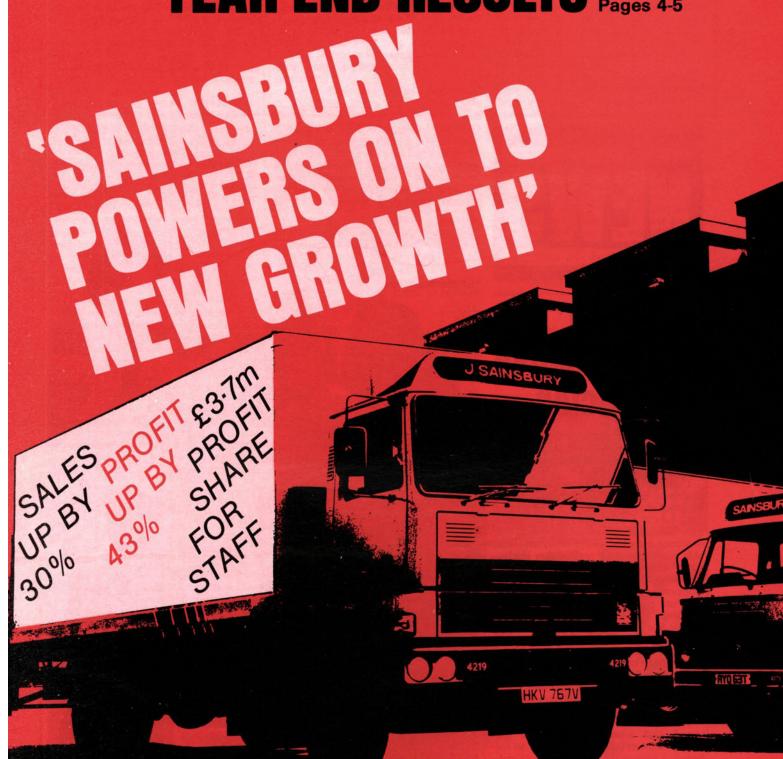
May 1981

ND RESULTS



is published every four weeks for employees of J Sainsbury Limited Stamford House Stamford Street London SE1 9LL Telephone: 01-921 6660 Assistant editors John Fielder Ruth Guy Designer Richard Higgs

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added strength and an extra dimension to the board. It is also a particular pleasure to welcome Mrs Jenkins as our first woman director. I am sure that her

outside experience. I think the appoint-

ment of Mrs Jenkins together with that of

Sir James Spooner will undoubtedly bring

experience in many fields including consumer affairs will enable her to contribute to the future of the company.

Said Mrs Jenkins: 'After 20 years with the Consumer Association I thought it would be interesting to look at things from the suppliers' point of view.'

New non-executive director

JENNIFER JENKINS, wife of the former President of the EEC Roy Jenkins, has been appointed JS's first woman nonexecutive director.

Commenting on the appointment the chairman, Sir John Sainsbury said: 'I am delighted that Mrs Jenkins will be joining Sainsbury's. I believe we are extremely fortunate that she has accepted our invitation bringing, as she does, considerable experience over many years in consumer affairs.

Jennifer Jenkins was chairman of the Consumers' Association from 1965-1976 and has been chairman of the Historic Buildings Council for England since 1975. She will be the second non-executive director from outside the company, Sir James Spooner having been appointed to the board this March.

Timothy Sainsbury MP is the other non-executive director having relin-quished his executive directorship on becoming an MP.

The chairman - commenting further: 'As I said when we announced the appointment of Sir James Spooner to the board, I believe the appointment of outside directors is consistent with the widely-held view that boards of public companies should include an element of



The chairman and Jennifer Jenkins.



Eleven years ago, on February 10 1970, 9/11 Croydon became the first decimal demonstration shop in Britain. In her capacity as chairman of the Consumers Association, Jennifer Jenkins visited the supermarket and is pictured here doing some of the first ever 'decimal' shopping with the chairman.

Extended hours

A FURTHER EXTENSION of JS trading hours will be effected from Monday May 18 – branches will open on Monday mornings and stay open later on Saturdays.

With the new extended hours most branches will now open on Monday mornings at 9.30 am and on Saturdays will close one hour later at 5.00 pm. In most cases, this will mean that branches will be open for an extra three-and-a-half hours a week.

Late night shopping until 8.00 pm will continue as before on Wednesdays, Thursday and Fridays.

Joe Barnes, JS's retail director said: 'We are sensitive to the needs of our customers and have extended our shopping hours in order to meet their requirements.'

There are however a few exceptions to the new opening hours such as Sainsbury's Independent Freezer Centres and the self-service branches where the trading hours will remain unchanged. Other branches at Doncaster, Fareham, Newcastle-under-Lyme, Rugby and Tamworth will continue to open at 8.30 am on Monday mornings.

am on Monday mornings.

Each branch of Sainsbury's will display a poster giving new shopping hours.

After the milk round

ALMOST 4,000 graduates applied for just 135 vacancies this year.

Despite the fact that only 25 were to be offered jobs at head office all those store management candidates who were chosen for a second interview also visited head office to take part in a new selection process. In previous years the area offices have been responsible for their own applicants.

The first interviews usually take place in university towns during the 'milk round' (see February JS Journal). The short listed applicants for both store management and buying departments were this year invited to Blackfriars for one day.

This included a half day store visit for retail candidates, a buffet lunch at which senior managers and directors met applicants, and an exhausting series of interviews and selection tests.

The exercises include numeracy and aptitude tests, examining how they responded to topical management problems and working with other applicants on a discussion panel. The day's programme is designed to indicate

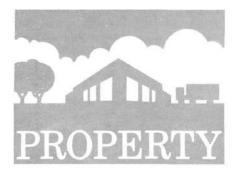
their suitability for a career at Sainsbury's. Trainee buyers for example, were also given a palate test.

By the end of the day every student has been assessed by two members of the personnel department and line managers. Their notes on each individual are carefully analysed before any position is offered to a graduate.

Liz Warren (now recruitment manager) and her assistant Nicola Brebner head the graduate recruitment team and have worked hard to design the new assessment days. The numeracy test for example has been devised to indicate applicants' ability to make correct inferences from statistical data, a key ele-

ment in the job of today's store manager.

This year's timetable has been used as a 'control' to evaluate the improvements that can be made to the selection process. The conclusion after 20 of these days is that the new format runs smoothly and is a fairer deal for students! 'We can see some faults to rectify next year' Liz admits but she feels strongly that it is a vast improvement on the former selection process.



PLANNING CONSENT for a new Sainsbury store in **Huddersfield** town centre has been given, subject to certain detailed conditions, by Kirklees council.

detailed conditions, by Kirklees council.

Opened on May 19 – JS's new store at
2 Station Mall, Basingstoke. It replaced
the existing branch in the town centre
which opened in 1968.

The supermarket is situated in a new shopping precinct and has a sales area of 20,936 square feet. Manager of the store is Keith Fitzpatrick who recently also managed Worle and then Woking branch. A full report of the opening will appear in the June issue of the Journal.

The old JS store at **Surbiton** is to become a newsagents, confectioners and tobacconists. The Lewis Meeson chain, which already has a branch in the town, will take over the listed building.

Meeson's retail development director, John Drummond, is well aware of the historic value of the building and has said that they will do all they can to maintain the shop front. 'It's a super shop front and we're keen to comply with any regulations the local planning authority may wish to impose. In fact we're very keen to keep the shop looking as it is and fully appreciate its conservation value.'

The store was opened by JS in 1922

and ceased trading in March 1980 with the opening of a new supermarket. Since that time it has been occupied, on a temporary basis and very successfully, by a number of charitable organisations.



Interior of the old Surbiton store around 1930.



Outstanding value

'I BELIEVE AN IMPORTANT reason for our success has been the consistency with which we have followed our traditional policies of commitment to food specialisation and of seeking to excel in terms of high quality and low prices' commented chairman, Sir John Sainsbury, on the publication of the annual results on May 6.

In the year 1980/81 JS has boosted pre-tax profits by 42.9 per cent to a record £65,761,000, and profit margins went up to 4.1p on every £1 of sales compared to 3.7p a year ago.

> "Sainsbury leaps to top shelf"

> > Sunday Times

Turnover rose 29.6 per cent to £1,589,196,000. This increase in sales indicates a volume growth of 17.3 per market share of the national trade in food cent - the highest percentage increase in shops for the 30th successive year. It is

any year since food rationing ended after the war.

The volume increase in sales in established supermarkets was 11 per cent, a level reached only three times in the last 30 years, the remaining volume increase coming from new store openings and the expansion of stores.

"One for the record books"

The Times

Improved productivity is shown by the increase weekly in sales per square foot rising from £8.73 last year to £10.59.

Over the year earnings per JS share improved in real terms by 20 per cent and the 19,000 eligible JS employees will share £3,700,000 from the profit sharing scheme.

The company has also increased its

PRELIMINARY RESULTS

Unaudited results - 52 weeks to 28th February 1981

Orlandited results—32 weeks to 20th rebraary 1501						
	1981 £000	1980 £000	% Increase			
Sales	1,589,196 1	,226,595	29.6%			
Retail Profit	64,393	45,385	41.9%			
Retail Margin	4.05%	3.70%	_			
Associates	1,368	645	112.1%			
Profit before Tax and Profit Sharing	65,761	46,030	42.9%			
Profit Sharing	3,699	2,208	67.5%			
Tax	12,680	8,751	_			
Earnings per Share	29.41p	21.10p	39.4%			
Dividend – net for year	7.25p	5.125p	41.5%			

leads to record progress

estimated to be 7.2 per cent representing an advance of 16 per cent over the previous year – a significant improvement in JS's position compared to the principal competition. These figures are the company's estimate of its share of national trade in food shops based on data from AC Nielsen and the Department of Industry. AGB figures however, which cover only about 40 per cent of the food trade, mainly packaged groceries, give JS a 13 per cent market share, hot on the heels of Tesco with 13.7 per cent.

