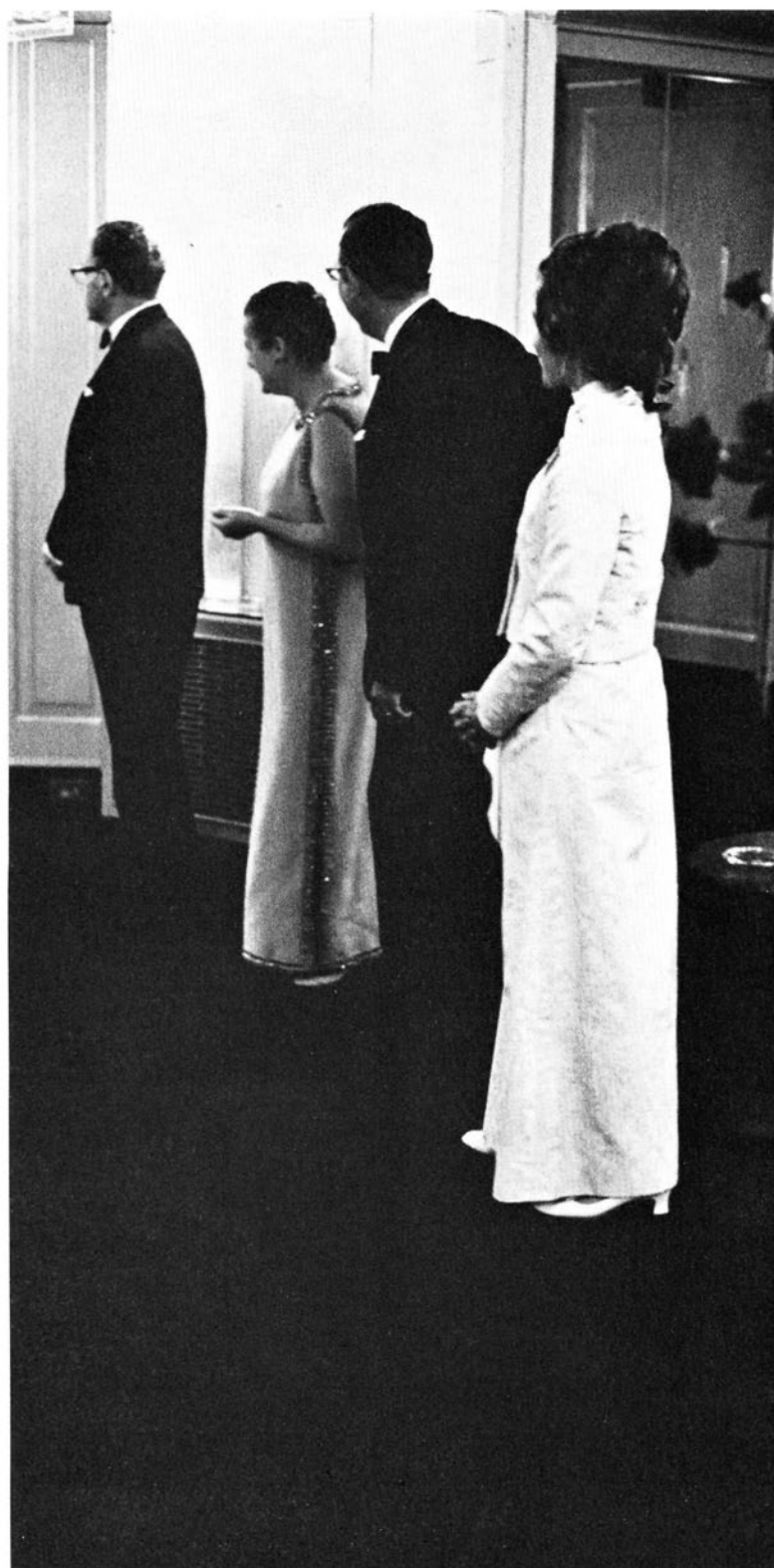




## **A Party at the Dorchester**

One of the happy events  
of the  
Centenary Celebrations was  
the party on May 31  
when the company entertained  
about four hundred  
guests.



