

JS JOURNAL

December 1981

Cocktail Christmas



Depot Dream

In a cocktail shaker quarter filled with crushed ice, mix:

2 glasses Sainsbury's Orange Juice
1 glass Sainsbury's Italian Vermouth
1 glass Sainsbury's Vodka

Shake well, strain into glasses and garnish with a twist of orange peel.
Serves 4.

Branch Cooler

2 glasses Sainsbury's White Rum
1 glass Sainsbury's Vermouth Rosso
 $\frac{1}{2}$ glass Sainsbury's Orange Juice
 $\frac{1}{2}$ glass Sainsbury's Lime Juice

Shake ingredients well with ice and pour into a rocks glass. Decorate with a slice of orange and a cherry.

Blackfriars Beller

In a tall glass or jug place:

2 glasses crushed ice
2 glasses Sainsbury's Apple Juice
1 glass Sainsbury's Ginger Wine
1 glass Sainsbury's Whisky

Mix well with long spoon, strain into glasses and garnish with cherries and apple on a cocktail stick.
Serves 6.

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Cocktail Christmas

CHRISTMAS BEING such a time of good cheer—what better way to liven it up than by indulging in that popular contemporary pastime of quaffing cocktails?

The recipes shown on the front cover were created exclusively for the *Journal* and the enjoyment of JS staff company-wide by the beers, wines and spirits buying department.

Although cocktails and cocktail bars have leapt into the limelight in recent years they had their golden age in the roaring 1920s. So it is from this era that, for the more daring imbibers who are in search of something extra special for their New Year celebrations, we have drawn this 'brew':

Bowl of Egg Nog

'Take two pounds of fine powdered sugar and twenty fresh eggs.

Have the yolks separated and beaten till thin as water.

Add the yolks to the sugar and dissolve well with a spoon.

Take two quarts of good old brandy, one and a half pints of St Croix or Jamaica rum and one and a half gallons of rich milk.

Mix the ingredients well with a ladle, stirring continually while pouring in the milk.

Beat the whites of eggs to stiff froth.

Pour this froth carefully over the mixture.

In serving dip out with a ladle.

Put a little of the white on top of each helping and grate on a little nutmeg.

Serve in punch glasses.'

We hasten to point out that this recipe is for a two gallon quantity, and can of course be reduced proportionately!

Not wishing to leave anyone out from the seasonal fun, especially the younger members of the family, here are two cups 'that cheer, but do not inebriate.'

Horse's Neck

(Use large glass)

Rind of one lemon.

Two or three lumps of ice.

One bottle of ginger ale.

Stir with spoon.

Mule's Collar

(Use large glass)

Juice one lime.

One dash Angostura bitters.

Three lumps of ice.

One bottle of dry ginger ale.

Wishing all our readers a very, very merry Christmas and a happy New Year—the *JS Journal*.



A Christmas
message from



the chairman
Sir John Sainsbury

“WE ARE NOW in the busiest period of our trading year. Our concentration is on serving our customers to the best of our ability and there is not much time for reflection on how we have done these last few months.

Yet since last Christmas JS has reported outstanding results both on its full year's performance to March 1981 and last month its half-year to September. These are results that have gained the admiration of the outside world, in the City, in the business world, in the food trade and amongst our competitors. Television, radio and press coverage has ensured that our customers know they are shopping with one of the most successful, if not the most successful, name in the High Street.

JS winning the 1981 Business Enterprise Award last month—‘the most significant contribution to wealth and job creation over the past year’—has already been given full coverage in the *Journal*. I refer to it again only because it encapsulates our success over the last year and was demonstrably a tribute to all who work in JS.

Having arrived at such success our task of living up to the reputation that JS has earned, particularly in achieving the ultimate aim of complete customer satisfaction, becomes still harder. I am confident that this is recognised in the company and that a determination for JS to go from strength to strength is widely shared. I should like to thank each and every member of staff for the contribution they have made to our achievements over the past memorable year.

Christmas is a time for the family and for celebration in many senses of that word. As a company we can do so with a sense of pride in our achievements during 1981. I send you and your families my best wishes for a happy Christmas and good health and happiness in 1982.

”
The Sainsbury



MP's laser visit

PEGGY FENNER, MP, Parliamentary Secretary, Ministry of Agriculture, Fisheries and Food, recently visited JS's Broadfield store.

Following her appointment as Parliamentary Secretary she is renewing her contacts with the food and drink industry—one of her specific responsibilities at the Ministry—by visiting various companies to see the latest technical and other developments in the sector.

She was especially interested in store trials of laser scanning equipment at checkouts. During her visit Peggy Fenner complimented the management on the overall presentation of goods in the store, and commented on the speed and efficiency of the laser system.

Commenting afterwards she said, 'I am very impressed by what I have seen—

particularly by the general operation of the store and presentation of foodstuffs. There is ample evidence here of an admirable policy to promote the sale of good quality British foodstuffs.

'As a shopper I have a personal, as well as an official, interest in means of hastening the checkout operation at supermarkets to provide better customer service.

'Laser scanning is still at a relatively early stage of development in this country but the increasing appearance of bar code symbols on grocery and other items, testify to the growing interest being shown in it.

'No doubt there are problems to be ironed out but I look forward to seeing assessments from the current experiments of the benefits this new system might bring to the retailer and to the shopper.'



Peggy Fenner—'I am very impressed by what I have seen'

SSA draw

THE SECOND LUCKY WINNER of the half-yearly £1,000 SA draw was chosen on December 1.

Just in time for Xmas, 23-year-old Janice Dray, a senior supermarket assistant at JS's London Road, Brighton store, was overjoyed with her good luck.



Eddie Ricketts (left) branch manager Derek Hinton congratulate a happy Janice

'I'm not usually lucky in these kind of things so it's a wonderful surprise' said Janice after being presented with her prize by Bromley area general manager, Eddie Ricketts.

The draw is held half-yearly. One employee number is drawn at random from the list of SSA members who have been subscribers for at least three consecutive months on that date.

Arts award

ONLY A WEEK after receiving the Business Enterprise Award, JS collected another trophy—the best first-time sponsor in the 1981 Business Sponsorship of the Arts Awards organised by the Association for Business Sponsorship of the Arts and the *Daily Telegraph*.

The award was presented at a reception at the Savoy Hotel on November 25 to Sir John Sainsbury by Her Royal Highness The Duchess of Gloucester.