Said Sir John: 'Our lead in value-formoney terms has widened in the past year and this greater competitiveness has had a major effect on the bouyancy of our trade.

> "Sainsburys sparkle as rivals suffer"

> > Daily Mail

'In the last two years consumer expenditure on food has increased by three per cent in real terms nationally. It must be unlikely that this expansion in the market will be repeated in the year ahead.

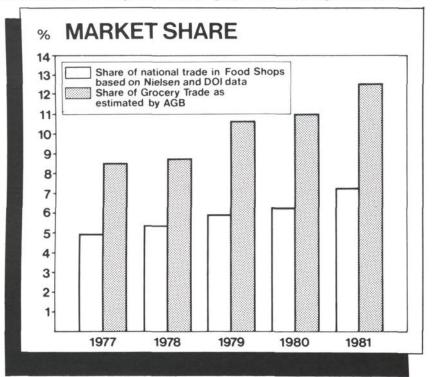
'Our profit growth has been made possible by our success in improving productivity which has increased by about one third in the last five years. Such progress stems from our very large investment programme which rose to £82 million in the year under review, bringing the five-year total to £212 million. It is important to note that this investment has

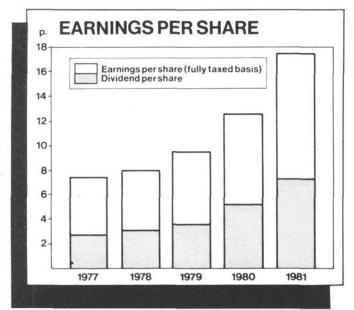
been financed by retained profits assisted by our long standing practice of disposal of shop property where we no longer trade and by a small sale and lease-back programme.

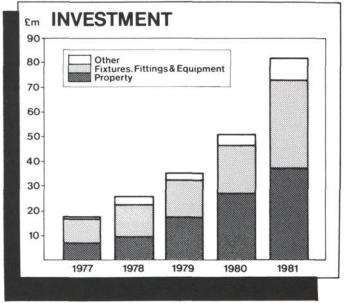
'During the year we opened 15 new stores with a total sales area of over a quarter of a million square feet. Over the next two years the rate of opening will increase slightly and we expect to be able to meet our target of 50 new stores in the three years to March 1983.

'The successful development of new stores to the north of our existing trading area continues and we expect to have at least 25 supermarkets trading in the area north of the Midlands by 1985. This, together with the considerable potential for growth within our existing trading area augurs well for the future.'

Publication of the results set in motion an impressive programme to relay the figures to everyone working at JS. At the same time as details reached the newsstands, they were posted on the notice-boards throughout the company, and meetings were held at individual locations backed up by an end of year booklet -Value for Money — and an audio visual programme entitled Against the Trend.









Fashion for the family

ITS BEEN A SHORT CUT to summer this year for those customers who have visited our largest JS textile departments.

These 16 grade one branches stock a bright and budget conscious array of styles and colours in the range of clothing for the young fashionable shopper!

A choice of stylish shorts include 100 per cent cotton, button down bib shorts in three colours and sizes (ages 1 to 3 years) at £2.75.

Velour Bermuda shorts also come in three sizes (up to 2, 2-3 and 4-5) and cost £2.25 in a choice of navy, brown, saxe and black.

There are shorts with stitched front creases, stretch terry boxer shorts with contrast trim and even pinstripe dungarees in fresh summer colours.

Attractive new socks can complete the image! The hosiery buyer recommends cotton/nylon socks with contrast colour stripes in three colourways (white/pink, white/blue, and navy/white) in sizes 9-12, 12-3 and 4-7 at 89p for the smaller sizes and 99p for the largest.

For the exciting range of T-shirts the textiles buying department chose natural fibres. The Popeye designs are certain to be top favourites this year. There are four designs to choose from, sizes that cover 2-12 year olds — and yet they still only cost £1.75.

TV star 'The Hulk', along with 'Flash Gordon', 'Superman', 'Spiderman', and 'Wonderwoman', is featured in the 'Superheroes' range, again on a white short sleeved T-shirt at £1.75.

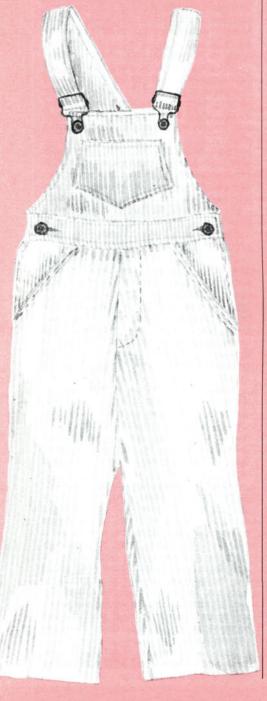
A raised print 'Tweetie Pie' sweat-shirt in chest sizes 20" to 32" costs £2.95 (or £3.50 for the larger sizes) but the most popular for our money is the exciting glitter print sweat-shirt featuring 'Superman', in the same chest sizes and at the same price as Tweetie Pie.



Passion and

be on the increase this summer! When Passion Fruit and Melon was the featured yogurt flavour of the month it proved so popular that the dairy buying department introduced it last month as a regular line.

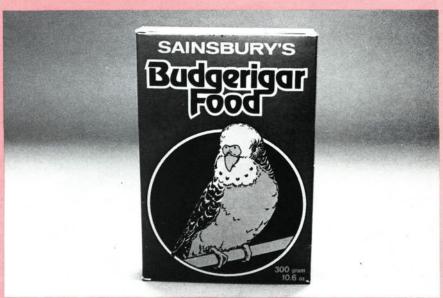
Other featured flavours over recent months were Peach and Mango in April and Pineapple and Coconut in May - the latter also being a return due to popular



Bouncing budgies

EVEN BOUNCING BUDGIES can economise by shopping at Sainsbury's!
The latest addition to the own-label petcare range is Budgerigar Food which costs 29p for a 300 gram pack - a large saving on the popular proprietary brands.

The own-label variety, launched at the end of April into 72 large stores, was chosen to expand the JS range as it is one of the highest volume selling lines in the whole selection of pet-care products sold at Sainsbury's.



WINE OF THE MONTH for May is Piesporter Michelsberg 1979, price £2.17, available in 144 branches.

JS introduced the wine in August of last year and it has already become established as one of the most popular own-label German wines.

It comes from the grosslage of Michelsberg, one of the finest wine growing areas on the river Moselle. Steeply

terraced slate vineyards together with the predominance of the Riesling grape produce this crisp, medium to sweet white wine with a distinctive fruity flavour and bouquet. Served slightly chilled, it is delicious to drink by itself.

The range of own-label German wines includes, apart from three Pradikat wines, nine own-label table wines and one sparkling wine.

Continued on page 10 ▷

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This month the Journal takes a look at the changing role of the branch personnel officer (B.P.O.)

The responsibilities of a BPO have grown and the function changed almost out of all recognition over the years. When personnel officers were first appointed, the norm was for one to be made responsible for about four branches.

Balham branch's BPO, Irene Geoghegan, was one such person. She first came to JS to work in the typing pool at Blackfriars before becoming 'number two' secretary for Mr RJ Sainsbury in the 'directors' hall'. She carried out other relief secretarial duties before she transferred to Streatham as the chief accountant's secretary.



When she was appointed a BPO in 1972 she was in charge of 168 Streatham, 176 Streatham, Battersea and Balham stores. Finally she was left just with her present store but claims that as the responsibility has increased so much her workload has certainly not decreased!

She explains that 'At first we were

mainly recruitment agents, just working under the direction of the area office, not under a branch manager as we do today.' This had its advantages but in the long term tended to isolate the BPO from branch management and total involvement with the store so now she, or he, works closely and is integrated with the management team and is accountable to the branch manager.

Today there is usually one BPO devoted to each branch - and at present three of them are men, so how's that for equal opportunity! The traditional welfare and counselling role now is only a part of a much more professional

approach to the job.

BPO's are still responsible for the recruitment of staff up to grade five but gone are the days of passing the paperwork and responsibilities on to the area office. Now they retain the files, conduct induction training and help assess each member of non-management and trainee management's training programme and progress throughout their career. Although part of the branch management team, the BPO looks to the area personnel team for guidance on personnel policies and standards and the complex employment legislation.

Even more than the manager or deputy of a store, who tend to move on at fairly frequent intervals in their careers, the BPO is looked to for stability and security. Irene was not entirely sure when one of the staff at Balham said 'but it seems as though you have always been here!' that it was a compliment. In fact

she should not assume that it was a rude remark because it emphasises that whenever she has been needed she has been there, on the spot, and ready to tackle the difficulty.

Every branch has its different problem areas, often depending on its size, location and other factors, and Balham is no exception. But in other ways the functions

of all BPO's are the same.

From reminding staff about their appearance if it falls below standard, to advising the manager of general employee relations matters as they arise within the branch (for example training needs, safety and general communications) diplomacy is certainly called for. She might also have to bring to the attention of the manager any matter where the applica-tion or interpretation of JS personnel policies or statutory requirements do not comply with the guidelines or regulations. In brief, she is expected to be the busy manager's 'eyes and ears' on local issues.

She must be supportive towards her management and yet is the mainstay and someone to relate to' for all staff. 'I know their problems' Irene says 'they can come to me, and I am here to listen and this is particularly important for new and young

staff.

Irene feels that her own experiences give her a broad outlook on life. She remembers what it is like to fall in and out of love, and has seen life through the eyes of a daughter, sister, wife, mother, widow and even grand-mother. 'I have always liked people, I can always sit and listen if needed - but I don't bring my own problems in to work!'