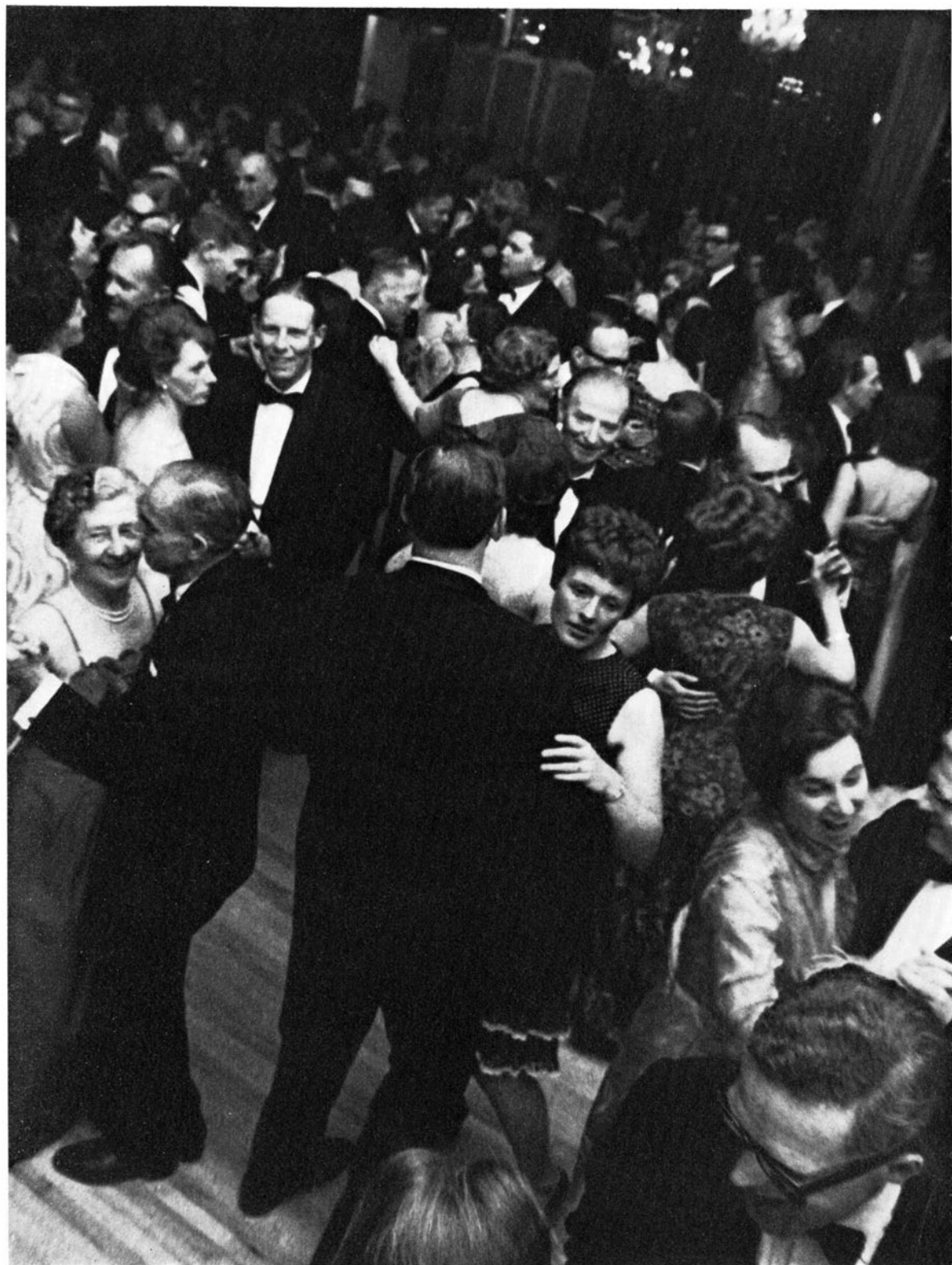




Guests at the  
Dorchester were enter-  
tained by singers Raimund  
Herincx and Astra Blair and by  
Roy Castle who danced, talked,  
drummed and played his trumpet until  
everyone was out of breath. That's  
him dancing on page 56 and the  
guests dancing and drinking  
and talking and having a  
wonderful time on  
the other pages.

1111  
1869  
1969





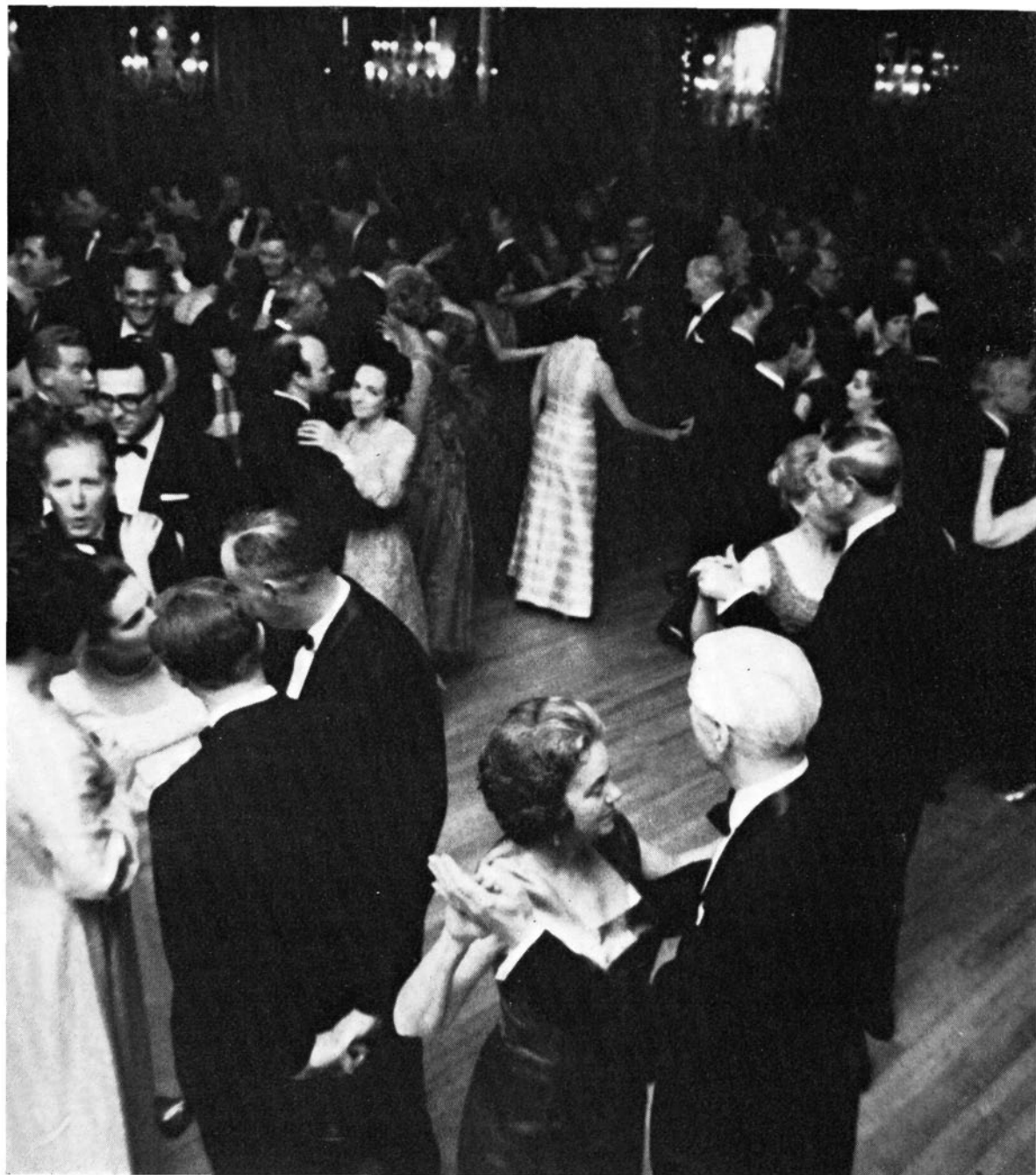








and so everyone danced on and on until it was one o'clock and time to go unwillingly home.