JS was chosen as an award winner by a panel of judges comprising Albert Frost, Lady Rupert Nevill, Lord Birkett, Nigel Broackes and Lord Gibson.

The judges' citation read 'Nominated by Kent Opera, Polka Children's Theatre and Sadler's Wells Royal Ballet, the judges were impressed because they felt this was a significant departure from Sainsbury's traditional charitable support of the Arts. Their sponsorship of Kent Opera, Polka Children's Theatre and Sadler's Wells Royal Ballet is promoting excellence and enabling that excellence

to be enjoyed by as many people as possible throughout the regions. The support is for three years and has a particular emphasis on young people.

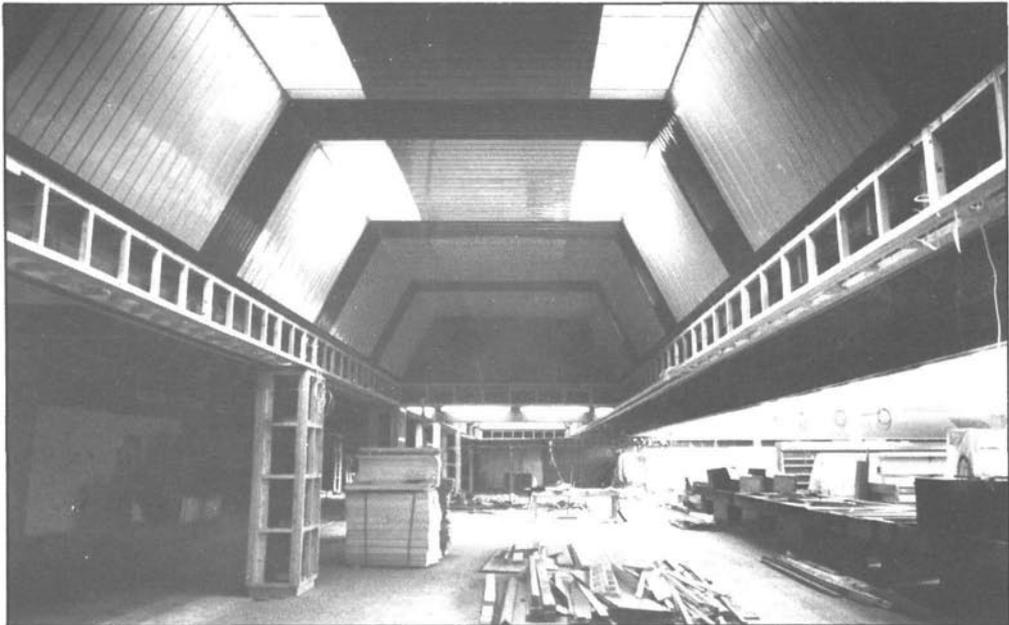
The programme has been designed for further development and the judges felt this, together with its strong regional flavour, should be recognised.'



Her Royal Highness the Duchess of Gloucester presents Sir John with the award

BRANCH OPENINGS

LOCKSBOTTOM



Who would recognise this as the checkout area at Locksbottom? The store when JS moved in before its 13 week transformation



'It's lovely' said first in line, Margaret O'Neil

AS A RESULT of a fantastic team effort, JS's new store at Locksbottom in Kent, opened its doors to the public on November 24.

The unusual thing from a company point of view was that the building was purchased in an almost completed state from Key Markets, and the mammoth task undertaken to transform it into a Sainsbury store in only 13 weeks!

Explained Graham Wake, project group manager architects and engineers department: 'Normally we would do a fitting out in 22-26 weeks depending on the size and nature of the store. Preceding that we would also have about the same period on design work. In this case the contract was agreed on Friday July 31 and we moved in on Monday August 3!'

'November 2 was decided on as the handover date, and that's what we worked to: I think if we'd known at the

continued on page 6 ►

BRANCH OPENINGS

Locksbottom continued

outset the extent we were going to convert to JS specifications we wouldn't have been so confident about the outcome. Looking back, even now, it seems quite a frightening task, but there was tremendous determination that it would be finished.

When JS moved in, the store was quite close to completion—within a week or two of handover—so it almost had to be stripped back and begun again from the point that fitting out would have started had Sainsbury's built the shell.

Virtually a complete mezzanine floor was put in right through the warehouse to provide additional storage, which involved the installation of two lifts—alone quite a daunting prospect. Extensive changes and modifications had to be made to the electrical installation and all the refrigeration plant was replaced.

Modifications were made to the staff facilities and the prep areas, the bakery was modified, new cold stores installed, and an additional unloading point was built beside the unloading bay.

'With this amount of work to be done in such a short period' said Graham 'you can imagine that there had to be tremendous co-operation between the JS project team, the general contractor—Lovells—and all the sub-contractors. We had to make special arrangements for the project team. Our most experienced clerk of works, Warren Davies, was allocated to the job full-time; a job architect, Graham Brown, was set-up resident on-site with his own drawing office and a building services engineer, Rod Watkins, there almost full-time. A site secretary was also installed for the duration of the work so that all correspondence and instructions could be dealt with immediately.

'Everyone was under a great deal of pressure—it meant long hours and weekend working. We had to win the co-operation of the local planning authority, the local building control officer, the fire brigade officer—all of which we managed to do! Inevitably it meant that right up until the end it was a real brinkmanship job! There was a lot of work that needed to be done right into the last days of the handover period.

'There's no doubt that this really was an extraordinary job and I wouldn't like



Exterior of the store



Sir John with JS veteran Alfred Thain



Doug Carey

to think that anybody involved goes unmentioned, but to my mind from a JS point of view, the three people who were very much at the sharp end were the clerk of works, the job architect and the building services engineer.

The handover period however proceeded smoothly and by opening morning none of the customers could have been aware of the frantic activities of earlier weeks—the store being in the usual JS 'ship' shape.

Locksbottom was opened by the chairman and branch manager, Doug Carey. Doug was previously manager at nearby Chislehurst, which coincidentally opened almost a year ago to the day. 'This is a tremendous store' he said 'and I'm especially pleased to have the fish department. The local experience I gained at Chislehurst should prove very valuable—this is the same sort of area





Tope was a special opening attraction on the fish counter



Some of the younger shoppers seemed a little overwhelmed by it all!



*Above: Veteran William Birch and wife
Below: Busy checkouts soon after opening*



BPO Mary Ansell

and we can expect the same type of shopper. I'm particularly pleased with the size of the store and the layout is superb!