Every BPO is also responsible (in the role of a line manager) for the staff restaurant, but Irene has an additional charge. Balham is one of the few JS branches that still has a hostel to house young trainee management away from home. She is therefore responsible for the hostel catering supervisor in addition to the staff restaurant supervisor and restaurant staff - and up to 20 young men in the hostel!

Visits to schools and careers conventions have resulted in Balham branch taking on some local schoolchildren for two weeks' work experience recently. The report Irene makes out on each person could well mean the difference between them getting a job when they leave school

Sickness and accident reports must be made and staff levels scheduled. But it's not just staff that need her help when an emergncy arises - if an old customer collapses in the store it's Irene that is relied on to ensure that the person is cared for and taken safely home.

Balham branch has a very good social life. Enthusiasm for social events runs high and Irene is actively involved but they all know without question that when an important issue arises at work she can be as strict and implacable as the situa-

tion demands.

Most BPO's would admit that it's no mean feat to be a good BPO - the list of duties seems never ending.

Jackie Parker at the relatively new Lexden branch says 'From the BPO's job description you would expect only wonderwoman to cope – but yes you do carry out all the duties on that description at one time or another!'

She joined the company as a part-time personnel officer in 1979 after personnel management training with another retail company. From Colchester's Kingsway branch, during the following year Jackie moved to Lexden, just a few months after it opened. She confirms that the branches she has worked in and visited on relief work, have all demanded different approaches.



'Here the store is young and demanding and the management is exceedingly friendly. We are lucky that the staff turn over is practically nil.' Jackie is still involved with recruitment though because the store is expanding. She is also involved with trainee management recruitment for the Romford area. 'I find it sad that we have so many requests from school leavers who we just cannot help. When I attend career conventions I am not actively recruiting any more.'

She finds she rarely has to remind staff at Lexden about their appearance because they are all very proud of the store and aware of the image they present.

The BPO must be a real, live part of the team, understand how the branch business works and the job can then be very satisfying — and even exciting at times. Jackie finds it useful to telephone those she trained with — and some she has trained — to keep in touch with their problems and learn how they tackle them.

She also thinks it is important for outsiders to understand and respect career opportunities at JS. 'I invited the local Job Centre interviewers to the branch – primarily to show them just how much is involved in working for a company like Sainsbury's'. Jackie was pleased to report how impressed and surprised her visitors were.

Branch staff are also beginning to understand the role of BPO's more. Jackie believes that the recent scheme for trainee managers, where they each spend a week in the branch personnel office as part of their early training, has helped enormously.

The BPO's job is becoming increasingly respected – and increasingly sought after – as an interesting though inevitably demanding career at JS. There are many more applicants than vacancies these days especially graduates who visualise a BPO post as one step on their promotional ladder. The changes to their function have been highlighted in this article but something that perhaps hasn't been said is that it hasn't stopped changing yet!



Irene chats to a new recruit.



Jackie conducts an induction course.



The role of the BPO includes keeping in touch with all staff - not just new recruits!

PRODUCTS

Here comes the crunch

ANNOUNCED LAST MONTH, the salad of the month for May is Potato, Celery and Cheese. Priced at 33p for 8oz it comes in a handy re-usable tub and is also available in bulk from branches with delicatessen counters.

Behind the latest JS initiative to realise the full and untapped potential of salads is the message – good to eat, good for your health, and with limitless scope.

Said Peter Davis, assistant managing director in charge of buying and marketing: 'At Sainsbury's we are committed to helping our customers achieve the maximum nutrition and enjoyment from the best foods money can buy and it has become obvious to us that the British salad has been neglected by the consumer for too long.'



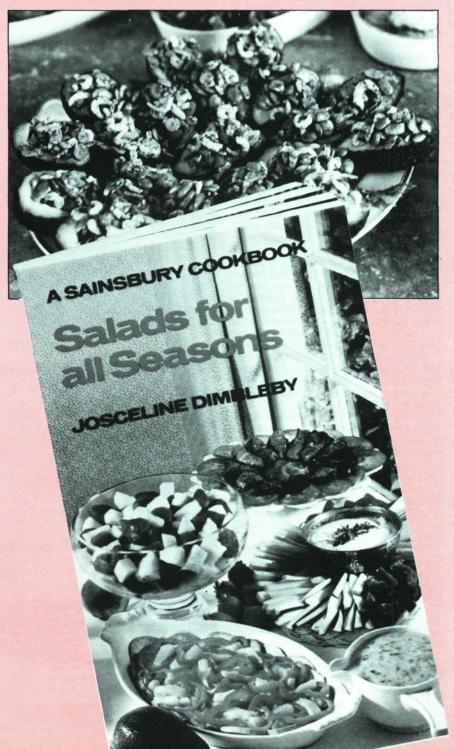
Josceline Dimbleby.

To support this drive to 'back better salads' the company also commissioned Josceline Dimbleby to prepare a new cookbook — Salads For All Seasons. Designed to inspire and enliven the British salad, it contains over 70 recipes for winter and summer dishes using the best of seasonal foods. There are hearty and light salads, hot and cold, with fruit, fish, meat, cheese and a host of other over-looked salad ingredients and exciting salad dressings.

The JS salad drive, the salad of the month and the Salads For All Seasons book were launched to the press at a reception held in Stamford House on May 8. Many journalists, from both magazines and newspapers attended and were treated to samples of salads featured in the book and given the opportunity to meet both Josceline Dimbleby and top JS executives.



Everything you need for a salad on display at the press reception — cold meats, pies, prepared salads, wines and preparation ideas from the recipe books — all, of course, own-label. Below: One of the ideas from the new Salads For All Seasons book — Avocados stuffed with broad beans and prawns.



From a scissor platform high above the ground, the Mayor of Newbury addresses the gathering at the unveiling of the SavaCentre colours watched by SavaCentre general manager Arthur Henn (second from left).



A view of the as yet uncompleted SavaCentre store at Calcot near Reading.

SavaCentre logo unveiled

CALCOT'S SAVACENTRE, near Reading, moved a step near to completion on May 1 when the SavaCentre logo at the main entrance was unveiled. Councillor Reg Stubberfield, chairman of Newbury District Council, performed the ceremony to mark the structural completion of the building.

Calcot will become SavaCentre number five when it opens to the public this autumn. The ground works of the main structure began in April 1980. Prior to that date the construction company, Bovis Construction Ltd, completed extensive road works on what will become the main access road to the SavaCentre. This work included the realignment of the Bath Road (A4) and the construction of a new roundabout adjacent to junction 12 of the M4.

The building is of a steel frame construction with red brick and tile cladding and a felt covered roof. It also features simulated 'Cotswold' chimney stacks.

The interior of the building comprises a retail sales floor of approximately 81,000 square feet, the remainder of the 183,000 square feet total area being taken up by warehousing, plant equipment and administration offices. All areas have high quality finishes including suspended ceilings and ceramic floor and wall tiles. Ventilation duct work and sprinklers are being installed, and when completed the hypermarket will be fully air conditioned.

În-store facilities include cold rooms, separate meat and white fish preparation areas, a bakery and a customer restaurant with seating for up to 380

people.

As well as the hypermarket the 23 acre site will also accommodate a parking area for up to 1,340 vehicles and a petrol filling station. The area will be extensively landscaped and this will involve planting some 16,400 trees and shrubs.

The project architects are John Laing Design Associates and the quantity surveyors are Henry Riley and Son, both of London, working for J Sainsbury (architectural engineerings' department),

the executive architects.

Owing to the sheer size of the hypermarket, and to save time, Europe's largest commercial helicopter — a British Airways Sikorsky S61 N — was used to lift and place 23 of the 25 energy saving heat pumps on to the roof. The heat pumps, many of them weighing up to two tons, will control the temperature inside the hypermarket.

The operation, thought to be the largest heat pump installation ever attempted in Europe went so smoothly that all 23 units were lifted and placed in just four hours, and that included a one

hour stop to re-fuel.



The Journal takes a look at the history and development of this well-known company recently acquired by HMP.

This interesting selection of historical photographs were kindly provided by Palethorpes archives.

JS EXPANSION PLANS north took a further step forward in July 1980, not just in terms of new branches, but also in the supply area.

Palethorpes Limited, of Market Drayton, Shropshire, whose main activities are the production of meat pies, sausages and other meat products for a wide range of well-known supermarkets and other outlets, was bought from J Bibby & Sons by Haverhill Meat Products, the company jointly owned by JS and Canada Packers Limited.

HMP operate the largest pig abattoir in Britain together with a large modern meat processing plant producing a wide range

of meat products, including Tendersweet bacon, exclusive to JS, to whom the company are major suppliers.

Palethorpes have previously supplied JS and are well placed to serve the needs of the company in the future in the light of the increasing number of stores planned in the north west.

Since that time a £1.5 million investment programme has introduced new modern equipment and continuity of work for the 400 employees, aiming to increase production and efficiency and also to keep up Palethorpes reputation for quality.

Some of the new plant is in the sausage

department where an individual quick freezing sausage line has been introduced. The frozen sausages are of high quality and retain their flavour.

A new pizza department has been constructed and should be in full operation by mid-June this year. Five flavours are being produced and new lines are under development such as the mini pizza. This investment in the pizza department should give the company capacity for the production of 10 million pizzas a year.

The cooked meats department has

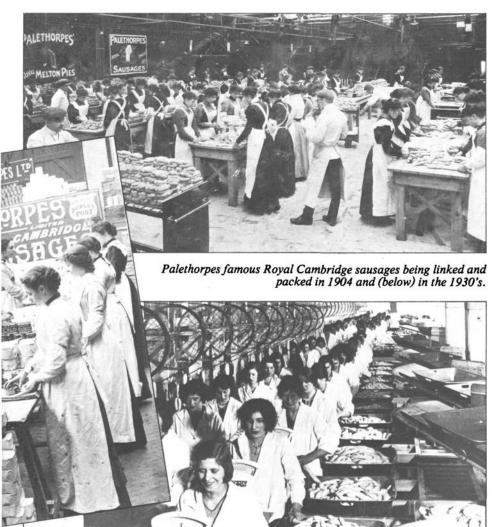
The cooked meats department has been re-equipped and continental style products are being developed to compete with German, French and Danish lines.



