

JS JOURNAL

November 1982

Christmas new products
See pages 12, 13, 14



JS JOURNAL

is published every month for employees of J Sainsbury plc Stamford House Stamford Street London SE1 9LL Telephone: 01-921 6660

Associate editor

John Fielder

Assistant editor

Ruth Guy

Journal secretary

Ann Grain

Designers

Millions Design SE1

Typesetting and Printing

Libra Press

Contents

News/Property	2/3
Branch openings—	
Southport	4/5
Preston	6/7
25 Club Dinner	8/9
Branch visits	9
Business news	10/11
New products	12/13/14
General news	15/16
Photographic competition	17
People	17/19
Feedback	18
Archives	20

New Zealand visit

THE MINISTER OF FOREIGN Affairs and Overseas Trade from New Zealand, Warren Cooper, recently visited Nine Elms branch as part of a fact-finding tour of Europe.

During his first official visit to the European Community he went to ten European capitals in as many days. Sainsbury's was a high priority during this whistle stop tour to examine New Zealand's trade with Europe.

He was accompanied to the branch by buying director, Cecil Roberts, and manager of frozen meat, Ian Merton. Warren Cooper has shown considerable interest in the meat trade in his home



country and was pleased to see the wide range of New Zealand lamb cuts and products that Sainsbury's offers to customers. He commented that the great choice of lamb freezer packs, New Zealand offal, and even burgers made with New Zealand meat, made a great impression on him.



Buying director, Cecil Roberts (3rd left) with Warren Cooper (2nd right) at Nine Elms.

Who's who update

FOUR NEW departmental directors have been appointed. Also, in the trading area the division of duties will be re-aligned in 1983 to take account of the retirement of Henry Galazka in December 1983.

Keith Worrall is appointed departmental director responsible for fresh meat, frozen meat, pork and poultry buying with effect from next summer.

Malcolm Hughes is appointed departmental director responsible for the bacon

and pork products departments. In addition to his duties as a member of the Meat and Livestock Commission, he will take over in due course, Henry Galazka's responsibilities in trade association matters in his area and will also be appointed a director of Breckland Farms.

Please use this information to update the who's who management guide published in the March JSJ.

STOP PRESS



Nigel Franks

Property

Fellow of the Royal Institute of Chartered Surveyors, joined the company in 1967.

Now appointed property director and succeeds Charles Burdsey on his retirement in March 1983. Responsible for selection of sites (in conjunction with site potential), their acquisition and obtaining the necessary permission for development (in conjunction with architects). Also responsible for managing JS properties and instructing the company's lawyers on property matters.

STOP PRESS



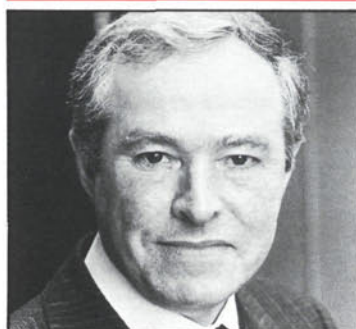
Ross McLaren

Dairy, Cheese and Frozen Foods

Joined the company in 1968 as graduate trainee buyer. Gained wide experience in trading area. Promoted to senior manager responsible for dairy buying in 1980.

Now appointed **departmental director** responsible for dairy, cheese and frozen food departments with effect from March 1983.

STOP PRESS



Owen Thomas

Personnel

Joined the company in 1968 beginning his career in distribution management. Appointed depot manager at Buntingford in 1972 and Basingstoke in 1978. Transferred to personnel services division in 1981 as personnel manager, retail division.

Now appointed **departmental director** with responsibilities for corporate personnel, training and development activities and the personnel service to the retail division.

STOP PRESS



Robin Whitbread

Marketing

Joined the company in 1969 as an A-level trainee. Gained experience in retail division. Subsequently moved to Blackfriars, transferring to buying division. Most recently senior manager in charge of fresh fruit.

Now appointed **departmental director** marketing with effect from March 1983. Responsible for day to day management and co-ordination of advertising, marketing services and public relations departments.

Meat and Livestock at Basingstoke

AT THE BEGINNING of their recent two-day meeting in Hampshire, members of the Meat and Livestock Commission were welcome guests at JS's Basingstoke depot.

The subject chosen for this year's MLC 'out-of-town' study was Sainsbury's and its operations—so the depot visit was appointed the first item on the agenda.

Departmental director of meat and poultry, Malcolm Hughes (who has been a member of the MLC for the past two years) began the tour of depot operations with a short introductory speech about the company.

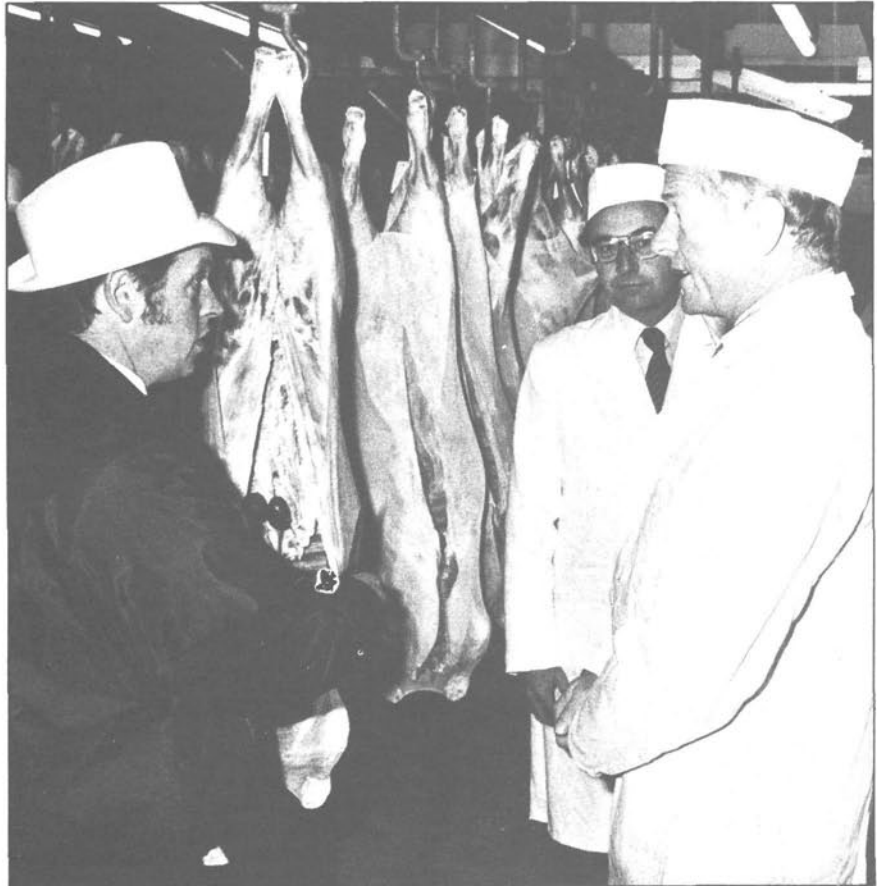
Depot manager, Roy Pagden, developed the theme of distribution, and then the tour groups were guided by Harvey Comerford (personnel and training officer) and Sam Hearnden (hygiene supervisor) to observe the meat departments and perishables warehousing.