Also from the team at Chislehurst comes BPO, Mary Ansell. 'It's been pretty hectic with getting all the new staff and training them. From a total of 317 staff, 277 are new to the company.'

Customers too were very impressed with the store's 22,002 sq ft sales area. First in the queue was Margaret O'Neil. 'I think it's lovely! And from what I've seen of the prices so far everything's cheaper than anywhere else around here. The car parking is smashing too—it always gets so crowded in Bromley and Orpington! There is a free surface car park alongside the store with space for 200 cars and a nearby local authority car park.'

Some local JS veterans turned out for the occasion. William Leonard, who served 42 years with the company, also commented on the parking facilities and was impressed with the fresh fish.

William Birch, who spent 25 years in JS's engineering department, was shopping with his wife, daughter and grandson. 'Beautiful store—we can't get round quick enough!'

Perhaps the oldest shopper was 81-year-old former poultry buyer, Alfred Thain, who retired 22 years ago, having served 45 years with the company. He introduced himself and was then shown around the store by Sir John. 'It was an honour to meet him' said Alfred. 'I'm really glad this is now my local store—it's the best one I've seen!'

As an added bonus on opening day deputy manager, Paul Spreadbury, received the happy news that his wife had given birth to a baby boy, Steven—at the hospital next door!

NEW PRODUCTS

Instant custard

TOP OFF your mince pies this year with the new JS Instant Custard Mix.

It doesn't take long to prepare $\frac{3}{4}$ pint of custard—just add boiling water to the mix and whisk with a fork for half a minute until it's smooth and creamy.

A 90 gram packet of JS Instant Custard Mix is competitively priced at 16½p and is available in 120 branches.



Party favourites

CHOCOLATE, banana, orange, raspberry and strawberry flavours constitute the new range of JS own-label blancmanges.

Each 85.3 gram (3oz) packet contains two one-pint sachets.

These colourful desserts are ideal for children's parties or may be served hot as an alternative to custard.

Very competitively priced at 17½p, the range is available in 208 branches.

Choice of ports

WINTER FAVOURITES don't have to upset the bank balance according to the off-licence department.

Within the last few weeks the popular JS own-label Vintage Character has been joined by two more varieties of Port—Tawny and Ruby—at equally competitive prices.

Tawny is 'aged' in oak casks for several years to ensure a high quality product,

and is a pale brick coloured full bodied wine with a nutty aroma and taste.

The new Ruby Port is recommended to cheer up any chilly day especially as an after dinner treat. It is a sweet full bodied wine with a fruity aroma and taste.

Vintage Character, Tawny and Ruby are all available in more than 100 branches, priced at £3.35, £3.35 and £2.75 respectively.

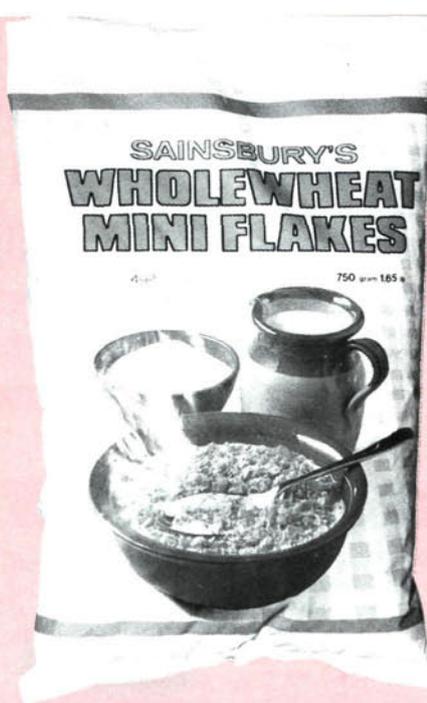


Mini flakes

WHOLEWHEAT MINI FLAKES are the latest addition to the JS own-label range of cereals and can provide a very nutritious start to the day. An average serving (30g) of the flakes supplies the average adult with approximately one-sixth of the recommended daily intake of vitamins and iron—it also makes a useful contribution to the fibre content in diets.

The flakes are made from the same material as Wholewheat Bisk, but have been processed in a different way.

A 750 gram bag of the cereal is available in 120 branches and presently on introductory offer at 49p until January 4, thereafter 55p.



Vacuum bags

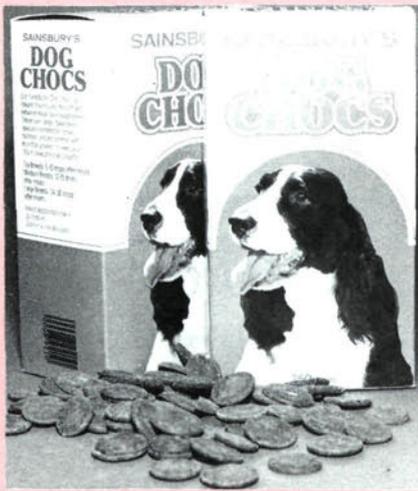
OVER 80 PER CENT of vacuum cleaner models are covered by the new range of JS vacuum cleaner bags.

All bags are double folded for greater burst resistance.

Available in 98 branches prices are 85p and 95p for packs of 5 Electrolux model bags and 45p for a pack of 5 Hoover ranger and senior bags.



Doggie treats



PROVING THAT CHRISTMAS is a time for all the family, shoppers can even buy a present for a man's best friend at JS.

Dog Chocs are the latest addition to the JS own-label pet-care range. These chocolate drops are nutritious and fortified with essential vitamins to help dogs keep in peak physical condition.

Dog Chocs are available in 91 branches and cost 42p for a 250 gram box and 79p for a 500 gram box.

Choose cheese for Xmas



A CHEESEBOARD selection could make a welcome Xmas present. For the first time this year JS offers a choice of own-label cheeses displayed on an attractive chopping board.

This choice assortment is available in over 100 branches (priced at £4.25) and features five varieties of cheese (Cheddar with Walnuts, Double Gloucester with Chives and Onions, Mature Cheddar, Jutland Blue and Austrian Smoked).

The melamine chopping board features the advertisement used on the opening of West Croydon branch in 1892.

Another new line from the dairy buying department, the Stilton Jar, is a glazed earthenware casserole containing a full 1lb of Blue Stilton Cheese. This is available in 170 branches also costing £4.25.



LADIES AND

To enthrall, entertain and stimulate you after the ex- festive (or should I say feastive?) culinary exce- set of puzzles, conundrums and questions c- present an

1

What is it that had a King's head, 1798 and J Sainsbury for best provisions on it?