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## Three New JS Directors



**Mr. J. H. G. Barnes**, above left, joined the Company as an Accountant in 1956 and since 1965 has been principally concerned with the Company's manufacturing activities with which he will continue to be involved.

**Mr. P. A. C. Snow**, above, first joined the Company in 1939 as a Junior Salesman. In 1950 he was appointed a Branch Manager and in the course of the next eight years managed a number of branches including two of Sainsbury's most important self-service stores at that time. Since 1958 he has been head of the Retail Trading Department. It is the first occasion that a former Sainsbury Manager has been appointed to the Board of the Company.

**Mr. E. R. Griffiths**, left, who joined the Company last year was formerly Director of Personnel for the Monsanto Companies in Europe. His primary responsibilities will be in respect of the Personnel Services Division.

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# **Mr. N. C. Turner retires**

A Tribute from Mr. RJ



Mr. N. C. Turner, F.I.A., F.S.S., F.I.S.

My first contact with N.C.T. was in 1933 – he was aged 26 and I was 27 – when he was advising the company in connection with the pensions scheme which was introduced as the Staff Welfare Scheme (S.W.S.) in July 1934. At the instigation of my father, in one of his many inspired moments, N.C.T. was persuaded to join the firm in 1935, instead of continuing his professional career with the Metropolitan Life Insurance Company of New York. (He had become a Fellow of the Institute of Actuaries in 1928.) There then commenced the closest possible working partnership between the two of us which has continued throughout N.C.T.'s long service with the firm.

During those 34 years, he has been intimately associated with the conception and implementation of many of the most important administrative decisions taken by J.S. The greatest personal tribute that I can pay to my former colleague is that his support has been one of my principal assets during my own career and that, without that support, I could never have attempted to take on many of my own responsibilities.

Thinking of the computer age in which we now live, it is interesting to recall that it was in the autumn of 1935 that, under N.C.T.'s supervision, punched cards were first introduced to deal with retail customer accounts, which then numbered about 30,000. The use of punched cards was suspended in the early days of the war, but they were re-introduced after a few years, again under his supervision, for general accountancy purposes.

Just before the war, N.C.T. had instigated the first primitive form of management accounts and, from 1943 onwards, the punched card system was used to produce the four-weekly management accounts which ever since have been a fundamental management tool of the Directors.

In the meantime, N.C.T., who had been appointed Assistant Company Secretary in 1936, had become Company Secretary when I gave up that position in 1938 (on Mr. John's retirement), to become Joint General Manager with Mr. Alan. At that time, N.C.T. became responsible to me for, *inter alia*, transport (including the Garage, as it was then known) and for certain co-ordinating functions in regard to the various parts of the Blackfriars

depot, as well as for the General Office.

As a result of these responsibilities, he was inevitably involved in the food defence planning of the immediate pre-war years. In the early days of the war, he worked with Mr. Gurr in setting up out-of-town depots, and evacuated the offices to Ewell, Cockfosters and Guildford. During the war, he was primarily concerned that the essential services of warehousing, transport and the office continued to function.

In 1945 N.C.T. was appointed a Director of the Company, but continued to act as Company Secretary. Thenceforth, his activities covered the whole range of the firm's administration. As a consequence of his interest in branch offices (administered as part of the General Office) and transport, he became much involved in the evolution of our first self-service stores, taking particular responsibility for the organisation of checkouts. The initiation of Work Study fell naturally within his field and for many years he was the Director responsible for Stores Buying, as well as for Staff Catering, both at branches and depots.

Needless to say, throughout the years of my own Joint General Management, he worked closely with me on all financial and costing matters.

N.C.T.'s career must always be associated with those of my brother and myself, and I think I have given more than sufficient indication of the very considerable contribution which he made to the success of the business during the years when Mr. Alan and I were responsible for its day-to-day running. All three being of the same generation, as Mr. Alan's responsibilities and mine changed and the next generation began to take over, N.C.T.'s functions also, of course, changed. However, his great knowledge of the business and long experience has, I know, been of very great value to those who followed on and has been much appreciated by them. In April 1967, when N.C.T. ceased to be a Director and Secretary of the Company, he became an Advisory Director. It has long been our joint wish that when I ceased my executive functions in J.S., he should commence his well-earned retirement. I know I speak for all in expressing the hope that that retirement will be long and happy. He will carry with him our deep appreciation of all he has done for J.S.





#### **New Appointments**

**Mr. H. Haslam** who became Director of the Produce Department on March 25.



**Mr. C. W. Grindley** who became Director of the Grocery Division on March 25.

#### **Mr. G. G. W. Brown retires**

Mr. G. G. W. Brown joined the Company in July 1927. His first management was Catford Hill in 1933. He managed Elmers End, Hythe and New Malden. In 1945 he took over Surbiton and in 1948 Victoria. In 1951, appointed District Supervisor, he took over the management of our first self-service store at 9/11 London Road, Croydon until 1954 when he took over the supervision of the south-west district of Mr. Walter's area.

Mr. Brown, due to retire at the end of February 1969, stayed on to cover the opening of the new self-service store at Poole, retiring on the 26th April 1969.

Our photograph shows Mr. and Mrs. Brown with Mr. and Mrs. Westcott at the party held for Mr. Brown at the Civic Hall, Guildford.



# Staff News

## Movements and Promotions

### Managerial Appointments

- M. BOTWRIGHT** from Reserve Manager at Basildon to the management of Hoddesdon branch from January 27, opening on February 18
- H. CLARK** from Reserve Manager at Lewisham to the management of Southbourne from March 10
- D. COCKS** from Reserve Manager at 40/44 Walthamstow to the management of Wood Green from February 24
- F. COWEY** from Reserve Manager at Slough to the management of Ballards Lane from August 11
- C. LYTHE** from Reserve Manager at Purley to the management of Victoria from February 24
- A. MELLODY** from Reserve Manager at Bath to the management of Boreham Wood from July 14
- M. RHODES** from Reserve Manager at Paddington to the management of Swiss Cottage from April 7
- R. SIMS** from Assistant Manager at Basingstoke branch to the management of Feltham from April 7
- J. A. SPENCE** from Assistant Manager at Islington to the management of Paddington from February 24