Sheer volume

The commissioners were particularly impressed by the sheer volume, and the pace, of operations behind the scenes.

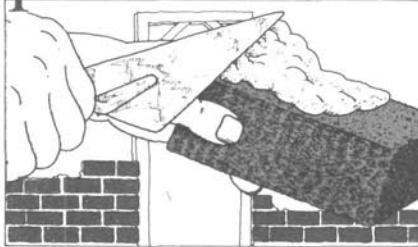
On the second day the visitors were also invited to Basingstoke Central branch. There the party was accompanied by manager, Keith Fitzpatrick, meat manager, David Cope, and area meat specialist, Richard Fear, and split into two groups for a tour of the branch.

They were, of course, primarily interested in the meat side of the business, but also commended the in-store bakery and perishables displays.



Departmental director, Malcolm Hughes (centre) with Meat and Livestock Commission chairman David Samworth (right) talking to meat examiner Ron Tripp.

PROPERTY



AHREND, BURTON & KORALEK, based in London, produced the winning entry in the second JS architectural competition.

Seven selected architects, five national and two local practices, were asked to design the proposed store at Northgate in Canterbury from specifications and briefs drawn-up by JS.

The results were announced on October 13 by JS's property and development director, Gurth Hoyer Millar, at a reception held in the Royal Museum to launch an exhibition of the entries to provide local people with an opportunity to see the possibilities for the development.

Peter Ahrends, Richard Burton and Paul Koralek studied architecture together at the Architectural Association in London from 1951-56. Their partnership was effectively established when Paul Koralek won the international competition for a new library at Trinity College, Dublin in 1961.

The partnership has a wide range of experience including planning studies and development plans, housing—both government financed and private—universities and other high educational buildings, hospitals, schools, libraries, commercial and industrial buildings.

It may be of interest that the site of JS's proposed new supermarket at Burpham, Guildford, was formerly part of the 1,000 acre Sutton Place estate of the late J Paul Getty.

Less than two weeks after approving the principle of 'superstore shopping' in the town, Blackburn council has rejected six applications for planning consent, including one from JS.

Appeal

It now looks as though Environment Secretary, Michael Heseltine, will be the man who makes the final ruling, as most of the retailers are appealing against the decision.

In the meantime, Michael Heseltine has refused to take charge of proposals, again including one from JS, for Chadwell Heath, Ilford—deciding the issues were a matter for the local council.

Redbridge council opposed plans, just over their border in Barking, because they feared traffic problems would increase.

The GLC planning committee will now rule on the Sainsbury scheme as the proposed development is within 50 metres of a category A metropolitan road and the car parking is for over 100

vehicles.

A plan for a JS supermarket in the High Road, North Finchley, has been put to Barnet Council. Outline plans are for a 48,280 sq ft store with an underground car park.

The planned JS store at Kingskerswell, Torbay, has been given the thumbs down by Devon planners.

JS is making a further attempt to win planning permission for a site on the outskirts of Worthing. The scheme comprises a 52,500 sq ft supermarket, Homebase store of 30,000 sq ft, with a garden centre and car parking for 715 cars.

JS has been given the go-ahead by Trafford planning committee for a 45,000 sq ft store in Lloyd St, Altrincham. Outline plans had already been approved.

Gurth Hoyer Millar with Paul Koralek.



BRANCH OPENINGS

SAINSBURY'S THIRD supermarket on Merseyside opened at Southport on October 12.

Southport is a popular holiday resort and busy town with many amenities from a boating lake, golf courses, botanical gardens and theatre to an arts centre.

The new branch, with a sales area of 17,298 sq ft, is situated on Lord Street only a few minutes walk from the beach and yet in the town's main shopping area.

The store, overlooking grass with a lily pond complete with mermaid, is an architecturally impressive, three-storey red brick building and complements the surrounding early 19th century architecture. Approved by the Royal Fine Arts Commission the supermarket features an attractive archway arcade with curved bay windows above.

The top floor contains a large training room the size of the shop floor which will be used by Southport staff and staff from surrounding branches.

There is also an adjoining surface level car park with space for 136 vehicles.

Opening day was chilly but sunny and eager customers began queuing before 8.00 am. The first customer to be greeted by area general manager, Tom Haynes, and store manager, Ian Atherton, was 73 year-old great grandmother Ivy Jones. She was determined to be the first in because 'I do love your vanilla ice cream—I didn't want to arrive later and find it all gone!'

Another early arrival was Nancy Hall. She worked on the site of the supermarket for 40 years in its previous incarnations of the Paladium, Gaumont and finally the Odeon theatres and cinemas. She commented that the large queue reminded her of the Paladium days!

On Monday 11, a preview party was held, hosted by AGM Tom Haynes and DM's Rodney Brooksby and John Philipson. About 35 local dignitaries, representatives from Southport organisations and local press were shown around the branch and behind the scenes.

Well-wishers

Councillor Christine Kirwan, the mayor of Southport, said: 'I am very impressed by the entire building—the façade goes very well with the surrounding area. Shopping facilities in Lord Street are marvellous and I'm sure you will do magnificently. We do need employment here—167 new jobs is wonderful!'