2

Name the six sons of J J Sainsbury and his wife Mary Ann.

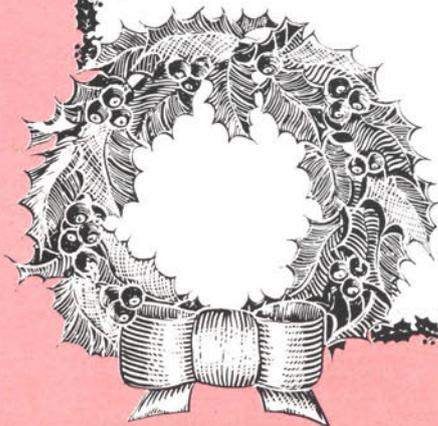


3

What JS meats were a) glazed b) pressed c) collared d) dressed

4

How much did a packet of shredded wheat biscuits cost in 1932? a) 1/2 b) 6d c) 1/- d) 8d



5

Which are the odd ones out and what were they? a) green label b) mauve label c) purple label d) pink label e) yellow label f) black label

6

Tick the flavourings and spices used in Sainsbury's Savoree Sausage in

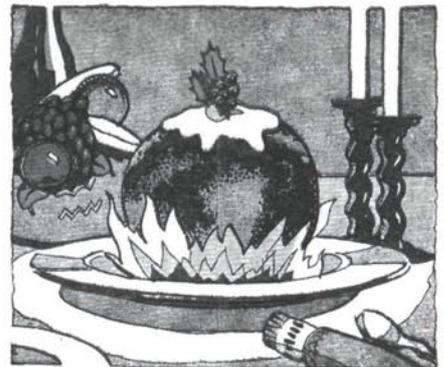
1938? a) pimento b) coriander c) tumeric d) nutmeg e) lemon oil

7

What was Jinjaleena? a) an ingredient of curry powder b) a type of flour c) a perfume d) a household cleaning agent

8

How many ingredients can be found in a 1981 1lb Xmas pudding? a) 13 b) 22 c) 18 d) 16



9

How much was an Xmas bottle of JS whisky in 1969? a) 49/11 b) 35/9 c) 52/2 d) 50/-



GENTLEMEN

avagant, epicurian indulgences of your sumptuous
ses, the *Journal* presents a taxing and exacting
ncerning, and related to, the company past,
future . . .



10

How much did the Xmas turkey cost per lb in 1895?
a) 2/- b) 1/2 c) 1/9 d) 1/- and in 1938?
a) 1/5 b) 1/8 c) 1/- d) 1/6

11

When was JS first supplied with oven ready turkeys as opposed to preparing them by hand at the branches?
a) 1958 b) 1962 c) 1950 d) 1947

12

Which was the last Xmas that JS stores received pies and sausages produced at Blackfriars?
a) 1962 b) 1967 c) 1964 d) 1959



13

Before which Xmas did JS first sell alcoholic beverages in self-service branches?
a) 1962 b) 1959 c) 1965 d) 1951

14

In which year were the last wholesale deliveries for Xmas made by JS?
a) 1964 b) 1959 c) 1947 d) 1943



15

Which were the nearest branch openings to Christmas in 1971 and 1980?
a) Crouch End b) Wigston
c) Worthing d) Perton

16

How many manual stores do JS still have in service?

17

How many Homebase stores are planned to open in the next two years?
a) 10 b) 20 c) 15 d) 9

18

Can you identify this photograph?



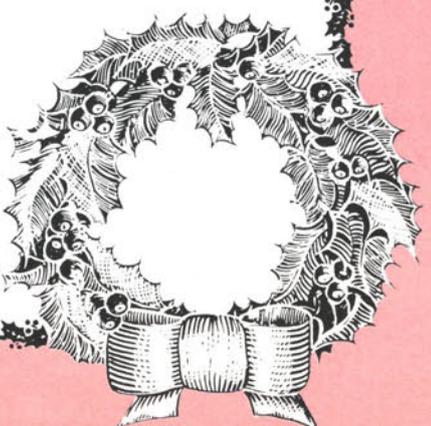
19

The first JS branch opened in Drury Lane. What is the popular play running at the Drury Lane Theatre through Christmas?
a) Rats b) Cats c) Winters Tale
d) Julius Caesar

20

In which year was the first issue of the JS Journal published?
a) 1937 b) 1940 c) 1946 d) 1943

- ANSWERS**
- 1 A Sainsbury's spade guinea, given away as trade tokens by the company around the turn of the century.
 - 2 John, Arthur, Frank, Alfred (back row left to right), Paul (left) and George.
 - 3 a) ox tongues b) beef c) head d) English hams.
 - 4 d) 8d
 - 5 They were all types of tea, except c) purple label and e) yellow label.
 - 6 a) pimento b) coriander and c) lemon oil.
 - 7 b) a type of flour
 - 8 c) 18
 - 9 a) 49/11
 - 10 1895-d) 1/-
 - 11 c) 1950
 - 12 c) 1964
 - 13 a) 1962
 - 14 b) 1959
 - 15 1980 b) Wigston and 1971 c) Worthing
 - 16 One-Rye Lane, Peckham
 - 17 c) 15
 - 18 JS Cocktail sticks
 - 19 b) Cats
 - 20 c) 1946



Singing in the rain

WALKING THIRTY kilometres in the rain may not be everyone's idea of fun, but it was how SSA members from Newbury branch recently spent a wet Sunday.

They were among a group of enthusiastic supporters of the British Heart Foundation who were on a sponsored walk to raise £300 for the charity.

It was the Foundation's first sponsored walk in Newbury and took place around Snelsmore Common.

About £150 was collected by the branch from generous sponsors and they think they stand a good chance of winning a trophy for the greatest number of paid-up sponsors.

'A bit wet at the time but looking back it was very enjoyable' was the general comment.

Miss JS '82

ALREADY TWO contestants have been selected to go forward to the final in the search to find Miss JS 1982.

All tickets have been sold for the event, held during the annual SSA dinner and dance. For the seventh year, the West Centre Hotel will provide the venue for this occasion which will feature the return of the Andy Ross Showband. This is due to take place on February 20.

The two finalists so far are Joan Hockley and Sue Lomas. Joan is a packer/weigher in the cheese department at Basingstoke depot. She is aged 20 and enjoys cooking and gymnastics. The Midlands will be represented by Sue who is a part-time supermarket assistant at Northwich. She is 28 years old.