Palethorpes' New Model Factory opened in Tipton in 1896.



The hanging hall in 1904 which could hold 1,000 pig carcases. The rails were another Palethorpes patent idea.



Above left: factory girls packing tinned pork pies and sausages by hand for 'world-wide' distribution before the First World War.

The butchery department is also being modernised.

In the main building all floors are being relaid with non-slip material to EEC standards. Some interior walls are being removed to give larger production areas.

More refrigerators and cold stores, new and additional vehicles are all included in the expansion budget.

The resulting greater efficiency and productivity, combined with a rise in sales, could also lead to a need for more staff.

In short, the future looks good for this long established and reputable company.

Palethorpes was founded in 1852 by Henry Palethorpe in Gooch Street, Birmingham. Around this time American bacon began to be imported into England, damaging the English bacon trade and driving many traders out of the business. But Henry developed a new line — Palethorpes Royal Cambridge Sausages — which were a great success and established the reputation of the company. In 1873 he moved to larger premises in the Market Place, Dudley.

On the death of the founder in 1880, his son, Charles Palethorpe, took over the business which under his hand rapidly expanded. The company became a partnership and then a company incorporated under the 1892 Act.

Palethorpes production was transferred to a 'New Model Factory' in Tipton in 1896, where it continued to operate under family control until 1967. The factory had taken three years to build, encompassed an area of 77,546 square feet and the site included several acres to allow for further expansion.

In the early 1900's the firm was reputed to be the largest makers of pork sausages in the world and by the 1930's employed some 600 people. According to a contemporary report in 'E Blocksidge's

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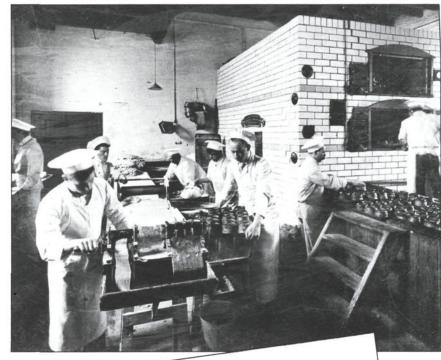


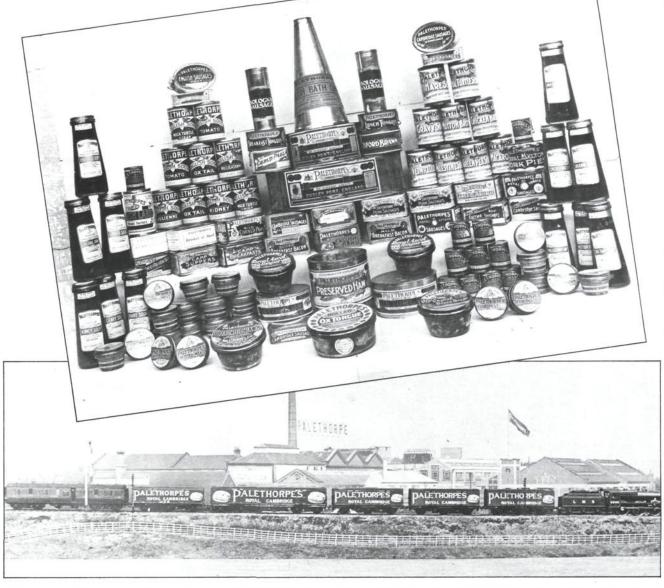
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Dudley Almanack' they 'enjoyed a confidence in the quality of their food commodities extending to the ends of the earth!'

In 1967 Palethorpes moved to new premises at Market Drayton and at the end of 1969 the company was acquired by J Bibby and Sons Limited becoming a part of their farm products division.

Preparation of pastry casings in 1901 for Melton Pies, showing (top right)
Palethorpes patent 'double-decker' ovens.
Below: The range of Palethorpes canned products in the early years of this century
— all the tins also being made on the premises.





At the turn of the century, before the days of motorways and articulated lorries, most of Palethorpes output was conveyed to its respective customers by rail. Special refrigeration rolling stock (shown here) was built by the railway companies to Palethorpes design in the 1930's and remained in use until the 1960's.

Football crazy

THEY'RE FOOTBALL CRAZY at Basingstoke depot! Management v union or women v men - provide any excuse and they'll be out in all weathers on the pitch raising money for their chosen local charity, the Saxon Wood School.

The local newspaper The Basingstoke Gazette reported the management v union event which took place in so much rain they could only see halfway down

the pitch.
'Despite torrential rain and sporadic cracks of thunder, 22 gallant men from the Sainsbury's depot at Basingstoke weathered the storm to stage a game of football with a peculiar twist.

'The duel may not have equalled the glamour of the 100th FA Cup Final, but there was plenty of pride at stake when the Management '81 team took the field against the TU All Stars - the shop stewards' XI.

'The local depot pitch quickly reduced to a quagmire, witnessed "an extremely close encounter" and there is still some dispute over the score!

But with the match scheduled as a

fund-raising event for the Saxon Wood School for physically handicapped children, no one seemed too perturbed as to exactly who had the upper hand.'

The final result is expected to exceed £120 as money was raised by souvenir programmes sold to the hardy spectators and loyal supporters, the company donated £1 for every goal scored - and the SSA donated a barrel of beer!

Alex Creighton, productivity/administration services manager at the depot, explained the sudden enthusiasm for football: 'In the late sixties and early seventies we had a number of "social"

activities taking place each year that took the form of sporting competitions between various groups at the depot.
Over the last few years the occasions have become increasingly rare.'

Representatives of management and union agreed that the trend of 'all work and no play' should be reversed and in this, the 'Year of the Disabled' decided that the football idea would launch their plan in an ideal fashion - as indeed it did.

The women v men fancy dress match turned out to be almost as muddy an occasion and apparently no-one seemed to bother to keep the score!



TV All Stars (light strip) and Management '81 pose before the match.

Photo call

You may enter as many prints as you



All JS employees and veterans may

take part. No photographs entered for any previous Journal competitions will be

For full details see the April issue of the Journal.

Gold awards

TWO WEEKEND students at Walsall branch are off to Buckingham Palace soon to collect Duke of Edinburgh Gold Awards.

After 18 months of hard work, Mavis Williams and Beverley James, both aged 18, struck gold after taking part in various projects including a hike of nearly 40 miles across the Peak District, and working as part time volunteers with the handicapped and the old.

Beverley is going into nursing later this year, and Mavis, who is her school's head girl, starts a university degree course.



Mavis Williams



Beverley James

The house that Brian built

BRIAN PRESTON, a motor mechanic at the company car centre in Clapham, and his wife Linda, last month received a £1,000 prize and became 'Homesteaders of the Year'.

Linda and Brian initially queued for 23 days to buy their own house. They bought under the GLC's Homesteader scheme, by which Londoners have been able to buy old and often near derelict houses, as first homes on a deferred

mortgage repayment scheme.

They started work on their home in March 1980 and Brian has worked every evening and weekend since. Evening classes and how-to-do-it books provided guides for such jobs as re-roofing, replumbing, re-wiring and replacing joists, windows, drains, brickwork and floors. Not one piece of original plastering was left – practically the only thing left standing was the staircase. All in all it took

them eight weeks alone to strip the place! The couple even found time to shop around for all their DIY materials which saved them hundreds of pounds.

A GLC inspector visited the Prestons to examine their work and was so impressed that he entered them in the competition. In April they became 'Homesteaders of the Year' after a group of judges visited finalists homes. The 3M company gave the prize money.



In honour of their success, Linda and Brian were invited to look around JS's new DIY venture — Homebase — in Croydon. They are pictured here discussing the 'house that Homebase built' with acting general manager Dino Adriano (left).

Football mad

A FANCY DRESS charity football match was played last month between management and female staff at Tonbridge, raising about £40 for the International Year of the Disabled.

The match, played on the Tonbridge sports ground in wet and soggy conditions, was organised by store manager, Roger Austin, and watched by over 60

other members of staff.

Sixteen girls took on 11 of the management team and came off the field as the victors by eight goals to four.

This was the first fund-raising effort held by the branch. Said Roger Austin: 'It went very well. Everyone enjoyed it and entered into the right spirit – even though they all got soaked and plastered in mud!'



Halesowen's last stand

ROWDY YOUTHS were controlled by members of JS management team at Halesowen.

Last month the three youths who were actually arrested, out of a gang of more than 20, were taken to the local juvenile court. The JS staff had become involved when they heard a disturbance in the precinct outside the branch on Christmas Eve. Only one policeman was sent to investigate and the manager of Halesowen branch 'Ken' Kenney observed that he needed assistance. 'Then it was like Custer's last stand as our grocery manager, provisions manager, assistant meat manager, assistant manager and a tradesman rushed out!'

The police asked one of the JS witnesses to appear in court and when provisions manager Gary Cullum agreed he was thanked by the magistrates.

Basingstoke arts festival support

THE BASINGSTOKE ARTS Festival, an ambitious project for the town, has attracted many sponsors – including JS.

Roy Pagden, Basingstoke depot's manager, presented a £500 cheque on behalf of Sainsbury's Charitable fund to the chairman of the Basingstoke Arts Festival Committee, councillor Ken Morgan.

The festival, which has been organised by the town's Arts Association and planned since 1969, is the first event of its kind to be held in Basingstoke. It began on April 26 with a press launch and the official opening of an art exhibition.