Recruitment of staff for the new store proved no problem at all. Commented BPO Pam Smith: 'We didn't advertise for staff—letters were pouring in months before the opening. The town has been buzzing for ages about JS's arrival—there are so many letters from well-wishers.'

This phenomenon was also noted by car park attendant, Albert Alsop: 'I love Southport because it is so quiet compared

to Liverpool, but before the opening I was working at the main entrance and I received over 150 enquiries from people either well-wishing or welcoming Sainsbury's to the town!'

But perhaps the general feeling is best summed up by this poem written on opening day by store sales assistant in the warehouse, Geoff Snee:

*Since the days of Queen Victoria,
Sainsbury's have produced top
quality.
Now, Sainsbury's comes to Southport.
This is your golden opportunity
To shop at JS with confidence
And get more value for your pounds
and pence.
Hop in your car, or catch a bus,
Enjoy yourself and shop with us.
Relax here in St George's Place,
We'll put a smile upon your face.
Even Queen Victoria might well sigh,
Sainsbury's products are the best you
can buy.*

1. AGM Tom Haynes greets the first customer 73 year-old great grandmother, Ivy Jones. 2. Smiles in the meat preparation room. 3. Manager, Ian Atherton. 4. A helping hand for one of the first customers. 5. BPO, Pam Smith. 6. All systems go in the bakery. 7. The new branch overlooks a lily pond—complete with mermaid!





SOUTHPORT



BRANCH OPENINGS

PRESTON

'WE'RE' THE ONLY purpose built supermarket in the town—so we should do well' commented David Bignell, manager of JS's new store in Preston.

The doors opened at the first Sainsbury store in Lancashire on Tuesday, October 19—the nearest branch being 17 miles away at Southport, Merseyside, which opened a week earlier.

The supermarket, with a sales area of 20,571 sq ft, is ultra-modern in design and architecturally interesting. The light brown, two-storey building has a bronze tinted canopy along the front with complementary bronze tinted windows above. There is a JS owned and operated car park adjacent with spaces for 139 cars.

The day before opening a preview party was held, hosted by David Bignell, AGM Tom Haynes and DMs Rodney



(L to r) Tom Haynes, Peter Davis and BPO Louise Harrop.



Bakery manager John Simpson with two of his team.

Brooksby and John Phillipson. It was attended by about 30 dignitaries and representatives from local organisations including the mayor and mayoress of Preston. The mayor commented that he was very impressed with the store and was glad to have JS in the town.

The opening of the supermarket has created 156 jobs. 'Probably 70 per cent of the staff had never heard of Sainsbury's' said BPO Louise Harrop. 'Unemployment in the town I think runs above the national average because several mills have recently closed down. So there was a rush for jobs—but we've got a good team together.'

'I'm new to the company myself—this supermarket is smashing. There's definitely no one in the town to touch us in terms of quality and standards. The store speaks for itself—once people have

been here—they'll be back!'

One of the new staff is John Trigwell, senior assistant in the warehouse. 'What a great company. The people are terrific, it's an exciting place of work and the opportunities are incredible. It's good for Preston too—the prices are low!'

Impressed

Bakery manager John Simpson was also pleased with the store. 'It was difficult to learn the Sainsbury way—I've been baking for 25 years—but I'm very very impressed with everything JS from top to bottom.'

Customers too agreed with this opinion. First in the queue was Rose Zimmy. She spent £22 on her first visit ever to a JS store. 'Everything looks so fresh' said Rose. 'The prices seem good

and I must say the uniforms are very chic! It also makes a change that everyone is so polite!'

For produce manager Richard Fox, the day was a double celebration—he got married only the Saturday before! His wife, Janet, a supermarket assistant in the store, commented: 'It's all a bit of a shock really—we moved up here on Sunday. What a honeymoon!'

Initially it seemed as though the opening might be fairly quiet, but as soon as the doors were opened at 9.30 by JS's assistant managing director, buying and marketing, Peter Davis, a steady stream of customers appeared.

'Everything's going very well, it's good news', said David Bignell. 'It's a tribute to the display and training specialists—they've done a marvellous job, and, of course, to all my staff.'



David Bignall gives a hand to first customer Rose Zimmy.



Newlyweds Richard and Janet Fox.

25 CLUB

The thirteenth annual dinner, given to celebrate the 80th birthday of Lord Sainsbury

THE CHAIRMAN, Sir John Sainsbury, this year welcomed over 100 new members to the thirteenth 25 club dinner.

Held at the Royal Lancaster Hotel on October 11, this annual event was bigger than ever—with membership of the 25 club now numbering some 1,059!

Staff from every department of the company were present, and it is thought that with a grand total, since its foundation, of 2,200 members, the club is one of the largest of its kind in the UK.

But this year the dinner was made even more memorable by the fact that it was given to celebrate the 80th birthday of the club's most senior member, joint president of JS, Lord Sainsbury (Mr Alan).

Lead and example

After the splendid dinner, Sir John proposed a toast, both to the 25 club and to his father. In a short speech, following, he commented:

'I know how much pleasure it has given members of the 25 club to have the presidents of JS present at our annual dinners—and this has never been more true than it is today.

'When the members of the club joined JS Mr Alan, as one of the joint general managers, set all of us a lead and an



The Sainsbury's (l to r) Mr Timothy, Mr Alan, Mr J D and Mr R J.

example from the very beginning of our careers, and he continues to do so.

'I'm sure that you do not need reminding that Mr Alan joined JS in 1921, so that when he retired from being chairman 15 years ago, he had completed 46 years' service—a length of service that few can rival and a contribution that none can.

'I would like to mention tonight three highlights that occurred during those 46 years. The first concerns the way that he and Mr R J (Sir Robert) led the company during the war and immediate post-war years.

'It's hard to imagine today that the company had to face a huge reduction in trade caused by rationing and the difficulties of wartime. But it was during this period that JS gained a most valuable asset—the respect and admiration of our customers.

'Mr Alan set trading standards that were second to none, for no other food retailer went to the trouble that JS did to try and treat all customers fairly and equally.