Area heats yet to take place are as follows:

Western counties—December 7

Eastern counties—December 20

South West counties—January 17

South East counties—February 7

The head office competition will take place at the Christmas disco on December 19 and representatives from the other three depots will be chosen shortly.

Setting the standard

THE ROYSTON STANDARD of the Royal British Legion was carried by Bob Campbell, non-perishable warehouseman at Buntingford depot, at the Festival of Remembrance which took place in the Royal Albert Hall last month.

It was the first time in 15 years that the flag had been paraded at the service which was held in the presence of the Queen and the Duke of Edinburgh and the Prince and Princess of Wales.

Bob has been a member of the Royston branch of the Royal British Legion since 1973 and has been their standard bearer for three years.



Bob carries the Royston Standard

Chippenham's fancy trolleys

A BRIEF RESPITE in this winter's cold wet weather provided a bright and warm Sunday for the management and staff at Chippenham to hold a sponsored fancy dress trolley push.

The race took place around the perimeter of the store and car park and the 26 teams competing were judged by district manager Colin Harvey and his wife.

The event took place as part of a

campaign in the Woking area initiated by area general manager Ron Yeates to raise money for Cancer Research.

Commenting on the £600 collected from the push, store manager John Hammond said 'It's been really great—we had an excellent response.'

The winners were cavemen Kevin Wright and Steve Shutts who under more normal circumstances are reception manager and trainee manager.



All dressed up and ready to go

How many?

WEDDING BELLS have not stopped ringing all year at Kempston branch! Coldhams Lane's record of nine female staff marrying last year (*JS Journal* February '81) has been beaten by Kempston where this year (to date) 11 female staff have married.

In fact a total of 14 staff were actually wed as three of the girls married men working for JS.

Not surprisingly, they say they've only just finished looking at all the photographs!

Great parks walk

IT WAS A BIT different from the usual Sunday stroll for the many JS staff who took part in the Great London Parks Walk on November 15.

Organised by Help the Aged, the route for the sponsored walk covered 15 miles in three-mile stages. It started at the Serpentine in Hyde Park and finished in Battersea Park, taking in Holland Park, Kensington Gardens and Regent's Park. Luckily, for this time of the year, good weather provided excellent walking conditions for the 4,500 participants.

South Oxhey was one of the JS branches that entered a team. Pearse Hurley, meat manager, Simon Reid, customer service assistant, and Paul Flynn, meat trades assistant, raised over £500 alone. They walked behind Diana Rigg, Nicholas Parsons, Alan Minter and Nerys

Hughes—just some of the celebrities who also participated.

Other JS representatives included Jed Shah, section leader at Streatham who, along with his 12-year-old son Toto, raised £50 and 23 staff at South Harrow raised £426.

Proving the worth of this type of organised event, a grand total of £80,000 was raised by the walk.



Above right: In training—Simon Reid (left), Pearse Hurley (3rd left), Paul Flynn (right) and another colleague



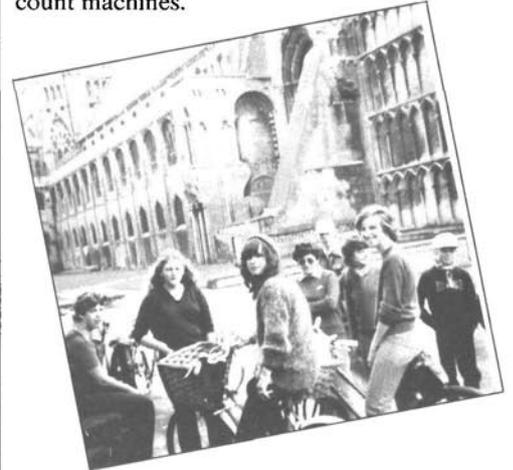
Above: Colourful characters on the walk

Pedal power

DETERMINATION recently drove ten JS staff from Cambridge's Sydney Street branch to pedal 32 miles against the elements to complete a sponsored cycle ride to raise money for diabetic children.

Edna Twinn, in-store instructor and organiser of the event said: 'The outward journey was fine, the weather fairly kind and it only took us an hour to reach our destination. Getting back however was a different matter—winds rose to near gale force and it took us nearly two and a half hours to get home!'

The hardship proved worthwhile though—£210 was collected from sponsors, enabling Addenbrookes Hospital to buy three much needed blood count machines.



The pedallers pause for breath

Watch the birdie

THE WOKING AREA golf society held its first day-long competition in Ockley, Surrey, on October 26. A general interest in the sport throughout the area led to the recent formation of this society. The membership now stands at about 30 and is composed of past and present JS staff working within the Woking area, members of their families and friends.

Entrants' levels of skill and experience covered a wide range so handicaps were set accordingly—15 for the expert and 30 for a novice.

Although there had been heavy rain on previous days, sunshine and a cloudless sky provided perfect weather for the occasion. Tee-off was at 9 am and after the first couple of holes nearly everybody had ironed out their problems and were really swinging into action with expertise and precision comparable to the British Open!

Additional to the normal hazards of the bunkers the course presented other obstacles such as streams, lakes and thick woods which, according to Steve Fryer, PA to Ron Yeates, area general manager, 'seemed to jump out into the fairway just as we were teeing off!'

Dinner in front of a log fire concluded the day's play, and prizes were awarded

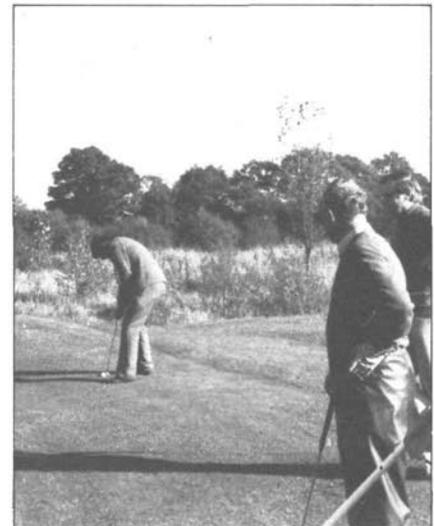
by Ron Yeates and David Goddard, retired district manager and organiser of the event. The winner of the morning 18 hole best net score was Charlie Cuthill, manager at Guildford, and Diana Skellon, wife of Len Skellon, manager

at Christchurch, was winner of the afternoon competition.

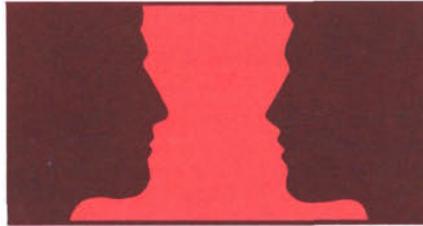
The day was such a success that another is being planned for May when it is hoped that the event will take place nearer 'home'.