*D. Cocks*



*F. Cowey*



*C. Lythe*



*A. Melody*



*M. Rhodes*



*R. Sims*



*M. Botwright*



*H. Clark*



*J. A. Spence*

## Managerial Transfers

J. AIREY	from Harold Hill to Debden <i>from May 19</i>	J. JENNINGS	from Reserve Manager at Reading to the management of 1/4 Ealing <i>from May 26</i>
G. ARMSTRONG	from 40/44 Walthamstow to Tottenham <i>from May 12</i>	F. KEMP	from Slough to Marylebone <i>from January 27</i>
D. BARCLAY	from Wood Green to further Self-Service training	H. KNELL	from Bedford to temporary management of Stevenage <i>from May 19</i>
N. BARRANCE	from 194 Hoe Street to 40/44 Walthamstow <i>from May 12</i>	W. LLOYD	from Hackney to Colchester <i>from March 24</i>
A. BATCHELOUR	from Boreham Wood to Hatch End <i>from July 21</i>	C. LUNDY	from 271 Leytonstone to Reserve at 16/20 Holloway <i>from June 16</i> <i>for health reasons</i>
J. BROWN	from Hoxton to Hackney <i>from March 10</i>	H. MCCULLA	from Swiss Cottage to the management of Bristol <i>from April 28</i>
R. BRYANT	from Hatch End to Kenton <i>from February 24</i>	A. MEDDINGS	from 147 Balham, on closure, to Reserve at Rye Lane <i>from March 17</i>
J. BUSH	from Upton Lane to the management of Brentwood Self-Service <i>from March 3,</i> <i>opening on March 25</i>	A. PACE	from 55 Brighton to Haywards Heath <i>from February 17</i>
C. CHARTERIS	from Victoria to Kingston <i>from January 30</i>	A. PALMER	from 357 Harrow to Reserve List, on temporary Grocery Supervision Duties <i>from June 12</i>
W. CHURCH	from Brentwood Service, on closure, to Reserve at Romford <i>from March 24</i>	F. W. PHILPOT	from 43 Enfield, on closure, to Reserve at High Barnet <i>from February 10</i>
S. COX	from Westbourne, on closure, to Reserve at Boscombe <i>from April 21</i>	G. RAND	from Bristol to further Self-Service training <i>from May 26</i>
R. CUNNINGHAM	from Shirley to Crawley <i>from May 5</i>	A. RATCLIFFE	from Haywards Heath to Self-Service training <i>from February 24</i>
R. CURTIS	from Wealdstone to Reserve List <i>from January 20</i>	F. STEVENS	from Kingston to Reserve at Chatham <i>from January 30</i>
L. FINCH	from Debden to Harold Hill <i>from May 5</i>	F. ROWELL	from Marble Arch to Kingsbury <i>from March 10</i>
R. GILBERT	from Stevenage to temporary management of Bedford <i>from May 12</i>	J. SOPER	from 1/4 Ealing to Wealdstone <i>from February 10</i>
J. GRAVES	from Caterham, on closure, to Reserve at Thornton Heath <i>from February 12</i>	A. E. STAPLEY	from further Self-Service training to the management of Balham Self-Service <i>from</i> <i>February 24, opening March 18</i>
F. GRONLAND	from Crawley to Shirley <i>from May 5</i>	J. TOLMIE	from Marylebone to Slough <i>from February 24</i>
S. HEATH	from Kenton to Hatch End <i>from March 10</i> and from Hatch End to 357 Harrow <i>from August 4</i>	C. W. TUCKER	from Feltham to Bath <i>from April 21</i>
L. HENWOOD	from Stoke Newington to Hoxton <i>from March 3</i>	J. VAN HUYSSSE	from Southbourne to the management of Poole Self-Service <i>from March 31,</i> <i>opening on April 22</i>
A. E. HOWELL	from Hanwell, on closure, to Reserve at 128 Kilburn <i>from May 26</i>	W. WATSON	from Ballards Lane to further Self-Service training <i>from August 11</i>
G. F. HUNT	from Kingsbury to Marble Arch <i>from March 3</i> and from Marble Arch, on closure, to Reserve at 160 Cricklewood <i>from May 26</i>	E. WHELAN	from 9/11 Croydon to the management of London Road, Brighton <i>from May 19, opening on</i> <i>June 10</i>
C. INGLE	from Tottenham to 194 Hoe Street <i>from May 19</i>	W. WINTER	from 296 Holloway, on closure, to Stoke Newington <i>from February 27</i> and from Stoke Newington, on closure, to temporary management of 271 Leytonstone <i>from June 16</i>
J. IRESTONE	from Reserve Manager at Kingston to temporary management of 9/11 Croydon <i>from April 30</i>		
H. JENKINS	from Paddington to Upton Lane <i>from January 20</i>		

## Head Butcher Transfers

A. ALWARD	from 51 Ipswich to 48 Ipswich temporarily in charge Fresh Meat Department <i>from May 12</i>
A. BAIRD	from further Self-Service training to Catford temporarily in charge Fresh Meat Department <i>from February 17</i> , and from Catford temporarily in charge Fresh Meat Department to Balham <i>from May 5</i>
E. BARNES	from Wimbledon to further Self-Service training <i>from March 3</i>
A. BARRETT	from Hanwell to Training Centre for special duties <i>from May 19</i>
I. BARTLETT	from Shirley to Winton <i>from March 24</i>
D. BELL	from 48 Ipswich to Self-Service training <i>from May 12</i>
G. BRYANT	from Fulham to New Malden <i>from February 10</i>
S. BURRAGE	from New Malden to Leatherhead <i>from February 10</i>
D. COCKERTON	from Catford to Balham Self-Service for opening period <i>from February 24</i> , and from Balham for opening period to Lewisham <i>from May 19</i>
M. COLLINS	from Kingston to Wimbledon temporarily in charge Fresh Meat Department <i>from February 24</i>
J. COPELAND	from Luton (Bury Park) to Hemel Hempstead <i>from April 25</i>
F. DORMER	from Colindale to Fulham <i>from February 17</i>
R. DOWNS	from 114 Ilford to Brentwood Self-Service for opening period <i>from March 3</i> , and from Brentwood Self-Service for opening period to 114 Ilford <i>from May 5</i>
I. DOZIN	from Reserve at Chelsea to Kingston temporarily in charge Fresh Meat Department <i>from February 24</i>
R. DRIVER	from Reserve at Shirley to Bitterne <i>from March 10</i>
W. FRANKLIN	from 296 Holloway on closure to Reserve at Woodford <i>from February 24</i>
J. GARDNER	from Hove Self-Service to London Road Brighton <i>from May 19</i>
D. KEEN	from 31 Eastbourne to Hove Self-Service <i>from May 5</i>
N. MARTIN	from Pinner to South Harrow temporarily in charge Fresh Meat Department <i>from March 24</i>
R. MILSOM	from 96 Kilburn to Training Centre for special duties <i>from May 19</i>