'The second highlight of Mr Alan's many achievements was his vision in 1949 that resulted in JS being one of the first to start self-service trading. There could never have been, before or since, a single

trading decision of such importance.

'Despite the difficulties, the important point was that Mr Alan believed it was vital for the future of JS to be at the forefront of this revolutionary change in retailing.

'The fact that from 1950 onwards we knew that this was the route we were to follow for our growth and development, has, of course, affected all the growth and development that has followed.

Stamp war

'Now the third highlight that I'd like to refer to is the great stamp war.

'It was entirely in keeping and in character with Mr Alan's way of doing business that he led the company so vigorously and so successfully against this gimmick.

'The battle of the stamps established more strongly the widely held belief that JS stood for honest to goodness trading and a straightforward style. Sainsbury's was concerned only with good value, fair trading and high standards.

'The gains to JS from that issue of many years ago are still with us.

'Let me conclude by referring to the example that Mr Alan has, and still does, set to our business. He believes, as I do, that "retail is detail", and has acted

Continued on page 9

Below: Sir John welcomes Basingstoke depot manager, Roy Pagden. Right: Mr Alan met many familiar faces during the evening.



Branch visits

SAINSBURY'S has gained a reputation recently—not just for its well known values of cleanliness and value for money—but for its hospitality!

It seems that the public is pleading for the chance to visit a branch. The complex operations within a busy modern store have always intrigued customers but never more so than today, and group visits are becoming more common.

Young and old, whether school children, college students or adult groups (like clubs or Women's Institutes) can apply for the chance of a tour—and these encounters can often be as beneficial to the visited as the visitors!

Interesting questions and comments made during the visit, and letters of thanks afterwards, prove how much the visitors have learnt and how deeply they appreciate the efforts of the branches' management teams. The teams admit that they too learn from the experience!

Applications that are made for group visits are filed through the public relations department at Blackfriars, approved by the relevant area general manager, and a suitable date agreed.

Popular event

A branch visit is not an unusual event at some stores. A few venues are so popular that during the summer months they may expect several 'bookings' each week. Deputy manager of Ipswich branch, Peter Haddon, can explain his store's attraction for visitors. 'We have nearly 200 clubs in the area, most of which are interested to observe the role of JS!' he says. Ipswich is the largest store in the area too so it has a big 'catchment' area.

Peter is usually one of the branch hosts during a visit and he admits that although he enjoys those occasions, when the questions start to fire at you it can be quite nerve-racking. However, they approach the visits as a team.

'The meat manager and I share the responsibility—so neither of us dry up! We have got it down to a fine art. After introducing ourselves to the group when they arrive at 7.30 pm, we show them the end of year company film while they are offered some refreshments. By encouraging a two-way discussion afterwards we keep it lively and to the point. In return we get a lot of feedback from our customers.'

Initially most Ipswich groups have the



Above: Smiling faces during St Margaret Clitherow School's visit to Woolwich branch.

Right: In-store instructor, Pat Chattaway, accompanied the young visitors behind the scenes.

chance to study meat preparation (when different cuts are described and indicated). The machinery is demonstrated and JS's butchery techniques explained before the tour continues around the store.

'They can look anywhere' says Peter. 'We don't hide anything, and I'm not being immodest when I tell you that many of the groups have told me afterwards that it was the best evening out they'd had for a long time! They realise that after the store has closed we can only scratch the surface of branch functions, but they can gain a broad understanding of our store's methods.'

Students and school children sometimes ask to concentrate on areas significant to their studies or project work. As ex-manager of Holloway (now at Edmonton), Terry Wright, found recently. Groups of students from colleges

specialising in commercial studies were guests at his branch.

Terry delegates much of the supervisory work to specialist staff and departmental managers after he has greeted the visitors. In-store trainers, price controllers and other staff explain systems and encourage questions. He considers it very good experience for trainee managers too and sometimes sets the organisation of a visit as a 'workbook project', as an integral part of the trainee's work experience.

Other popular branches for visits in the past few months have included Wigston, Sheffield, Solihull and Chertsey. Central Luton has catered for a group of mentally handicapped people, and of course the new branch at Nine Elms has attracted visits from a multitude of people interested in the success of this unique inner London store.

Continued from page 8

accordingly. Thus every task that he tackled from the beginning of his career has been based on detailed knowledge, study and understanding of trading, and the products and commodities involved. Mr Alan, if he is anything, is a perfectionist.

'If a retailer wants to be the leader in quality of product and service, he has to have that very close concern and attention to detail. But he needs more—he needs a deep and sympathetic understanding of the customer and the business—which I believe Mr Alan has. And by his example, he has given to the generations that follow him, the very same.'

In reply, Mr Alan said: 'It is 61 years since I joined the firm and there have been a remarkable number of changes during that period.'

Sixty-one years

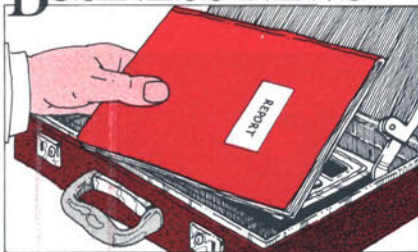
'When I joined the firm, deliveries were made to the branches by horse-drawn vans and nearly all the men in the offices at Stamford House wore bowler hats to work! If my memory serves me right, wages for warehousemen were about 40 shillings a week, and an imported 2½ lb chicken cost 2s/6d!

'Looking back to 1949, you may think that the change to self-service was a self evident and simple decision. But many

thought the public would never accept the American system—including some of our customers! One succeeds however, not only by one's own ideas, but is helped by the misjudgements of one's competitors.

'Naturally nobody is more proud than I am of the great success of the firm to which you have all contributed so much under the leadership of the fourth generation.

'I attribute this success to many factors, but above all to the ability to change and adapt to changing times without sacrificing the basic trading philosophy laid down over 100 years ago by the founder.'



Cheese innovation

THE FIRST NEW English cheese for 200 years was launched on September 27.

Lymeswold is the name, and it is also the first soft blue cheese to be produced commercially in Britain, a country normally addicted to hard, Cheddar type cheese.

It was developed by the Milk Marketing Board and its commercial arm, Dairy Crest, at a cost of £5 million, including £3 million on a creamery at Carrington, Somerset, to produce the cheese.