Steve wondering where his ball went



Eagle eyes for this birdie



PEOPLE

Appointments

R Ancombe, formerly deputy manager of Crawley, has been appointed manager of Redhill.

A Barker, formerly manager of Redhill, has been appointed manager of Guildford.

F Cowey, formerly manager of Farnham, has been appointed manager of Winchester.

C Cuthill, formerly manager of Guildford, has been appointed manager of Farnham.

A James, formerly manager of Dorking, has been appointed manager of Leatherhead.

D Taylor, formerly deputy manager of Central Croydon, has been appointed manager of Dorking.

Long Service

Cyril Curtis, manager at Norwich's Magdalen Street branch, has completed 40 years' service with JS.

He joined the company at Kingston branch and was appointed assistant manager at Epsom in 1955. Before being appointed to his present position, Cyril managed East Grinstead and Redhill.

Vic Hollidge, assistant meat manager at Brighton's London Road branch, has completed 40 years' service with the company.

Vic joined JS at Norwich and after two years transferred to Harpenden. He has worked in several branches including Dunstable, Leicester and Bedford.

Robert 'Bob' Coulter, meat manager at Chelmsford, has completed 25 years' service with JS.

He joined the company at Blackfriars and later moved to Chelsea branch. Bob has also carried out relief work at various other branches.

Alex Miles, driver at Charlton depot, has completed 25 years' service with the company.

Alex joined JS as a vehicle fitter at the Sail Street workshops and when the company ceased their catering operations he transferred to Charlton as a driver.

David Morton, grocery manager at Broadmarsh, has completed 25 years' service with JS.

He joined the company at Guildford and was promoted to assistant manager in 1968. David then moved to Parliament Street, Nottingham in 1970 and after spending two years in branch display he returned to Beeston as grocery manager, where he had previously worked as provisions manager. He took up his present position in 1979.

Julia Scotcher, part-time supermarket assistant at New Barnet, has completed 25 years' service with the company.

She joined JS at East Finchley where she worked for four years. Julia then

transferred to the High Barnet shop where she stayed until New Barnet opened in 1980.

Jim Wardle, checkout manager at West Wickham, has completed 25 years' service with JS.

Jim joined the company at Elmers End as a junior trainee salesman. He has done relief work at many JS stores and worked at all the Croydon branches. In 1971 he moved to Forest Hill.

Laurie Wilkinson, management services manager at Blackfriars, has completed 25 years' service with the company.

He joined JS as a junior buyer in purchasing and then transferred to the work study department. Laurie later moved to Charlton depot as a work study officer and eventually became management services manager.

Tony Brown, meat manager at Arnold, has completed 25 years' service with the company.

He joined JS at Apex Corner and transferred to Mill Hill in 1958. Tony did relief work at various branches including Burnt Oak and Colindale. In 1963 he transferred to Wembley Park and moved to Northampton the following year where he was made up to deputy meat manager. He was appointed meat manager at Arnold on its opening in 1972.

Retirements

Jim Gronland, manager of Winchester branch, retires this month after more than 34 years at Sainsbury's.

Jim was concerned with many openings during the early days of self-service—and met his wife at Lewisham branch. In 1961 he became a display supervisor for nearly two years and a reserve manager.

He has been a supermarket manager since 1964, he opened the first Forest Hill supermarket and since then has managed a number of other branches including Crawley and Shirley and spent his last nine years at Winchester.

Lilian 'Fitz' Fitzpatrick, office manager at Rye Lane branch, retired on December 5 after 23 years' service.

Lilian began her career at JS at Blackheath branch and moved to Lee Green until transferring finally to Rye Lane branch in Peckham.

Anne Meech, chief display assistant at Winton branch, retired on December 12 after 16 years with JS.

Anne joined the firm prior to the opening of the Winton branch. She worked in the meat department for two years. Then she was sent to Kingston-

upon-Thames on relief for three months—and stayed 18 months! On her return to Winton she moved to the provisions department and was appointed chief display assistant in 1974.

Wilfred Green, a handyman at Charlton depot, retires on December 28 after 15 years with the company.

Wilfred started working at Blackfriars to carry out maintenance work, especially tiling in the factory. After closure of the factory he moved to Charlton depot.

Mary Stretton, a senior supermarket assistant at Worcester branch, retires on December 24 after 14 years at JS.

Mary began working for Sainsbury's two weeks prior to the opening of Worcester branch and has worked in many departments there since.

Joan Shadbolt, a senior trades assistant in the meat department at Sutton branch, retired on December 11 after 12 years' service.

Joan has always worked in the butchery department as a fresh meat display assistant and on meat preparation.

Joyce Wish, a skilled supermarket assistant at Tunbridge Wells, retired on December 7.

Joyce has remained a part-time display assistant for more than 11 years.

The following staff have also retired. Length of service is shown in brackets.

Mrs B Scarff (9 years)

Mr R Gregory (8 years)

Mrs S Wilkinson (7 years)

Mrs J Stubbens (6 years)

Obituaries

Fred Clements, store serviceman at Walthamstow, died on October 15 after a long illness.

He was 63 years old and began working for the company in 1969.

Antoni Kupczak, meat costing technician at Blackfriars, died on November 23 aged 59.

He joined JS in 1968.

Cecil Malloy, maintenance engineer at Basingstoke depot, died suddenly on November 21.

He had been working for the company since 1966.

Joe Pemberton, plumber in the engineers department at Blackfriars, died on November 9, aged 55.

He joined the company in 1961.

Douglas Wilkins, storeman at Hoddesdon depot, died suddenly on November 7 at the age of 43.

He began working for JS in 1964.

AN ERROR appeared in last month's *Journal* in the report on senior clerk at Shirley, **Peggy Hamilton**, who was invested as a Serving Sister with the St John Order. It was stated that she had been working at the branch for nearly ten years. This should in fact have read nearly 20 years.



FEEDBACK

Letters are welcome
and should be
addressed to the editor

Delightful staff

From: Graham Sutherland, customer, Basingstoke

My wife and I shop at the Brighton Hill Sainsbury's regularly and recently I have been coming up on my own to do evening shopping for her. I have never come across such delightful staff as you have.

I am in retailing myself, and I am frankly accustomed to rather offhand service, but I never cease to be amazed by what you achieve.