W. MORRELL

H. PARTRIDGE

A. PHILPOTT

G. ROGERS

A. SANSUM

D. SHAND

G. THOMPSON

G. WEST

P. WILKINSON

R. YABSLEY

from Dunstable to Stevenage temporarily in charge Fresh Meat Department *from March 3* from Reserve at Southgate to Reserve at High Barnet and from Reserve at High Barnet to Mill Hill *from March 24* from 43 Enfield on closure to Reserve at Southgate *from February 10*, and from Reserve at Southgate to Marble Arch temporarily in charge Fresh Meat Department *from April 7*. From Marble Arch temporarily in charge Fresh Meat Department to Reserve at Southgate *from May 26* from South Harrow to 367 Harrow *from March 24* from Stevenage to further Self-Service training *from March 3*, and from further Self-Service training to Luton (Bury Park) *from April 28* from Winton to Poole *from March 31* from Self-Service training to 114 Ilford temporarily in charge Fresh Meat Department *from March 3*, and from 114 Ilford temporarily in charge Fresh Meat Department to Brentwood *from May 5* from 367 Harrow to Self-Service training *from March 31* from Bitterne to Shirley *from March 17* from Marble Arch to Self-Service training *from April 7*

## Promoted to Assistant Manager

G. H. ADAMS	Cheltenham <i>from March 17</i>
R. W. AUSTIN	Bishops Stortford <i>from March 17</i>
B. AYLING	Guildford <i>from March 24</i>
N. J. BACON	Kingston <i>from April 21</i>
W. E. BEAZLEY	Forest Hill <i>from March 17</i>
J. E. BENNETT	Southall <i>from April 21</i>
H. S. BRUTON	Slough <i>from December 23</i>
L. J. BUTTON	Bury St. Edmunds <i>from February 24</i>
D. CHALKLEY	Southend <i>from February 17</i>
A. CHEESEMAN	Kingston <i>from April 21</i>
R. CLARK	Stockwell <i>from March 17</i>
D. J. CLAPHAM	Cheltenham <i>from May 5</i>
N. F. COWLEY	Farnham <i>from March 17</i>
D. M. COX	24 Croydon <i>from March 17</i>
D. J. COZENS	Richmond <i>from April 21</i>
M. C. DAVIES	Wallington <i>from April 7</i>
R. D. GOSLING	Bury St. Edmunds <i>from February 24</i>
D. R. HEARN	Colindale <i>from April 21</i>
A. S. HEWETSON	194 Hoe Street <i>from March 17</i>
R. J. HUGHES	Edgware <i>from March 17</i>
G. HYLAND	Slough <i>from March 17</i>

R. JENNER	Edgware from March 17
G. LOVE	Stockwell from April 21
J. MASTERSON	Stanmore from April 21
M. MILES	Muswell Hill from March 17
T. MORONEY	Nottingham from March 10
D. MORTON	Guildford from March 24
N. J. NEWBURY	31 Eastbourne from March 17
R. H. NORTON	Bristol from May 5
K. J. PERCEY	Richmond from February 10
C. PIGGIN	Bishops Stortford from February 24
L. H. RANGER	Wimbledon from May 5
M. RISEBROW	Bath from May 5
H. J. ROBINSON	Bristol from May 5
P. ROFFEY	Wimbledon from May 5
I. ROY	Kettering from March 17
A. RUSSELL	31 Eastbourne from March 17
J. SIMMONS	Teddington from May 5
J. M. STONE	Coventry from March 10
D. TAYLOR	Catford from March 17
A. TENNANT	Basildon from February 17
J. D. WARDLE	9/11 Croydon from April 7
W. WHITE	1/4 Ealing from April 21
P. R. WESSON	Leicester from March 17
B. WILLIAMS	Tottenham from March 17
K. W. WINTERS	222 Watford from April 21
D. A. WORSLEY	Hoddesdon from April 7
A. WRIGHT	Feltham from February 10

### Promoted to Reserve Manager

D. L. SMITH	Retail Trading Department from September 2
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## Long Service

*Congratulations to the following colleagues who have completed long service with the firm.*

### 40 Years Long Service Award

H. BALLARD	Senior Selector/Examiner, Factory, Blackfriars
MISS E. D. BOXALL	Grocery and Non-Foods Buying Manager, Brentwood Service Branch
W. L. CHURCH	Leading Hand, Motor Engineers, Basingstoke
R. J. FLACK	Assistant Head Butcher, Bedford
H. GOODWIN	Returns Inspector, Buntingford Depot
R. HANCY	First Clerk, Boreham Wood
MISS D. E. HAWKINS	Senior Despatch Clerk, Factory, Blackfriars
G. A. HILLEARD	Assistant Head Butcher, Winchmore Hill
T. A. HOLT	Produce Supervisor Manager, Branch Engineers. Clapham
J. T. JENNINGS	Fresh Meat and Poultry Department
N. V. JOHNSON	Manager, Southall
H. E. JORDAN	Head Butcher, Southampton
T. W. JUDGE	Senior Leading Salesman, Leatherhead
M. MCGRATH	Head Butcher, Crawley
W. G. RICHARDSON	Foreman, Factory, Blackfriars
W. T. SNOOK	Manager, Leyton
A. G. WALKER	Senior Warehouseman, Southbourne
R. G. WOODHOUSE	
S. E. WRIGHT	

### 25 Years Service

MISS D. LUCAS	Leading Saleswoman, Portslade
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*Congratulations to Mr. and Mrs. D. A. Lankford of Oxford who celebrated their Golden wedding on April 19.*



## Retirements

*We send our best wishes to the following colleagues who have just retired.*

**R. J. Candy** joined the firm in November, 1925 at Bedford and was appointed to his first management at 130 Ealing in March, 1935. He was transferred to the management of 57B Kingston in February, 1947 and in November, 1947 to St. Heller. He was appointed to the management of 147 Balham in January, 1949 which branch he managed until his retirement on 15th March, 1969.