The board hopes to provide a home-produced competitor in the small but growing soft cheese market, supplied up to now by imports such as Brie and Camembert.

It is soft and mild when sold, but if left becomes full-flavoured. The cheese has a blue streak, and has a white mould exterior.

Dairy Crest claim that since Lymeswold went on test sale in southern England a year ago, including at some JS branches, it has outsold not just Brie, but all other soft blue cheeses.

It became available nationally in October.

Charity begins...

A FREE FOOD service for old and needy people has been launched by Marks and Spencer. Store managers are giving away goods which have reached their 'sell by' date.

The handouts range from bread and cakes to vegetables and dairy produce.

Each store decides whether to give the food direct to charities such as the Salvation Army, or to social services departments.

Oh, the wonder of Woolworths!

AT LONG LAST the American F W Woolworth group has decided to cut loose its British offspring.

A combination of an increasingly gloomy trading picture in the US and some very hard work by a London merchant bank, Charterhouse Japhet, finally persuaded the Americans to cut their losses and run.

Eight months of hard work by Victor Blank of Charterhouse Japhet, and Peter Wilmot-Sitwell of brokers Rowe & Pitman (also stockbrokers to JS), have culminated in one of the biggest takeover deals of recent years. Some of the investors in the £310 million bid include Prudential Assurance, Norwich Union, and the Merchant Navy Officers' Pension Fund. A massive £170 million loan facility to pay for some of that £310 million has been arranged from a syndicate of 16 banks in the UK, US and Europe.

The assembly of such a large scheme is

obviously quite an achievement, but the big unanswered question is what will the new company, named Paternoster, be able to do with the store chain? The group of 1,144 stores is now making losses. Selling a large number of those stores is impractical as the retail property market is not sufficiently buoyant to accept great amounts of property at realistic values. Large redundancy payments are also a hazard.

Paternoster have assembled a creditable management team, but have so far only named one man with hard retailing experience—Peter Firmston-Williams, formerly of ASDA and latterly with International. Paternoster have yet to name a chief executive.

What will the new captain do with his ship? As many people have commented in recent weeks, almost every conceivable marketing course has been tried in the last couple of years. Each new strategy has failed, so it will be interesting to see Paternoster's plan unfolding.

Retailing developments

THERE HAVE BEEN several innovations in the retailing world recently:

Stamps at Safeways

The new 33,000 sq ft Safeway store at Livingstone near Edinburgh contains a post-office. The Safeway's district manager has been appointed the official sub-postmaster. It is understood that Fine Fare are also contemplating this idea.

A Pinta Plonk?

Unigate, the dairy company looked at in the September JSJ, is planning to introduce doorstep deliveries of French wines alongside the more humble milk.

This revolutionary concept will be tested in the south of England (where wine consumption is higher), and if successful will become a nationwide service. A red and white wine will be offered in the increasingly popular three litre boxes.

Stamps out in the North-East

What could be a major change for the whole co-operative movement has started at the North Eastern Co-op—the second largest in the country. They have dropped the traditional trading stamps, and have used the money saved to cut their prices. Their objective in doing this is to win back the market share which has been recently lost to the major multiples.

A New Retort

What promises to be a radical new method of packaging has just been launched by Heinz in the south of England. 'Retort pouches' have been used to package an instant meal product called 'Take 5'—which only requires cooking in boiling water for five minutes.

The pouches, made of metal and plastic laminates, need less energy for cooking as heat can easily penetrate the thin sides of the pack. The ingredients are not dried, contain no artificial preservatives, and do not need to be frozen.

The packaging is a direct spin-off from the technology which developed food-in-a-tube for US spacemen.

It is now stocked by all 19 JS stores in the TV South test market area.

Roll up the carpet

THE ASSOCIATED Dairies Group (ADG) recently decided enough was enough and announced the closure of their two monolithic carpet and furniture stores, trading as Ukay in London.

These cavernous emporia, which contained a massive 400,000 sq ft of selling space, lost some £1.2 million in the year to May 1, 1982.

The heating costs for the stores must have made the average domestic heating bill seem positively microscopic and, at a time when the housing market is stagnant, carpet sales at Ukay have not made the most of the large available selling capacity.

The Ukay operating loss was sufficient to drag down the results of the whole furnishing division (which includes the Allied Carpets, Wades, and Williams chains) from a 1981 level of £4.45 million (profit) to a 1982 loss of £0.69 million. Now that Ukay is closed and the housing market is showing some small signs of recovery, the outlook for the furnishing division is better.

Food sales

That was the very bad news. The better news comes from the core of the ADG business—its food activities. Sales of this division were 12.5 per cent up at £1,192 million. This division includes Associated Fresh Foods (AFF) which processes milk and other dairy products, fruit juices, and meat. The major part (about 85 per cent) of the food division's sales come from the ASDA chain of superstores. With inflation at about 9.5 per cent, their real growth from both new and existing stores was around 3 per cent.

Only three new stores were opened during the year; each one was however significantly bigger than most JS branches, the average size of ASDA's being some 36,000 sq ft selling area.

Rights issue

The sales picture was varied across the country. ASDA is strongly represented in the west midlands, an area which has suffered particularly from high unemployment. Sales there may have been disappointing.

The operating profit of the food activities increased 12.5 per cent to £53 million. Looking at the group as a whole, the results are distorted by some non-trading items.

The Halifax store was gutted by fire in 1981, and the proceeds of the resulting insurance claim gave profits of £1.5 million. The other major benefit to profits was the interest earned on its cash hoard. This arose from a 'rights' issue of shares in early 1981 when £45 million was collected from shareholders. There has been little indication that this has been put to any operational use. But resting in the bank it turned the group interest position from £500,000 paid in 1980/81 to £6.5 million received in 1981/82. This resulted in an 18 per cent improvement in group pre-tax profits to £60.8 million.

Whether or not the group decides to spend some or all of that £45 million, 1982/83 should be an interesting year: 10 new stores are scheduled for opening, demand on the furnishing and carpets side looks set fair for improvement and JS is opening more stores in ASDA's northern heartland.