I was shopping there earlier this evening. I twice asked staff where certain items were. They both promptly dropped what they were doing, actually took me to the shelves I wanted, and did it all so pleasantly!

As it has happened so often I felt I would just have to write and tell you. I presume it's training? Long may it last, and may the example be followed.

Lost ring

From: R Croton, a customer at Southgate branch

My parents said to me
What shall we three have for tea?
Bacon chops from Sainsbury's shop
With unsweetened pineapple on the top.
The chops went under the grill
The pineapple tin was opened as well.
The chops got done
The rings went on one by one by one
And we three
Sat down to tea.
But imagine our surprise
We could not believe our eyes.
When we looked in the tin
There was no fourth ring within.
Can this be
Said we three.
This is not right.

So, I am writing to ask you
Where our fourth ring went to.
If you know
Can you send him home?

Southgate branch replied:
Thanks for your letter which we received
And 'yes' you have been deceived
Three instead of four is just not right
So search we did with all our might

Smashing

From: E Mpanga, a customer, at Ashford

I would like to make my appreciation known of the way your very nice staff at Ashford treated me this afternoon.

I made a complete fool of myself and I felt so stupid and confused. I had just bought two bottles of refreshments and just as I was leaving the counter both bottles fell down, and the contents spilt all over the floor. In the confusion I heard someone call out to me to just leave the bottles where they were and that they would fetch me two new ones. In a moment I was handed the replacements and I didn't have to pay for them!

I would like to say I love everyone at Sainsbury's and may I request you please to pass on the message to all your staff.

I am awfully grateful.

À la mode

When the bottom drops out of your carrier bags don't throw them away—give them to your daughters! This amusing photograph was received from E Williams, Aylesbury

Thought you might be interested in this picture of my 11-year-old daughter who always complains she never has a thing to wear—and dressed like this to prove it!

She also swears she got it at a knock down price and thinks it very becoming.



But one lonely ring we could not find
Even though we stayed behind.
So accept from us one full tin
With, we hope, four within.

Thank you and smile

From: Muriel Anderson, senior supermarket assistant at North Cheam Branch

I thought this poem might produce an echoing sigh from cashiers in other JS stores.

Say thank you and smile we are taught
when we're training:

Though outside it is windy or snowy or raining,

And inside the customers are loudly complaining—

Say thank you—and smile!

So thank you and smile, the manager begs,

Though Mrs Jones' kid has dropped all her eggs,

And she has just pushed the trolley in the back of your legs,

Say thank you—and smile!

Say thank you and smile—are you talking to us?

Someone's just pushed me—she's catching a bus!

And the Colonel is in and making a fuss—
Say thank you—and smile!

Say thank you and smile as they rush in the door

There goes the first yogurt down on the floor,

And 'the sugar has split, can I have some more?'

Say thank you—and smile!

Say thank you and smile—it's the right thing to do;

But I'd like a notice for all to view—

Be nice to us! We're human too!

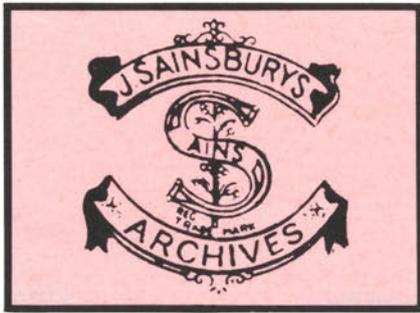
Say thank you—and smile!

So thank you and smile—sometimes it's a bind;

But on the whole we don't really mind,
Especially when someone says to us 'how kind!'

And she says thank you—and smiles!

Don't forget
last copy
date for next
issue is
January 4



Jugs and mugs

WHEN WAS THE LAST time you collected a jug of milk from a big open bowl on top of a Sainsbury's marble counter? An ardent and devoted JS customer, Mrs Marshall, now aged 90 recently told the archivist how her mother used to buy milk and eggs in the golden days of the 1870's.

The Sainsbury family moved from 173 Drury Lane to Kentish Town in 1876. It was here that Mrs Marshall's mother used to meet Mary Ann in her starched white apron serving behind the counter and with the young JB (born in 1871) at her side.

The Sainsbury's moved to Highgate in the 1890's but Mrs Marshall and her ten brothers and sisters all continued to be taken to Kentish Town to do their shopping—although the milk was no longer kept on the counter!

Another relic from the Kentish Town days is the tankard (pictured left) that was used for drinking a stronger tippie than cows milk! It was presented to John James Sainsbury on his 40th birthday, June 12, 1884, by the staff of his growing chain of shops.

The mug now looks a bit sorry for itself—heavily discoloured with patches of gold coloured metal showing through its blackened silver finish.

This has occurred as a result of its method of manufacture. Silver or plate coating was deposited by electrolysis onto the base of Britannia metal. Britannia was used extensively in Victorian times and is an alloy of tin, antimony and copper—not unlike pewter. After years of polishing the coat wears thin revealing the base and the remaining silver coat gradually loses its shine because of a chemical reaction with the air. Although the mug has no maker's mark on it, it was most likely made in Sheffield, but bought in London by JJ's friends.

It was handed down to his son, JB Sainsbury, amongst whose possessions it was kept until November this year, 97 years after it arrived in Kentish Town.

Thanks to David Drew for the technical information.



The stamped design on JJ's birthday mug is typical of late Victorian Sheffield silverware



The second JS store at Kentish Town around 1913. The Sainsbury family lived above the store from its opening in 1876

BRANCH OPENINGS

Locksbottom continued

outset the extent we were going to convert to JS specifications we wouldn't have been so confident about the outcome. Looking back, even now, it seems quite a frightening task, but there was tremendous determination that it would be finished!

When JS moved in, the store was quite close to completion—within a week or two of handover—so it almost had to be stripped back and begun again from the point that fitting out would have started had Sainsbury's built the shell.

Virtually a complete mezzanine floor was put in right through the warehouse to provide additional storage, which involved the installation of two lifts—alone quite a daunting prospect. Extensive changes and modifications had to be made to the electrical installation and all the refrigeration plant was replaced.

Modifications were made to the staff facilities and the prep areas, the bakery was modified, new cold stores installed, and an additional unloading point was built beside the unloading bay.

'With this amount of work to be done in such a short period' said Graham 'you can imagine that there had to be tremendous co-operation between the JS project team, the general contractor—Lovells—and all the sub-contractors. We had to make special arrangements for the project team. Our most experienced clerk of works, Warren Davies, was allocated to the job full-time; a job architect, Graham Brown, was set-up resident on-site with his own drawing office and a building services engineer, Rod Watkins, there almost full-time. A site secretary was also installed for the duration of the work so that all correspondence and instructions could be dealt with immediately.