**K. J. Collins** joined the firm in September, 1938 at Redhill and was appointed to management in July 1952 at 177 Haverstock Hill, taking over 222 Watford in September 1954. He managed this branch until, following a prolonged period of illness, it was necessary for him to retire for health reasons on 31st May, 1969.

**G. Lintott** joined the firm in May 1925 at 296 Holloway and was appointed to his first management in November, 1933 at 515 Finchley Road. In July 1941 he left on National Service and on his return in January 1946 took over the management of 24 Brighton. In June 1960 he was appointed to the management of 66 Brighton and he managed this branch until his retirement on 26th April, 1969.

**T. C. Manley** joined the firm in October, 1924 at Hackney and was appointed to his first management in November, 1933 at 76 Islington. He left on National Service in June 1941 and on his return was appointed to the management of 12/16 Kingsland from which branch he retired on 1st March, 1969.

**G. Watson** joined the firm in October, 1925 at 339 Palmers Green and was appointed to his first management in September, 1936 at Brondesbury. In October, 1938 he took over East Finchley and was appointed to Bishops Stortford in November, 1946. In November, 1948 he was transferred to the management of 6 Norwich subsequently taking over Colchester in October, 1958 from which branch he retired on 26th April, 1969.

**C. G. Wickert** joined the firm in February, 1925 at 194 Kentish Town and was appointed to his first management in April, 1932 at 296 Holloway. He left on National Service in August, 1944 and on his return in January, 1947, took over the management of Boreham Wood. In September, 1950, he was transferred to the management of 339 Palmers Green subsequently taking over 16 Enfield in March, 1966. He was employed at Muswell Hill from August 1968 from which branch he retired on 26th April, 1969.

**Miss C. Bloomfield** was engaged as a Saleswoman on the 24th June, 1940 at 43 Enfield. She continued to work at this branch and in September 1942, was appointed to the war-time

management of the branch. She managed this branch until July, 1946 when she was appointed Grocery Supervisor, responsible for a group of branches in the Eastern districts of London, and supervised these branches until her retirement on the 31st January, 1969.



*Miss E. D. Boxall*

**Miss E. D. Boxall** joined the company in July, 1929, as a Grocery Saleswoman at our Weybridge branch. She later transferred to the Office, becoming First Clerk at Surbiton. In 1941, she was appointed Manager of Ewell where she remained until 1944, when she took over the management of Hook.

In December, 1945, she was transferred to Blackfriars to the Grocery Buying Department under Mr. Harrison. Her main responsibility during her twenty-four years in this department, has been for the ordering of preserves, flour and some proprietary grocery lines. Ill health, against which she struggled most bravely, finally compelled her to take an early retirement on 10th May, 1969.

**Miss D. E. Andrews** joined the company on the 25th March, 1967 as a Display Assistant at 114 Ilford. She retired on 18th January, 1969.



*A. G. Bray*

**A. G. Bray** joined the company on 12th October, 1922 as a Delivery Lad at 66 Brighton. On 3rd January, 1925 he was regraded to Roundsman and

transferred to Tonbridge. From then until the 27th April, 1959 he continued as a Roundsman working also at 55 and 66 Brighton. At this date he was regraded to Porter and transferred to Portslade. He was promoted to Senior Warehouseman on 4th December, 1967 and retired on 1st March, 1969.

**Mrs. I. W. Brice** was engaged as a Housekeeper in November, 1952 and after a period of training at 87 Ealing and Sutherland Avenue took up her duties as Resident Housekeeper at Apex Corner. She transferred to High Barnet on 11th May, 1966 where she continued until her retirement on 1st February, 1969.

**F. P. Burns** was engaged as a Night Service Cleaner in the Factory on 30th November, 1953. He was regraded to Night Maintenance Cleaner on 23rd January, 1956. In July 1963 he was regraded to Cleaner and continued as such until his retirement on 28th March, 1969.

**Mrs. S. I. Cole-Wilkin** was employed as a Tester Packer at our Kenninghall Egg Packing Station from the 23rd January, 1950 until her retirement on 1st January, 1969.

**Miss R. E. Collingridge** was engaged as a Saleswoman at Norbury on 2nd October, 1961. She was promoted to Leading Saleswoman on 1st October, 1962, transferring to Thornton Heath in August of the following year. She transferred to 9/11 Croydon on 19th May, 1964, and on the 18th January, 1966 went back to her original branch at Norbury as a Leading Saleswoman on Fresh Meat. She became eligible for retirement on 24th April, 1969, but with effect from 5th May of this year is continuing with the company on a part-time basis at Addiscombe.

**P. C. Collins** commenced his employment with the company as a Relief Driver/Warehouseman at Kenninghall on 20th July, 1953. He was regraded to Assistant Collector, in which position he remained until he retired on 1st May, 1969.

**J. H. Corney** was engaged on 16th July, 1951 as a Night Service Cleaner in the Factory. He was regraded to a Labourer in 1954 in which capacity he continued until his retirement on 28th February, 1969.

**Mrs. R. E. Driver** was engaged as a Saleswoman at Crouch End on 28th April, 1941. After a period of working as a Till Clearer she was promoted to First Clerk. She remained First Clerk at Crouch End until she resigned from the company on 30th April, 1949. On 16th May, 1949, she was re-engaged as First Clerk at Muswell Hill and transferred back to Crouch End on 28th October, 1963. She became eligible for retirement on 26th April, 1969, but with effect from 28th April, 1969 has continued to assist on a part-time basis at Wood Green.

**H. Horton** started on 21st September, 1964 as a Basket Issuer at 114 Ilford where he remained until his retirement on 12th April, 1969.