JS's contribution is being used to finance an evening performance by the Lontano Ensemble who are highly respected in the field of contemporary music

Other events on the programme include a wide variety of plays, concerts and exhibitions, and sponsorship has been sought for every item.



Roy Pagden (right) presents the cheque to councillor Ken Morgan.

A future in the great outdoors!

MANY MEMORIES return to 'Mac' Macdonald as he looks back over his career that spanned 43 years at JS.

Mac retired from his post as ware-

Mac retired from his post as warehouse reception manager at Kilburn branch on April 11 but still remembers quite vividly his early days as a learner.

'I had worked for two other companies before I saw the advertisement for Sainsbury's personnel in the *Evening News*' he recalls. He was taken on as a learner at Guildford and his wages increased to the grand sum of 18 shillings plus board and lodgings.

He had previously joined the Territorial Army so Mac was the first person from his branch to be called up when the war loomed on the horizon.

After just one month of action on the lines Mac's division was captured and later worked in the saltmines. Mac was a

prisoner of war for five years.

When those years of traumas finally ended and the soldiers returned home to England, a well meaning reception committee seemed to think that all the lads needed was chocolate, Woodbines and razor blades! 'But I had never seen such a huge reception before in my life' Mac says and it was obviously with relief that he made his own way home with his odd accumulation of goodies. He reached his parents' house to find that his letters had gone astray and the telegram to announce his safety had not yet arrived. His mother was the only person still at home.

Mac was still only 24 years old so he

years, and have some great memories of all those locations? During one of his shorter visits in 1953 to a more distant branch – Oxford – he met Pam who was to become his wife. During a total of 13 years at JS she worked in many branches in the North London area, as well as Oxford.

After a couple of years as a senior leading salesman Mac was appointed 'a greycoat' (an assistant manager) in 1956. 'I joined the flood of people who were in the same age group and all wanted to become managers!' Mac was sent on relief to various branches and to quite a collection to help close them down. They included Brondesbury, Brent Street, Heath Street in Hampstead, Mill Hill, 40 Avenue at Wembley Park, Watford and Holloway branches.

After spending one year at Oxhey, filling in for the deputy manager who was unwell, and the closure of Watford, Mac concluded his career at Kilburn branch for six years where he built up the increasingly important role of warehouse reception manager.

Mac and Pam were both very pleased when the venue chosen for Mac's retirement meal was the same restaurant as they had chosen for their silver wedding celebration less than two years ago. No firm retirement plans have been made as yet but they both fully intend to continue their favourite activities.

Their joint interests include the National Trust and the Royal Society for the Protection of Birds. Fell walking holidays and ambitious cycling jaunts are likely to feature more frequently in their lifestyle too.

Mac has had an allotment and garden to tend for years. 'I am an organic gardener' he explains 'and it was so long ago when we first wanted a freezer to store all the home grown produce, that we had quite a job getting one and all the accessories for it.' About 20 years ago it was usually only farms that owned deep freezes. Home made bread is another speciality in the Macdonald household so it's no wonder that one of their two sons has not wanted to 'fly the nest' yet!

Memories are evoked by many locations

had to wait a while before demob. He was sent for further training but then the war ended and he was able to return to JS in June 1946.

He was sent to Westbourne Grove branch, instead of returning to Guildford, and found life very different there. 'It would probably have been different at Guildford too after the war' he admits. He returned to a world of ration books and scraping rust from the outsides of tins of meat!

After several months at that branch and then at Marylebone ('a converted garage!') Mac began the most 'mobile' period of his career. He says 'I have worked at 29 branches altogether, and was on the instructors panel for some

Mac and Pam continue to be enthusiastic cyclists.

This is your life

THE RETIREMENT party arranged for Ron 'Guv' Cunningham took an unexpected form. Colleagues past and present had secretly gleaned enough personal facts to present his career history like a 'This is your life'

programme!

Ron retired as manager of Crawley branch on April 4 after 43 years at JS. Some of those present at his party had worked with him years ago and travelled many miles to attend which was the best surprise of all. He thanks all his staff for making it a very special event.

Now Ron has his own 'red book' to remind him of those early days at Sainsbury's. He joined the company after leaving school and working for an ironmonger for two years. He has always lived in the south of England and has never strayed too far from his birth-place in Portsmouth.

'I was attracted, as most lads of my

generation were, by the magnificent JS advertisement for staff' Ron recalls. He was taken on as an egg boy, or learner, at the George Street, Hove store.

After some time at 66 Brighton and then Worthing branch the war approached and Ron volunteered to join

the RAF at Bognor.

The Army didn't appeal at all so Ron considered himself lucky to be sent to fighter stations, first of all in Cambridge and then to join a motorboat crew. While his friend was sent to Iceland Ron was merely allocated to torpedo retrieval around Gosport. His next station didn't take him to foreign climes either - he went to the Shetland Isles! He then returned to Gosport until his demob.

His return to JS took him back to Bognor in 1946 and during the slack winter period he went on relief to Kensington - a busy and cosmopolitan area compared with the seaside town he was used to.

Promotion soon looked desirable so in 1952 and 1953 he gained experience at Norbury, Wallington and Debden. The following year was an important time too he was appointed assistant manager at Southampton and met 'Dudy' the checkout girl who he was to marry in 1956.

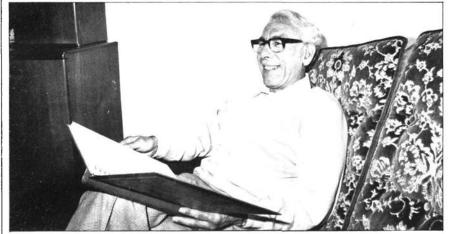
Ron's career progressed and he was appointed spare manager for the opening of Portsmouth branch in 1960. He remembers that local shoppers seemed to be overawed by the new Sainsbury's store and great efforts had to be made to coax them in.

His first post as manager, at Bitterne, in 1965, was a happy time for Ron and his family. He then became manager at Winchester, Shirley and finally Crawley where he remained for 12 years. His pride in the shop and in its personnel is still obvious 'we set records for takings in the early days and were the first branch to

establish the Plessey system'.

Time has passed very swiftly even since Ron's retirement. Within three weeks of parting from his colleagues his family had some more goodbyes to say. Ron, Dudy and their youngest daughter left Crawley and moved back towards the sea - to Chichester - which has always been their intention.

In contrast to their planned homely pursuits, like decorating, gardening and walks by the harbour, they hope another opportunity for a holiday will occur soon. Their most recent holidays have left them thoroughly enamoured with America. Through their elder daughter who is based at Gatwick airport they have managed to get discount fares to Florida and California. So for the Cunningham family 'It's next stop Hawaii if possible!





Top: Ron has to smile as he reads the 'red book'. Above: Ron, Dudy and youngest daughter in their new garden.



Pioneering times

KEN HEBBERD, area produce specialist at Woking, retired this month after 42 years with JS.

He joined the company as a poulterer at 96 Kilburn in August 1938. 'It was an old-fashioned, narrow, manual store' recalled Ken. 'It had a cold draughty warehouse and we slept upstairs in the house. It was all very austere — iron bedsteads and candles!'

On the poultry side too, things were much different. 'If you were short of anything' said Ken 'you phoned Blackfriars, then hopped on a tram and went and fetched it!'

He then did relief at 128 Kilburn and 140 Finchley Road, but with war on the horizon 'I decided I ought to opt out for the airforce. I wasn't quite 18 and I used my brother's birth certificate. But I got caught out on that and within three days I was back at 96 Kilburn!'

An illness then kept Ken in hospital for four months by which time war had broken out. Still technically a youngster JS moved him nearer to his home in Esher — to the West Byfleet store. 'I'd always wanted to work there' he said 'and when I eventually did get there I met my wife Odell!'

Ken finally got his wish and joined the RAF in 1941. I served for five-and-a-half years – firstly in the UK, then Iceland, followed by the Azores and I ended up in St. Eval in Cornwall. I spent most of

my time in coastal command as a fitter. By the time I came out I was a far better fitter and mechanic than I was a Sainsbury tradesman.'

Whilst he was on leave in 1943, Ken and Odell married and in 1945 had their first child – John – who is now manager at Walton-on-Thames.

Ken rejoined JS in August 1946 at Weybridge where he stayed for five years, although he did many local reliefs as a salesman.

1951 was a year of change for Ken. He and Odell bought their first house, they had a daughter, Sandra, and Ken became a poultry supervisor. 'In those days' he said 'poultry was dealt with at the branch - trussing, handling and then presentation. I became involved with the promotion of the ready to cook chicken, which became the norm, and of course took away the need for poulterers in the branches – and the supervisors! The jobs began to get phased out and I thought that I'd probabaly be sent to take over a packaging station along with some of my colleagues.'

But at this time the new produce division was being formed and Ken was summoned to Blackfriars. 'I was appointed the first produce supervisor' smiled Ken 'and at that time my wife knew more about produce than I did!' I had about a month's training at various farms – it was really pioneering work, there was no-one

on the company able to train us, we really had to start from scratch. I had a very big area then too — at one time Bury St Edmunds to Bristol to Portsmouth and anything in between was my responsibility, but gradually each of the five areas built up enough branches to warrant their own supervisor.'

Ken remembers this period very fondly. 'I suppose I must have been involved with about 100 openings — but I've never got over the feeling of seeing a branch take shape — that feeling of something being created from nothing. They were very exciting days — the company was expanding and every new branch was an unknown factor.'

Then in 1965 he went on to central training where he supervised the four Sainsbury training branches – two in Croydon and two in Brighton. Ken was also heavily involved in the writing and preparation of the original module 180 training manual for produce, the principles of which are still applicable today.