Japanese outlook

THE LONDON CORRESPONDENT of a Japanese newspaper, the *Asahi Evening News*, was alarmed recently by 'the insidious invasion of male prerogative by the western way of life!'

The cause of her concern? She quotes 'Sainsbury's, the most successful grocery supermarket chain in England', as saying that there is now one chance in three that when a young wife goes shopping her husband will be with her to push the trolley. Worse still, for every three trolley-pushers, there is one man doing his own buying!

'When I was brought up in Japan, even housewives would not be seen shopping for food. As for my father, I doubt if he ever walked into a butcher's in his life. I don't think it ever occurred to him that people actually went into food stores and came out with bags of things to eat.'

The correspondent then warned 'Japanese male chauvinist gentlemen' that this alarming trend is spreading rapidly!

But all is not lost. The good lady considers this merely 'a passing phase', as, with the advent of computer shopping, 'male dignity can come back into its idle own!'

Funny old world isn't it?

More spending

THE HIGH STREET might be picking up. The phrase has been heard several times before in recent months, so caution should be expressed when making the statement again.

The figures published each month by the Department of Industry show some signs of improvement in retail trade as a whole—the volume in the three months up to August was one per cent higher than the previous quarter.

Trade was no doubt helped by the recent lifting of HP restrictions and perhaps also the intense price competition; retailers have been so wary of putting up prices that the annual rate of inflation in High Street shops could now be as low as six per cent.

The reduction in mortgage interest rates could well give more help to the High Street. But looking further ahead, retailing chiefs will probably not shed their last vestiges of despondency for some while yet. Indeed, this might not come until the Government gives another boost to consumer spending by reducing income tax or VAT, or both, in a pre-election hand-out.

A change of Key

THE BITTEN bites back! Linfood Holdings, who were an unwilling target of the failed bid from Argyll Foods last October, have turned the tables and have now made a bid for Fitch Lovell.

As mentioned in the October *JSJ*, Fitch Lovell owns the Key Market chain of supermarkets, and has been considered a likely prospect for takeover for some time. Linfood sees the Key Market chain as fitting in neatly with its own Dee and Gateway supermarkets which are located primarily in the North and Midlands. Key Markets covers the area below the Wash to the Severn.

The new senior management which took over at Linfood last year has disposed of

some of the group's fringe activities. The Fitch Lovell bid is seen as a move by Linfood to concentrate on its core businesses of retailing and cash and carries. That said, Fitch Lovell is a very diverse group. Some of the wide range of their activities were high-lighted last month. If the bid proves successful it would not be surprising if Linfood were to dispose of some of Fitch Lovell's more esoteric activities such as fish farms and ships' chandlers!



Every one a winner

CHOCOLATE SLOT machines, for generations a delight for children and a plague to parents, now have a rival in the shape of a 'fruit machine', which will dispense apples in schools.

In October, apple vending machines were installed in 20 schools in Kent to disgorge fresh fruit at 10p a piece, in a pilot scheme it is hoped will eventually spread to all schools in Britain.

Results round-up

A LOOK was taken last month at some published trading results, so to give a fuller picture:

AGB

Soothsayers to Sainsbury's and the rest of the retail trade, AGB Research reported sparkling results for their year ended April 30.

Analysing grocery and other markets gave them pre-tax profits of £5 million (against £1.1 million in 1980/81) on sales up from £32 million to £40 million.

The group has now expanded into all the major worldwide research markets, and, since these results were announced, has taken over the Survey Research Group which is reputedly the largest market research organisation in South East Asia.

United Biscuits

United Biscuits chairman, Sir Hector Laing, commented at the time of the half year results 'In the UK, the branded biscuit market, despite competitive pricing, has declined this year due to a swing in own-label, so that our biscuit companies' profits have only been able to match last year's.' UK Biscuits apart, overall sales for the six months to July 17 moved ahead 15 per cent to £601 million, but the increase in profits before tax was barely noticeable—from £24.9 million to £25.6 million.

The group's latest acquisition, Terry's, made a small loss. The jewel in UB's crown was Keebler in the US which lifted trading profits 24 per cent to £15.8 million. In the other UK businesses, both the foods and frozen foods divisions benefited from a swing towards own-label products (including those it manufactures for JS).

John Lewis

John Lewis Partnership fared worse in the half year to July 31 1982 than in the same period in 1981, but the results were better than the management had expected.

Sales for the whole group rose 11 per cent to £418 million, but trading profits were marginally lower at £15.7 million. At the Waitrose supermarkets sales increased 14 per cent to £199 million.