*Mrs. A. L. Smith*



*Miss M. A. Taylor*

**H. W. Richardson** was engaged on 18th July, 1955 as an Engineer's Labourer at Union Street. In April, 1957 he was transferred to the Development Engineers Workshop, Stamford House and regraded to Fitter's Mate on 13th July 1957. He later transferred to Lambeth Mews as Assistant Storeman where he remained until his retirement on 1st May, 1969.

**Mrs. A. L. Smith** was engaged on 30th May, 1949 as a Daily Housekeeper at Rye Lane. From then until the 7th June, 1952 worked at several branches in the Catford and Croydon area. She was re-engaged on 13th October, 1952 as a Daily Housekeeper at Catford Hill and from that date she was again employed at various branches in the South East London area. She retired on 31st January, 1969 from Beckenham branch.

**Mrs. E. G. Solley** was engaged as an Egg Packer at Kenninghall on 5th January, 1929. In May, 1957, she transferred to the Office and was the Senior Clerk at the time of her retirement on 1st May, 1969.

**L. H. Spicer** started with the firm as a Roundsman at our branch at Ballards Lane and transferred to East Finchley on 9th June, 1941. From then until April, 1959, at which time he transferred to the Butchery Department, he was working on a combined round covering Ballards Lane and East Finchley. He became a Leading Butcher in April, 1960 and a Senior Leading Butcher a year later. He transferred to Whetstone in December, 1966 and retired from there on 26th April, 1969.

**Miss M. A. Taylor** was engaged on 12th January, 1925 as a Clerk at 62 Tunbridge Wells. She was later promoted to First Clerk and received her Long Service Award for completing forty years' service with the company in January, 1965. She retired on 1st January, 1969.

**T. R. Tegg** commenced with the company on 13th October, 1964 as a Warehouseman at Wallington. On 10th July, 1967 he went on to part-time employment working as a Basket Issuer at the same branch. In this capacity he continued until his retirement on 26th March, 1969.

## Obituaries

We regret to record the death of the following colleagues, and send our sympathy to all relatives.



Miss I. Munro

Mr. A. J. Waller, Personnel Manager writes—  
Colleagues and friends of Miss Isobel Munro were shocked to hear of her passing on the 1st May, following a long illness. Miss Munro joined the company as Head of the Medical Section in November, 1957 and played a leading part in the re-organisation and development of the medical services, both in the depots and branches. It was, however, her personal qualities that endeared her to us. She took a keen interest in the welfare of the staff and the veterans, and many will remember with gratitude and affection her sympathetic advice and practical help at times when it was most needed. She will be greatly missed.

I have received a letter from Miss Munro's family expressing their grateful thanks for all the flowers and letters of sympathy received and also for the kindness shown during her long period of illness.

**Dr. Anne Sutherland** was one of the company's Medical Advisers, who will be remembered with affection by many of the staff. Following a long illness, she died on the 27th March, at the age of 70.

Dr. Sutherland had been associated with the company for over 35 years, latterly as Medical Officer for the Lewisham and Croydon areas. She played an important part in the decentralisation of the medical services. Dr. Sutherland had been a local magistrate for many years and was connected with a number of local organisations in South East London.

**H. J. Benford** worked as a Roundsman at 140 Finchley from 1906 to 1913. He was re-engaged on the 26th October, 1914 as a Poulterer at the same branch. He commenced his National Service on 17th June, 1916 and on his return continued as a Poulterer, later being promoted to a Butcher, in which capacity he remained until his retirement in July, 1946. He died on 2nd March, 1969.

**J. J. Boyce** commenced on 17th August, 1910 as a Driver. During the early part of his career he was driving horse-drawn vehicles. He transferred to motor vehicles when these replaced the horses. He continued as a Driver until the 18th December,



J. J. Boyce



R. H. Borall

1945 at which time he came to London and took charge of the petrol pump at the Garage. He retired on 1st July, 1947 and died on 6th January 1969.

**R. H. Borall** was engaged as a Porter at Ashford branch on 19th September, 1935. He was promoted to Senior Warehouseman on 14th December, 1967. He entered hospital in August, 1968 and died on 10th February, 1969.

**P. Boyland** was engaged as an Evening Shift Cleaner at Haverhill Meat Products on 10th June, 1963. Mr. Boyland went absent from duties on 1st November 1968 due to illness which necessitated him going into hospital. He died following this period of illness on 6th May, 1969.

**T. W. Brooks** commenced as a Bacon Stovesman at Union Street on 19th June, 1930. He returned to Union Street as a Cold Storeman in June 1946, following his absence on National Service. For health reasons he retired early on 1st January, 1969 and died on 13th of the following month.

**A. F. Crisp** was engaged on 20th June, 1921 as a First Hand (Butcher) in the Factory. He retired from the company on 27th September, 1946. He died on 26th January, 1969.

**Miss E. M. Elsworth** joined the company as a Canteen Assistant on 5th May, 1941. She was promoted to Housekeeper at 13/15 Blackfriars on 27th October, 1941, where she remained until October, 1943 when she transferred to 609 Lea Bridge Road. In November, 1952 she took over as Housekeeper at the opening of Debden. Following a prolonged illness she retired on 30th June, 1955. She died on 3rd December, 1968.



Miss E. L. Elsworth



*Mrs. E. S. Jones*



*W. T. Joyce*



*Mrs. A. M. Lacey*



*O. Peevor*

**Mrs. J. Greenaway** joined the company as a Part-Time Saleswoman at 218 Sutton on 30th January, 1968. She died on 2nd March, 1969.

**Mrs. M. E. House** was engaged as a Part-Time Packer Weigher/Relief Cashier at Wealdstone on 20th November, 1967. She continued at this branch until February, 1969. On 10th February, 1969 when she moved to the Croydon area from Harrow, she transferred to 9/11 Croydon. She died on 6th May, 1969.

**Mrs. M. R. Johnson** worked from 25th March, 1946 until 24th October, 1946 as a Clerk at various branch offices in the Lewisham area. She was re-engaged on the 18th January, 1965 as a Part-Time Second Hand in the Factory. In August, 1965 she regraded to Evening Shift work. She died on February 10th, 1969.