By 1971 the company had become so large that training was decentralised and Ken was appointed the area produce specialist for Woking area, where he remained until retirement.

Looking back on his career with produce Ken said: 'I really joined the department during a pioneering time. We've pioneered packaging, handling —

Crafty retirement

A CAREER spanning 46 years began and finished in the Ilford area for Len Finch.

Len concluded those years on April 18 as manager of Hornchurch freezer centre which was within easy cycling distance of home! He admits that there have been opportunities to move but Len and his wife, Connie, chose to remain in Essex and in fact have only moved house twice since they married.

Len's childhood was very mobile as his father was in the Army but it was in Ilford that he spent his last year at school and then joined JS at his local store as a runner in April 1935. The manager of 259 Ilford branch had the same surname as him so Len soon felt quite at home!

Ilford Lane was his next move. He was appointed tradesman there and moved on to Goodmayes until he was called up to join the RAF. 'Male staff were quite scarce before I left the branch' Len says. 'I was the only man left, other than the manager, as the Second World War approached!'

Len's early war duties involved radar interception in Scotland and Ireland. He

met Connie, who was a nurse in Aberdeen, before being sent to the Far East for four years.

'We were considered "country bumpkins" when we moved further out into Essex after the war' they remember. At that time Len had to 'commute' by steam train to Barking branch where he was appointed salesman. He worked at different branches in the area, was promoted to assistant manager in 1952 and then appointed a member of the panel of instructors.

Years after the war had ended Len was still in the RAF reserves and suddenly he was requested by the air force to return for training. Selected men were asked to join up as regulars and Len considered their offer but turned it down. 'I didn't want my son to be always moving around like I had to when I was young!'

Shortly after Len was sent for selfservice training early in the 1960's, he was made manager of Grange Hill branch. Thereafter Len was manager at the old Debden branch, Harold Hill, and again at Grange Hill for its closure.

Len was then appointed one of the

company's first freezer centre managers. He went to Barkingside in 1975 and to Hornchurch independent freezer centre when it opened three years later.

It is still important for Len to keep his knee active as he had a cartilage operation some years ago, so his cycling days are certainly not over. Before the war he entered many races and he thinks that he must have one of the oldest racing bikes still in use! He aims to keep up with the youth of today too. His grandchild is not the only young person who is going to receive renewed attention in the future as Len takes a class of young people at Church every Sunday.

Some of Len and Connie's other

Some of Len and Connie's other shared interests have been of a creative nature. They have enjoyed many crafts such as pottery and metal work in copper and bronze. Although Connie has been unwell recently she is proud of Len's skills and intends to encourage his interests. Without wanting to plan the future too rigidly he says 'I am just looking forward to devoting more energy to those crafts, gardening and decorating that I have never had time for before!

so many things – I've had a wonderful time, I'll never regret my 22 years with produce. I was the first one out, I taught it, and I've made many good friends right across the company – I'm going to miss all that sort of thing now.'

After a hectic career at Sainsbury's Ken and Odell plan to take retirement at a more relaxed pace. They love to travel and are off on a trip to Germany very

soon. The couple take a great pride in their garden and for the last 20 years have bred dogs. 'At the moment we have a little West Highland' said Ken 'and she'll keep me busy walking for miles!'

Ken has also had a keen interest in politics for many years and plans to take up his studies, now that he has the time, of social and political history from about 1750, with a view to perhaps taking on an

open university course.

Photography has been yet another long standing interest of Ken's and a camera was his constant companion during his years on the road for JS 'so I hope to one day finish the many negatives that I've never had time to do in the past.' And when he does there will be a wealth of Sainsbury history and developments in picture to remind him of his life with JS.



Odell and Ken Hebberd relax with their West Highland - Emma.

Appointments

H Collins, formerly manager of Letchworth, has been appointed manager of Hitchin.

K Fitzpatrick, formerly manager of Woking, has been appointed manager of New Basingstoke.

J Fulcher, formerly manager of Great Yarmouth, has been appointed manager of Doncaster.

R Gosling, formerly manager of Stevenage, has been appointed manager of Letchworth.

W Hales, formerly manager of Eastbourne, has been appointed manager of Woking.

B Neville, formerly manager of Hitchin, has been appointed manager of Stevenage.

R Stowe, formerly deputy manager of Northampton, has been appointed manager of Lincoln.

R Tingle, formerly deputy manager of Coldhams Lane, has been appointed manager of Great Yarmouth.

Wesson, formerly manager of Doncaster, has been appointed manager of Leeds.

D White, formerly deputy manager of Broadmarsh, has been appointed manager of Prestwich.

Long service

Gail Dudman, telephone supervisor at head office, celebrated 25 years' service last month.

Gail was promoted to telephonist in charge in 1960 and then to assistant supervisor seven years later. In March 1969 she was appointed supervisor.

Reginald Hollingshead, pallet truck retriever at Charlton depot, completes 25

years with the company.

Reginald initially worked in the warehouse at Stamford House and then in most departments. He moved to Charlton in 1970 as a reach truck driver in the non-perishable department. In 1976 he was appointed pallet truck retreiver.

Bill Lucas, deputy meat manager at Harold Hill, celebrated 25 years at JS last month.

After three years at Finchley Road branch Bill moved to Swiss Cottage and then Romford. He was made up to assistant manager in 1961 at Dagenham and since then has worked at Collier Row, Upton Lane, Barkingside, minster, Brentwood and Harold Hill.

Fred Wisher, warehouseman at Charlton depot, celebrates 25 years with the company this month.

Fred joined JS as a despatch clerk at Blackfriars, In 1971 he transferred to Charlton as a warehouseman on the returns and despatch bank.



Retirements

Bob Stainton, a plant engineer at Basingstoke depot, retires after 43 years with JS.

He joined the company in 1938 and was mobilised with the Territorial Army in 1939. After war service Bob returned to JS and the engineering department. He was promoted to electrical supervisor in March 1952 and subsequently acted as an engineering site agent on behalf of the company during the construction of Basingstoke depot in 1962.

On completion of the building he stayed on as deputy works engineer and

then as plant engineer.

Bernard 'Sam' Weller, a refrigeration engineer at Woking area office, retires after 42 years with JS.

He joined the company in 1939 as a general duties porter and after a short while became a poultryman and butcher. Sam was called up into the RAF in 1941,

rejoining JS in 1946.
In 1947 he transferred to the refrigeration maintenance department working on the installation of refrigerated cabinets and cold stores. For the last four years Sam has worked in Woking area on refrigeration maintenance.

Arthur Watkins, a warehouseman at Basingstoke depot, retires after 30 years with JS.

He joined the company as a kitchen hand in 1951, soon transferring to become a meat coldstoreman. Arthur also worked as a security officer before moving to the depot in 1964.

George Baker, a transport clerk at Charlton depot, retires after 27 years with JS.

He joined the company as a warehouseman at Union Street but soon became a spare driver. Arthur then became traffic controller in 1965, and moved to the depot as a transport clerk in 1970.

Rose Medhurst, checkout manager at Church Street, Croydon, retires after 22

years with JS.

She joined the company as a packer/ weigher for the opening of George Street, Croydon. In 1967 Rose first became relief cashier, cashier, and then transferred to Purley. She moved to Central Croydon as joint chief cashier in 1969, and to Church Street as chief cashier in 1971, becoming checkout manager in 1978.

Edith Wale, supermarket assistant at Coventry, retires after 22 years with JS.

She joined the company as a part-time cleaner in the old Coventry store in 1959.

Lily Turnbull, senior supermarket assistant at Balham, retires after 20 years with JS.

She joined the company at the old Balham store as a domestic, and after a year as housekeeper transferred to the shop floor in 1965. Lily was made leading saleswoman in 1967 and since the supermarket opened in Balham in 1969 she has worked in almost every department including three years in the office.

Irene 'Bette' Wallace, laboratory

librarian in the research and scientific services division, has retired after 19

years with JS.

She joined the company as a clerk at Sydenham. Bette then spent nine years in branches in the south-east as a first clerk and then chief clerk, before moving to Clapham in 1970 and Blackfriars and the library in Rennie House in 1975.

Mary Cuthbert, a filing clerk at Borehamwood, retires after 16 years with

She joined the branch in the prep room and became a clerk in 1975.

Doris Cook, in-store instructor at Bexleyheath, retires after 15 years with

She joined the branch as a part-time display assistant and became in-store instructor in 1979.

Irene Donohoe, fresh meat assistant at Kings Heath, retires after 14 years with

She joined the company at Walsall and moved to Kings Heath in 1970

Sarah 'Hilda' Clarke, pensions pay ments clerk at Streatham, retires after 13 years with JS.

Doris Tedder, supermarket assistant at Addiscombe, retires after 13 years with

Lily Day, in-store instructor at Kings Heath, retires after 12 years with JS.

She joined the branch as a cashier, becoming deputy chief cashier and then chief cashier in 1976. Lily became instore instructor in 1978.

Joan Shortt, a secretary in employee services, retires after 12 years with JS.

She worked at Clapham until 1977 when she transferred to Blackfriars.

Pauline Bell, customer service assistant at Walton Freezer Centre, retires after 11 years with JS.

She worked at Weybridge and then Walton branches before joining the Freezer Centre.

Phyllis French, a part-time display assistant at Bromley, retires after 11 years with JS.

Bill McKimm, shift cleaner at Buntingford depot, retires after 11 years with

Tom Wilkins, manager branch security at Woking area office, retires after 11 years with JS.

He joined the company as a branch security officer and was promoted to area security manager in 1974.

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

Mrs S Parker (10 years)

Mrs E Kilpack (9 years) Mrs L Jones (8 years)

Mrs M Shaw (8 years)

Mrs M Record (8 years)

Mrs O Prendergast (7 years)

Sainsbury Soldiers

From: Selwyn Morgan, public relations officer, SavaCentre

As the public relations officer for SavaCentre Limited, I would like to offer comment concerning the question of instore security which has been opened up the columns of 'Feedback', stemming from the letter headed 'Sainsbury Soldiers', which was published in Banstead Herald.