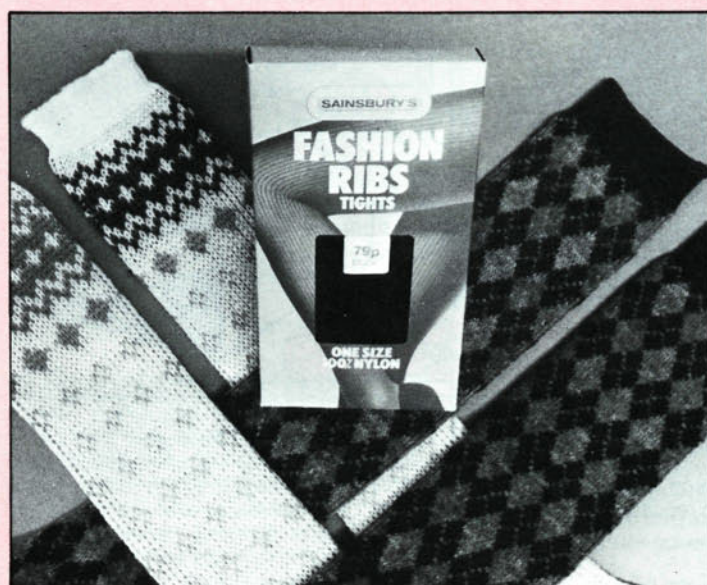
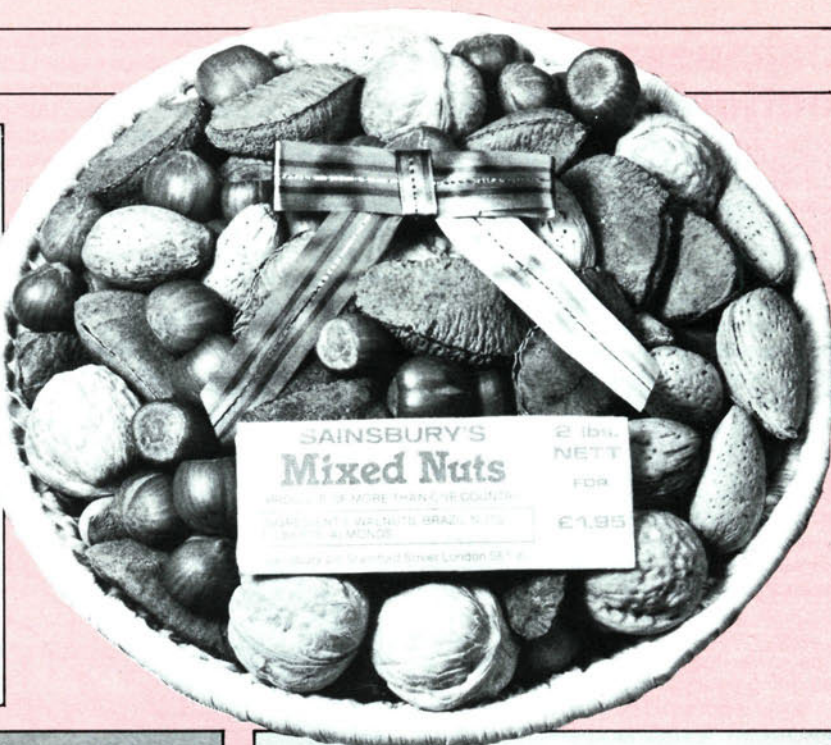
Morrisons

Northern supermarket operators, William Morrison, often erroneously described as a candidate for takeover by JS, announced reasonable results for their first half year to July 31.

Sales improved 14.5 per cent to £107 million. Pressure on margins meant that trading profits only increased by nine per cent to £4.35 million. Most of the increases in sales volumes came from new stores.

Apparently Morrisons came a little unstuck in their enthusiasm for buying alcohol and tobacco in advance of pre-Budget spending. This traditional spree did not materialise, leaving the company with rather large stocks to sell.

NEW PRODUCTS



Winter warmers

THE NEW AUTUMN RANGE of children's and ladies' socks includes two new designs in knee high socks, two over the knee socks and a new development in heavyweight tights.

The first knee high design features an attractive Fleur-de-Lis pattern and is made in an acrylic/wool/nylon mixture in several colour choices. The second style has a diamond pattern in heathery toning shades and is in three colour combinations in acrylic/nylon. Both are in size 4-7 at £1.30.

The over the knee styles are in three colours of cable design; and three toning colours in a 'birds eye' design. Size 4-7 is £1.50.

100 per cent nylon JS Fashion Ribbed Tights have been reintroduced this season in four shades—black, navy, cream and dove grey—in 199 branches at only 79p.

A different type of ribbed tight has also been introduced into 175 branches. They are of a heavier weight and are a very attractive choice during chilly weather, at just 99p. JS acrylic/nylon Ribbed Tights

are in three colours—airforce, burgundy and oatmeal.

The most recent development in the range is JS Fashion Ribbed Tights. These are made of 65 per cent acrylic and 35 per cent nylon and are the heaviest weight of tights available in JS stores. They are very soft to the touch and promise to feel snug, as well as look good, even on the coldest days of the year.

This one-size tight is in four colours (lichen green, chocolate brown, navy and burgundy) in 100 branches at a very good price of £2.25.

JS Children's Ribbed Tights to fit ages 2-3, 4-6 and 7-9 are in blue, silver, burgundy or white in 100 stores. These 40 denier tights cost 49p per pair.

Bags

JS'S POPULAR PVC shopping bag is now available in a new design and choice of colours.

These bags are provided as a special service to the customer, not as a profitable exercise, at £1.69.

All branches will stock a choice of colourways—camel or khaki.

Mincemeat

A SUPER LUXURY Mincemeat recipe with dates, walnuts and a careful balance of other wholesome ingredients, extended the grocery range last month.

Luxury Mincemeat is available in 15 branches at 79p for a 411g (14.5 oz) jar.

Special Recipe Mincemeat also includes glacé cherries and hazelnuts for a distinctive new flavour at 59p for 411g.

Nuts

TOP QUALITY nuts have been selected to fill a presentation basket as a novel gift item this Xmas.