**Mrs. E. S. Jones** was originally engaged by Coppens on 17th April, 1951 and together with other Coppens staff transferred to JS on 11th April, 1954, working as a Part-Time Saleswoman at Lambeth. She remained with the company in this capacity until her death on 21st March, 1969.

**W. T. Joyce** was engaged in the Factory on 1st February, 1926. On his return from National Service in October, 1945 he recommenced as a First Hand, and was promoted to Selector Examiner in April, 1954. In 1955 he was made a Chargehand in which capacity he continued until his retirement on 27th October, 1967. He died on 20th February, 1969.

**Mrs. M. Kidd** joined the company on 26th October, 1960 as a Part-Time Supply Woman at 42 Walthamstow. On its closure in January, 1962, she transferred to Stamford Hill. She died on 27th January, 1969.

**Mrs. A. M. Lacey** was engaged as a Saleswoman at Rye Lane on 7th September, 1939 and left the company on 28th December, 1940. She was re-engaged at Greenford in October, 1941. She became a Till Clearer in November, 1942 and was promoted to First Clerk on 23rd June, 1943. She died on 16th February, 1969.

**F. T. Llewellyn** was engaged as a Senior Warehouseman at 114 Ilford on 16th April, 1968. He was admitted to hospital in September, 1968 and he died on 29th January, 1969.

**E. P. Matthews** commenced with the company as a Warehouseman at Blackfriars on 21st July, 1958 and was regraded to a Checker on 6th October of the same year. He died on 9th May, 1969.

**V. G. Norris** joined the company as a Warehouse Cleaner at Blackfriars Depot on 5th April, 1954 and continued in this capacity until his retirement on 1st May, 1961. He died on 19th December, 1968.

**Mrs. R. Olakigbe** was engaged as a Cashier at Islington on 7th January, 1969. She died suddenly on 5th March, 1969.

**Mrs. M. O'Reilly** was engaged as a Second Hand in the Factory on 11th June, 1957. She was promoted to First Hand on 27th July, 1964 in which capacity she remained for the rest of her service with the company. She died on 18th April, 1969.

**O. Peevor** joined the Factory staff as a Middle Shift Cleaner on 28th August, 1956. He was regraded to a Labourer on 1st April, 1957 and to a Special Rate Labourer on 14th March, 1963. He died on 15th March, 1969.

**Mrs. D. M. Pitman** commenced on 7th May, 1968 as a Part-Time Display Assistant at Chelsea. She died on 25th January, 1969 following several months' illness.

**J. E. Powers** was with the company as a Cold Store Labourer from 14th February, 1932 until 29th August, 1941. He rejoined on 21st September, 1953 as a Pipe Fitter's Mate and was promoted to a Fully Skilled Engineer in January, 1960. He retired on 1st January 1969, and died on 29th of the same month.

**C. J. Putt** was engaged as a Warehouseman at Basildon on 10th April, 1962 where he continued until his sudden death on 28th December, 1968.

**J. Seaton** joined the Factory staff on 6th January, 1919. He worked in the Factory for almost 28 years until his retirement on 1st October, 1946, from his position as a Chargehand in the Butchery Department. After his retirement he worked from June, 1951 until October, 1964 at the Griffin Athletic Club on a part-time basis. He died on 12th April, 1969.



*Miss D. R. Turner*

**G. J. Smith** joined the company in March, 1914 and was appointed Manager in October, 1940. He managed various branches including 259 Ilford and Barking, taking over the management of 114 Ilford in September, 1949 from which branch he retired on 1st October, 1956. He died on 24th March, 1969.

**Mrs. G. A. Triner** commenced on 2nd August, 1955 as a Part-Time Supply Woman at Putney branch. On 9th January, 1956 she regraded to full time work and on 28th April, 1958 transferred to Chelsea. She returned to Putney on a part-time basis in October, 1963 and resigned from the company on 2nd May, 1964. She was re-engaged as a Part-Time Supply Woman at Chelsea on 1st July, 1964 and when Chelsea Self-Service Store opened she was regraded to a Part-Time Packer Weigher. She died on 12th May, 1969.

**Miss D. R. Turner** was engaged as a Packer Weigher/Relief Cashier at Guildford on 9th March, 1964. She was promoted to Cashier on 8th September, 1964. She died on 8th April, 1969, following a long illness.

**R. Unwin** joined the company as a Stableman on 8th May, 1930 and later transferred to Bramshott. In November, 1945 he returned to London and took up his duties as a Factory Hand (Kitchens). On 12th February, 1949 he transferred to the Warehouse as a Senior Warehouseman and in June, 1953 transferred to the Empties Department as a Checker. He retired on 1st April, 1958 and died on 11th March, 1969.

**E. Whitehouse** was employed by the company as a Shop Porter in the Kingston area from August, 1926 until May, 1929. He was re-engaged on the 17th May, 1960 as a Basket Issuer at Richmond, and moved to Guildford in March, 1963. He died on 19th February, 1969.

**Mrs. V. F. Winfield** commenced on 3rd May 1965 as a Second Hand in the Factory. She continued in this employment for the next four years until her death on 16th May, 1969.

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At Grosvenor House on April 19, the first of two celebration Dinners was held.



# Hundredth Birthday

Meeting the press seems to happen more often at the Savoy than anywhere else. On April 14 the Sainsbury family, feeling all of a hundred years, went to the Pinafore room to meet people from the papers and the B.B.C. to tell

iii  
1869  
1969



them what was going to happen the next day and in the following few weeks. It was a busy talkative lunch party with the editors of womens' pages in national and local papers and with members of the many B.B.C. Television and Sound services. Pictures show left, James Sainsbury, C.B.E., Simon Sainsbury and Mr. R.J. Centre, Lord Sainsbury talking to Amy Landreth woman's page editor of the *Sun*. Opposite, above, Marjorie Proops of the *Daily Mirror* and Mr. J.D. And lower picture, opposite, Mr. W. M. Justice, Jean Rooke, woman's page editor of *The Sketch* and Mr. James Sainsbury, C.B.E.





## **A Party at the Dorchester**

One of the happy events  
of the  
Centenary Celebrations was  
the party on May 31  
when the company entertained  
about four hundred  
guests.

1869  
1969