Part of my work involves giving colour slide presentations and talks concerning the SavaCentres to various consumer organisations and similar groups. To give a level of credibility to what I say, I have talked to literally thousands of housewives over the past three years and this year alone have given 14 presentations to an average audience of 30 people

per meeting.

I make a strong presentation of the security arrangements in each of our stores, including the bag-check system we use at Hempstead, and I purposefully pursue a response from my audience on the subject. Not only have I not yet had a single person object to or criticise either our security arrangements or the security officers themselves, but I have more than often received quite spontaneous and encouraging approval of the security arrangements in both the SavaCentres and in the Sainsbury stores. It has been impressed upon me that by far the majority of people who shop in our stores, see the professional shoplifter as a quite unscrupulous person who would not hesitate either to use or cause injury to other persons if it was necessary as a means to complete their unlawful intent, and that the word 'security' applies not only to the premises but also to the people who use them to do their shopping.

I have been fortunate enough to receive on behalf of the fine men and women who 'secure' us and our customers from the various forms of harm that the shoplifter can vent upon us, unending compliments and sometimes very personal thanks for the work they do. So many people lose sight of the fact that these very special and often highly trained people are the first and most obvious means by which our customers can find the answer to the many and different problems that can arise while shopping. It is a matter of



Letters are welcome and should be addressed to the editor

record that lives have been saved through the skill and expertise demonstrated by security staff when people have been taken ill in a store and, at the other end of the scale, have assisted in the birth of new life when pregnant ladies went home with a little more in their basket than they anticipated. We can all smile when one of our uniformed personnel finds a parent for a lost child or a lost child for parent but we must remember that, in these days particularly, such moments are often quite traumatic for the people involved.

The list of good work that our security staff do and are capable of doing is endless and I am very grateful for this opportunity to confidently praise them on behalf of by far the majority of shoppers

in the country today.

The title 'security' has much wider implications than those who criticise our uniformed and plain clothes officers may, in individual circumstances, believe. It is my experience that all genuinely good people eventually see the true benefits of the kind of security organisation we should be proud to have around us.

Reg Dibble

From: A G Lovett, area engineering manager

The sudden death of Reg Dibble, refrigeration engineer at Woking area office, whilst driving his service van on Good Friday has brought a tragic end to the career of one of JS's colourful characters – sadly a few weeks prior to his retirement.

Many branch staff will remember with affection Reg who always sported a bow tie and radiated cheerfulness. Approximately two years ago he was

transferred from Uxbridge to the branch engineering department at Woking area office and he was well-known at the London branches.

His cremation at Reading on Tuesday, April 28th, was well attended by many of his JS colleagues who paid their final farewell to 'Our Reg'.

Remember this?

From: Mrs R Cuthbert, Boreham Wood branch

I wonder if anyone recognises themselves or anyone else in this photograph? It was taken on the roof of the old Wealdstone branch around 1935. Standing fourth from the left is my brother, Frank Smart, who left to join the Horse Guards just before war broke out in 1939. He died during active service.

during active service.

Mrs Cuthbert retired on May 15. If anyone does have any information about the photograph, please write to the Journal and we will either print your letters or forward them to her — Editor.

Don't forget last copy date for next issue is
June 12

Mrs L Young (7 years) Mrs M Howard (5 years) Mr V Jordan (5 years)

Obituary

Daisy Butcher, part-time supermarket assistant at Dagenham branch, died suddenly on April 21 aged 52 years.

Daisy joined the company at Aveley branch and moved to Dagenham for the opening last September.

John Hollan, stock control clerk at Hoddesden depot, died suddenly on April 3 at the age of 51 years.

John was appointed non-perishable receipts clerk in 1979.

Lilian Howell, supermarket assistant at Stevenage, died on March 27 aged 58 years.

Lilian joined the company as a supply

assistant in 1970 and worked mainly in the produce department.

Doreen Lambert, senior supermarket assistant at Kingston branch, died on May 4 at the age of 58 years.

Doreen worked at Kingston branch for six years.

Dennis Lear, senior warehouse assistant at Broadfield branch, died suddenly on April 16 aged 53 years. Dennis was appointed warehouseman

in 1976.



was then left to mature for two-three months before being ladled into the small ceramic pots and covered with a waxed disc and a heavy tin foil 'capsule'.

The ornate pots were piled up in pyramids on the marble shelves and were sold at 2d and 3d a pot. The customers kept the pots for their own use, and that is why so many can be found on tip heaps and in granny's attic.

If any one has any information about where these pots were made and the firm that produced them, Harriet Geddes on 921 6528 would be delighted to hear it.

SAUCES

Fishy story

BROWSING AROUND street markets or junk shops you may spot a piece of decorative Sainsburyana. These white ceramic jars once contained Sainsbury's Home Made Bloater Paste ... a 'tasty tea-time treat on toast.'

This treat on coast.

This herring paste was made to a closely guarded recipe at Blackfriars from the 1890's until after the Second World War. The new season's catch was landed in January at the quays in Great Yarmouth, and the fish was smoked, salted and packed in great wooden barrels and sent to Blackfriars.

Here the fish heads and tails were cut off, the backbones removed and they were ground up ready for the addition of spices, anchovies and lard. The whole smelly mixture was boiled for three hours and left to cool before re-grinding. This process was disliked by most of the girls who were paste makers, as the oily smell clung to their clothing and hair. The paste



Outstanding value leads to record progress

for our success has been the consistency the war. with which we have followed our Sainsbury, on the publication of the expansion of stores. annual results on May 6.

In the year 1980/81 JS has boosted pre-tax profits by 42.9 per cent to a record £65,761,000, and profit margins went up to 4.1p on every £1 of sales compared to 3.7p a year ago.

> "Sainsbury leaps to top shelf"

Turnover rose 29.6 per cent to scheme. £1,589,196,000. This increase in sales indicates a volume growth of 17.3 per market share of the national trade in food

'I BELIEVE AN IMPORTANT reason any year since food rationing ended after

The volume increase in sales in traditional policies of commitment to established supermarkets was 11 per cent, food specialisation and of seeking to excel a level reached only three times in the last in terms of high quality and low prices' 30 years, the remaining volume increase commented chairman, Sir John coming from new store openings and the

> "One for the record books"

> > The Times

Improved productivity is shown by the increase weekly in sales per square foot rising from £8.73 last year to £10.59.

Over the year earnings per JS share improved in real terms by 20 per cent and the 19,000 eligible JS employees will share £3,700,000 from the profit sharing

The company has also increased its cent - the highest percentage increase in shops for the 30th successive year. It is

PRELIMINARY RESULTS

Unaudited results – 52 weeks to 28th February 1981					
	1981 £000	1980 £000	% Increase		
Sales	1,589,196 1	,226,595	29.6%		
Retail Profit	64,393	45,385	41.9%		
Retail Margin	4.05%	3.70%	_		
Associates	1,368	645	112.1%		
Profit before Tax and Profit Sharing	65,761	46,030	42.9%		
Profit Sharing	3,699	2,208	67.5%		
Tax	12,680	8,751	_		
Earnings per Share	29.41p	21.10p	39.4%		
Dividend – net for year	7.25p	5.125p	41.5%		

an advance of 16 per cent over the previous year - a significant improvement in JS's position compared to the principal competition. These figures are the company's estimate of its share of national trade in food shops based on data from AC Nielsen and the Department of Industry. AGB figures however, which cover only about 40 per cent of the food a 13 per cent market share, hot on the heels of Tesco with 13.7 per cent.

Said Sir John: 'Our lead in value-formoney terms has widened in the past year and this greater competitiveness has had a major effect on the bouyancy of our trade.

> "Sainsburys sparkle as rivals suffer"

> > Daily Mail

'In the last two years consumer expenditure on food has increased by three per cent in real terms nationally. It must be unlikely that this expansion in the market will be repeated in the year ahead.

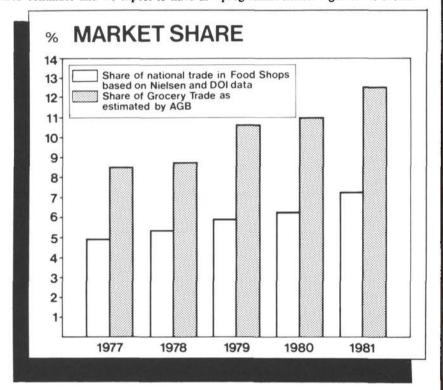
'Our profit growth has been made possible by our success in improving productivity which has increased by about one third in the last five years. Such progress stems from our very large investment programme which rose to £82 million in the year under review, bringing the five-year total to £212 million. It is important to note that this investment has

'During the year we opened 15 new next two years the rate of opening will increase slightly and we expect to be able three years to March 1983.

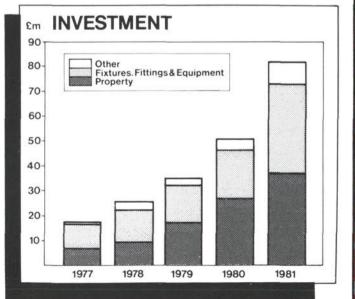
area continues and we expect to have at programme entitled Against the Trend.

estimated to be 7.2 per cent representing been financed by retained profits assisted least 25 supermarkets trading in the area by our long standing practice of disposal north of the Midlands by 1985. This. of shop property where we no longer together with the considerable potential trade and by a small sale and lease-back for growth within our existing trading area augurs well for the future.'