Everyone was under a great deal of pressure—it meant long hours and weekend working. We had to win the co-operation of the local planning authority, the local building control officer, the fire brigade officer—all of which we managed to do! Inevitably it meant that right up until the end it was a real brinkmanship job! There was a lot of work that needed to be done right into the last days of the handover period.

'There's no doubt that this really was an extraordinary job and I wouldn't like



Exterior of the store



Tope was a special opening attraction on the fish counter



Some of the younger shoppers seemed a little overwhelmed by it all!



Sir John with JS veteran Alfred Thain



*Above: Veteran William Birch and wife
Below: Busy checkouts soon after opening*



BPO Mary Ansell

to think that anybody involved goes unmentioned, but to my mind from a JS point of view, the three people who were very much at the sharp end were the clerk of works, the job architect and the building services engineer.

The handover period however proceeded smoothly and by opening morning none of the customers could have been aware of the frantic activities of earlier weeks—the store being in the usual JS 'ship' shape.

Locksbottom was opened by the chairman and branch manager, Doug Carey. Doug was previously manager at nearby Chislehurst, which coincidentally opened almost a year ago to the day. 'This is a tremendous store' he said 'and I'm especially pleased to have the fish department. The local experience I gained at Chislehurst should prove very valuable—this is the same sort of area

and we can expect the same type of shopper. I'm particularly pleased with the size of the store and the layout is superb!

Also from the team at Chislehurst comes BPO, Mary Ansell. 'It's been pretty hectic with getting all the new staff and training them. From a total of 317 staff, 277 are new to the company.'

Customers too were very impressed with the store's 22,002 sq ft sales area. First in the queue was Margaret O'Neil. 'I think it's lovely! And from what I've seen of the prices so far everything's cheaper than anywhere else around here. The car parking is smashing too—it always gets so crowded in Bromley and Orpington.' There is a free surface car park alongside the store with space for 200 cars and a nearby local authority car park.

Some local JS veterans turned out for the occasion. William Leonard, who served 42 years with the company, also commented on the parking facilities and was impressed with the fresh fish.

William Birch, who spent 25 years in JS's engineering department, was shopping with his wife, daughter and grandson. 'Beautiful store—we can't get round quick enough!'

Perhaps the oldest shopper was 81-year-old former poultry buyer, Alfred Thain, who retired 22 years ago, having served 45 years with the company. He introduced himself and was then shown around the store by Sir John. 'It was an honour to meet him' said Alfred. 'I'm really glad this is now my local store—it's the best one I've seen!'

As an added bonus on opening day deputy manager, Paul Spreadbury, received the happy news that his wife had given birth to a baby boy, Steven—at the hospital next door!



Doug Carey

LADIES AND GENTLEMEN

To enthrall, entertain and stimulate you after the extravagant, epicurian indulgences of your sumptuous festive (or should I say feastive?) culinary excesses, the *Journal* presents a taxing and exacting set of puzzles, conundrums and questions concerning, and related to, the company past, present and future . . .

1
What is it that had a King's head. 1798 and J Sainsbury for best provisions on it?

2
Name the six sons of J J Sainsbury and his wife Mary Ann.



3
What JS meats were
a) glazed b) pressed c) collared
d) dressed

4
How much did a packet of shredded wheat biscuits cost in 1932?
a) 1/2 b) 6d c) 1/- d) 8d

5
Which are the odd ones out and what were they?
a) green label b) mauve label
c) purple label d) pink label e) yellow label f) black label

6
Tick the flavourings and spices used in Sainsbury's Savoree Sausage in

1938?
a) pimento b) coriander c) tumeric
d) nutmeg e) lemon oil

7
What was Jinjaleena?
a) an ingredient of curry powder b) a type of flour c) a perfume d) a household cleaning agent

8
How many ingredients can be found in a 1981 1lb Xmas pudding?
a) 13 b) 22 c) 18 d) 16



9
How much was an Xmas bottle of JS whisky in 1969?
a) 49/11 b) 35/9 c) 52/2 d) 50/-

10
How much did the Xmas turkey cost per lb in 1895?
a) 2/- b) 1/2 c) 1/9 d) 1/- and in 1938?
a) 1/5 b) 1/8 c) 1/- d) 1/6

11
When was JS first supplied with oven ready turkeys as opposed to preparing them by hand at the branches?
a) 1958 b) 1962 c) 1950 d) 1947

12
Which was the last Xmas that JS stores received pies and sausages produced at Blackfriars?
a) 1962 b) 1967 c) 1964 d) 1959



13
Before which Xmas did JS first sell alcoholic beverages in self-service branches?
a) 1962 b) 1959 c) 1965 d) 1951

14
In which year were the last wholesale deliveries for Xmas made by JS?
a) 1964 b) 1959 c) 1947 d) 1943



15
Which were the nearest branch openings to Christmas in 1971 and 1980?
a) Crouch End b) Wigston
c) Worthing d) Perton

16
How many manual stores do JS still have in service?

17
How many Homebase stores are planned to open in the next two years?
a) 10 b) 20 c) 15 d) 9

18
Can you identify this photograph?



19
The first JS branch opened in Drury Lane. What is the popular play running at the Drury Lane Theatre through Christmas?
a) Rats b) Cats c) Winters Tale
d) Julius Caesar

20
In which year was the first issue of the JS Journal published?
a) 1937 b) 1940 c) 1946 d) 1943



- ANSWERS**
- 1 A Sainsbury's spade guinea.
 - 2 John, Arthur, Frank, Alfred (back row left to right), Paul (left) and George.
 - 3 a) ox tongues b) beef c) head d) English hams.
 - 4 d) 8d
 - 5 They were all types of tea, except c) purple label and e) yellow label.
 - 6 a) pimento b) coriander and c) lemon oil.
 - 7 b) a type of flour
 - 8 c) 18
 - 9 a) 49/11
 - 10 1895-d) 1/-
 - 11 c) 1950
 - 12 c) 1964
 - 13 a) 1962
 - 14 b) 1959
 - 15 1980 b) Wigston and 1971 c) Worthing
 - 16 One-Rye Lane, Peckham
 - 17 c) 15
 - 18 JS Cocktail sticks
 - 19 b) Cats
 - 20 c) 1946