Publication of the results set in motion stores with a total sales area of over a an impressive programme to relay the quarter of a million square feet. Over the figures to everyone working at JS. At the same time as details reached the newsstands, they were posted on the noticetrade, mainly packaged groceries, give JS to meet our target of 50 new stores in the boards throughout the company, and meetings were held at individual locations 'The successful development of new backed up by an end of year booklet stores to the north of our existing trading -Value for Money - and an audio visual









The Journal takes a look at the history and development of this well-known company recently acquired by HMP.

This interesting selection of historical photographs were kindly provided by Palethorpes archives.

JS EXPANSION PLANS north took a further step forward in July 1980, not just bacon, exclusive to JS, to whom the comin terms of new branches, but also in the

supply area.
Palethorpes Limited, of Market Drayton, Shropshire, whose main activities are the production of meat pies, sausages and other meat products for a wide range of well-known supermarkets and other outlets, was bought from J Bibby & Sons by Haverhill Meat Products, the company jointly owned by JS and Canada Packers

HMP operate the largest pig abattoir in Britain together with a large modern meat processing plant producing a wide range pany are major suppliers.

Palethorpes have previously supplied JS and are well placed to serve the needs of the company in the future in the light of the increasing number of stores planned in the north west.

Since that time a £1.5 million investment programme has introduced new modern equipment and continuity of work for the 400 employees, aiming to increase production and efficiency and also to keep up Palethorpes reputation for quality.

Some of the new plant is in the sausage

department where an individual quick freezing sausage line has been introduced. The frozen sausages are of high quality and retain their flavour.

A new pizza department has been constructed and should be in full operation by mid-June this year. Five flavours are being produced and new lines are under development such as the mini pizza. This investment in the pizza department should give the company capacity for the production of 10 million pizzas a year.

The cooked meats department has been re-equipped and continental style products are being developed to compete with German, French and Danish lines.



The hanging hall in 1904 which could hold 1,000 pig carcases. The rails were another Palethorpes patent idea.



Palethorpes' New Model Factory opened in Tipton in 1896.

Above left: factory girls packing tinned pork pies and sausages by hand for 'worldwide' distribution before the First World War.

The butchery department is also being modernised.

In the main building all floors are being relaid with non-slip material to EEC standards. Some interior walls are being removed to give larger production areas.

More refrigerators and cold stores, new and additional vehicles are all included in the expansion budget.

The resulting greater efficiency and productivity, combined with a rise in sales, could also lead to a need for more

In short, the future looks good for this long established and reputable company.

Palethorpes was founded in 1852 by Henry Palethorpe in Gooch Street, Birmingham. Around this time American bacon began to be imported into England, damaging the English bacon trade and driving many traders out of the business. But Henry developed a new line -Palethorpes Royal Cambridge Sausages which were a great success and established the reputation of the company. In 1873 he moved to larger premises in the Market Place, Dudley.

On the death of the founder in 1880, his son, Charles Palethorpe, took over the business which under his hand rapidly expanded. The company became a partnership and then a company incorporated under the 1892 Act.

Palethorpes production was transferred to a 'New Model Factory' in Tipton in 1896, where it continued to operate under family control until 1967. The factory had taken three years to build, encompassed an area of 77,546 square feet and the site included several acres to allow for further expansion.

In the early 1900's the firm was reputed to be the largest makers of pork sausages in the world and by the 1930's employed some 600 people. According to a contemporary report in 'E Blocksidge's

Continued on page 14 ▷



Crafty retirement

and finished in the Ilford area for Len

Len concluded those years on April 18 as manager of Hornchurch freezer centre which was within easy cycling distance of home! He admits that there have been opportunities to move but Len and his wife, Connie, chose to remain in Essex and in fact have only moved house twice since they married.

Len's childhood was very mobile as his father was in the Army but it was in Ilford that he spent his last year at school and then joined JS at his local store as a runner in April 1935. The manager of 259 Ilford branch had the same surname as him so Len soon felt quite at home!

Ilford Lane was his next move. He was appointed tradesman there and moved on to Goodmayes until he was called up to join the RAF. 'Male staff were quite scarce before I left the branch' Len says. 'I was the only man left, other than the manager, as the Second World War approached!'

Len's early war duties involved radar interception in Scotland and Ireland. He Aberdeen, before being sent to the Far East for four years.

'We were considered "country bumpkins" when we moved further out into Essex after the war' they remember. At that time Len had to 'commute' by steam train to Barking branch where he was appointed salesman. He worked at different branches in the area, was promoted to assistant manager in 1952 and then appointed a member of the panel of instructors.

Years after the war had ended Len was still in the RAF reserves and suddenly he was requested by the air force to return for training. Selected men were asked to join up as regulars and Len considered their offer but turned it down. 'I didn't want my son to be always moving around like I had to when I was young!'

Shortly after Len was sent for selfservice training early in the 1960's, he was made manager of Grange Hill branch. Thereafter Len was manager at the old Debden branch, Harold Hill, and again at Grange Hill for its closure.

Len was then appointed one of the

A CAREER spanning 46 years began met Connie, who was a nurse in company's first freezer centre managers. He went to Barkingside in 1975 and to Hornchurch independent freezer centre when it opened three years later.

It is still important for Len to keep his knee active as he had a cartilage operation some years ago, so his cycling days are certainly not over. Before the war he entered many races and he thinks that he must have one of the oldest racing bikes still in use! He aims to keep up with the youth of today too. His grandchild is not the only young person who is going to receive renewed attention in the future as Len takes a class of young people at Church every Sunday.

Some of Len and Connie's other shared interests have been of a creative nature. They have enjoyed many crafts such as pottery and metal work in copper and bronze. Although Connie has been unwell recently she is proud of Len's skills and intends to encourage his interests. Without wanting to plan the future too rigidly he says 'I am just looking forward to devoting more energy to those crafts, gardening and decorating that I have never had time for before!

Pioneering times

KEN HEBBERD, area produce my time in coastal command as a fitter. specialist at Woking, retired this month after 42 years with JS.

He joined the company as a poulterer at 96 Kilburn in August 1938. 'It was an old-fashioned, narrow, manual store' recalled Ken. 'It had a cold draughty warehouse and we slept upstairs in the house. It was all very austere - iron bedsteads and candles!

On the poultry side too, things were much different. 'If you were short of anything' said Ken 'you phoned Blackfriars, then hopped on a tram and went and fetched it!'

He then did relief at 128 Kilburn and 140 Finchley Road, but with war on the horizon 'I decided I ought to opt out for the airforce. I wasn't quite 18 and I used my brother's birth certificate. But I got caught out on that and within three days I was back at 96 Kilburn!'

An illness then kept Ken in hospital for four months by which time war had broken out. Still technically a youngster JS moved him nearer to his home in Esher - to the West Byfleet store. 'I'd always wanted to work there' he said 'and when I eventually did get there I met my

Ken finally got his wish and joined the RAF in 1941. I served for five-and-a-half years - firstly in the UK, then Iceland, followed by the Azores and I ended up in St. Eval in Cornwall. I spent most of By the time I came out I was a far better fitter and mechanic than I was a Sainsbury tradesman.'

Whilst he was on leave in 1943, Ken and Odell married and in 1945 had their first child - John - who is now manager at Walton-on-Thames.

Ken rejoined JS in August 1946 at Weybridge where he stayed for five years, although he did many local reliefs as a

1951 was a year of change for Ken. He and Odell bought their first house, they had a daughter, Sandra, and Ken became a poultry supervisor. 'In those days' he said 'poultry was dealt with at the branch - trussing, handling and then presentation. I became involved with the promotion of the ready to cook chicken, which became the norm, and of course took away the need for poulterers in the branches – and the supervisors! The jobs began to get phased out and I thought that I'd probabaly be sent to take over a packaging station along with some of my colleagues.'

But at this time the new produce division was being formed and Ken was summoned to Blackfriars. 'I was appointed the first produce supervisor' smiled Ken and at that time my wife knew more about produce than I did!' I had about a month's training at various farms – it was really pioneering work, there was no-one

on the company able to train us, we really had to start from scratch. I had a very big area then too – at one time Bury St Edmunds to Bristol to Portsmouth and anything in between was my responsibility, but gradually each of the five areas built up enough branches to warrant their own supervisor.'

Ken remembers this period very fondly. 'I suppose I must have been involved with about 100 openings - but I've never got over the feeling of seeing a branch take shape - that feeling of something being created from nothing. They were very exciting days - the company was expanding and every new branch was an unknown factor.'

Then in 1965 he went on to central training where he supervised the four Sainsbury training branches - two in Croydon and two in Brighton. Ken was also heavily involved in the writing and preparation of the original module 180 training manual for produce, the principles of which are still applicable

By 1971 the company had become so large that training was decentralised and Ken was appointed the area produce specialist for Woking area, where he remained until retirement.

Looking back on his career with produce Ken said: 'I really joined the department during a pioneering time. We've pioneered packaging, handling -

so many things - I've had a wonderful time, I'll never regret my 22 years with produce. I was the first one out, I taught it, and I've made many good friends right across the company - I'm going to miss all that sort of thing now.'

After a hectic career at Sainsbury's Ken and Odell plan to take retirement at a more relaxed pace. They love to travel and are off on a trip to Germany very

soon. The couple take a great pride in their garden and for the last 20 years have bred dogs. 'At the moment we have a little West Highland' said Ken 'and she'll keep me busy walking for miles!'

Ken has also had a keen interest in politics for many years and plans to take up his studies, now that he has the time, of social and political history from about 1750, with a view to perhaps taking on an

open university course.

Photography has been yet another long standing interest of Ken's and a camera was his constant companion during his years on the road for JS 'so I hope to one day finish the many negatives that I've never had time to do in the past.' And when he does there will be a wealth of Sainsbury history and developments in picture to remind him of his life with JS.



Odell and Ken Hebberd relax with their West Highland - Emma.