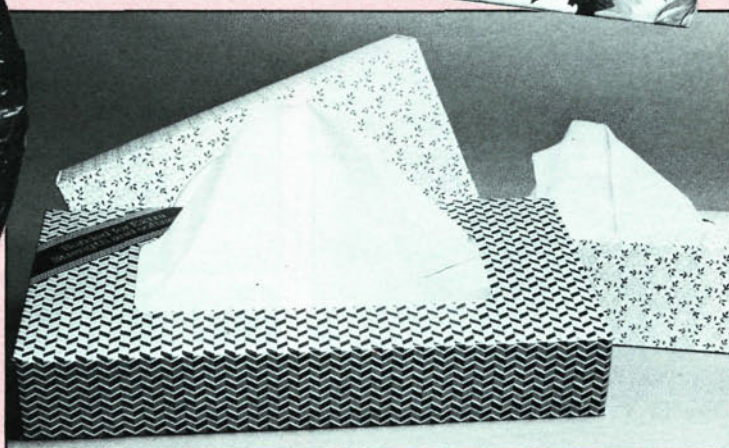
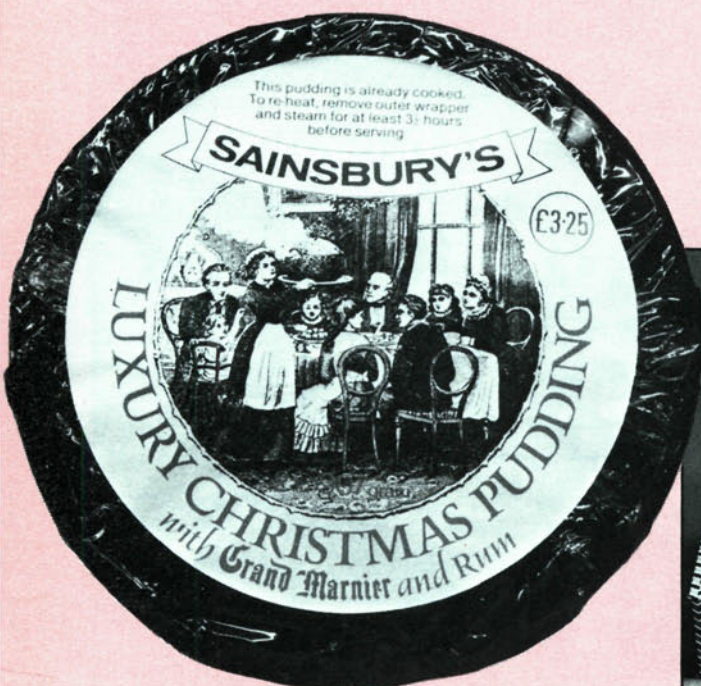
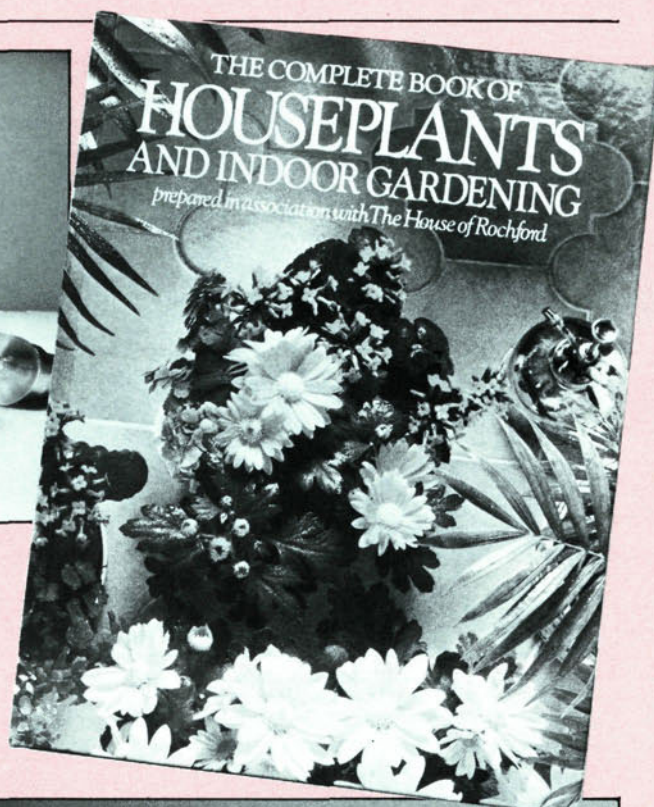
A 2 lb Mixed Nuts Basket costs £1.95 in all branches.

Cake

IN ADDITION to the wide variety of round JS Christmas cakes there is a 3lb square iced-top cake which is good value at £3.85.

This new line is now in approximately 40 stores.

NEW PRODUCTS



Strike a light

NO NEED TO HIDE your light under a bushel with Sainsbury's own-label new reflector lamps—instead, show them off in your light fittings at home!

Sainsbury's medium reflector lamp (60 watt—95p) is designed for general home use and is particularly effective when used in conjunction with spotlight fittings and gives a medium beam. The lamp has a standard size bayonet cap for use in many domestic fittings.

The R16 miniature reflector lamp (40 watt—85p) gives a medium, well designed beam, and could be used for close display work, such as shelf and showcase lighting. The lamp has a small screw top for use in many home spotlight fittings.

Finally, Sainsbury's miniature bowl reflector lamp (40 watt—69p) is designed to produce a narrow beam ideal for lighting up single objects. The unique shape of the lamp directs more light on to the reflector and helps to prevent overheating.

All are available at over 100 branches in the electrical accessories department.

For use in gas and electric fires, Sainsbury's has introduced the fireglow lamp—a red bulb which will give fires a warm glow ready for the winter months. It also features a 'rough use' filament, which allows it to be used outside in the garden.

They are now available at 160 branches at 64p (60 watt).

Cold cure

A SPECIAL redesign has given a fresh new flowery image to JS's Soft Tissues packaging.

The multicoloured tissues and the white, both priced 44p for a box of 150, are now available in about 200 branches.

Three-ply Mansize Tissues became another own-label first for Sainsbury's last month.

These tissues are priced at 48p (for a box of 65) in 125 stores.

Bumper books

COLOURFUL BOOKS available at JS are likely to be snapped up to solve gift problems this year.

Bumper books, The Complete Colour Cookbook, Gardening for All and The

Complete Encyclopedia of Home Freezing, which were all available last Xmas, have now been joined by two new titles. The Encyclopedia of Vegetable Gardening and Houseplants and Indoor Gardening are also available at £2.25 in about 170 branches.

In more than 100 branches The Complete Home Handywoman will be sold at last year's price (£1.99).

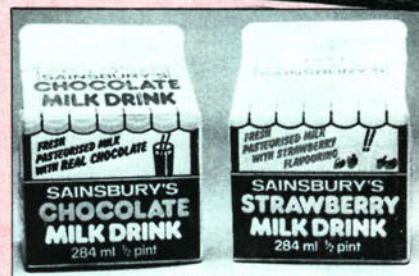
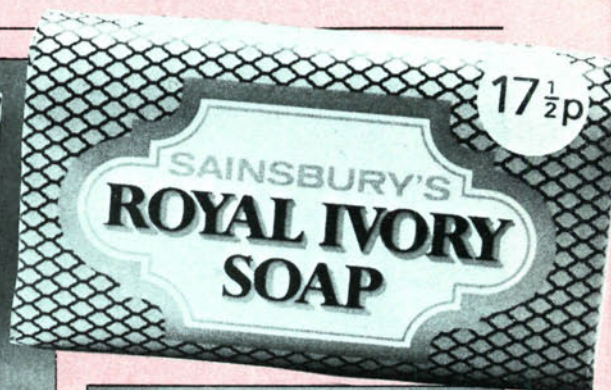
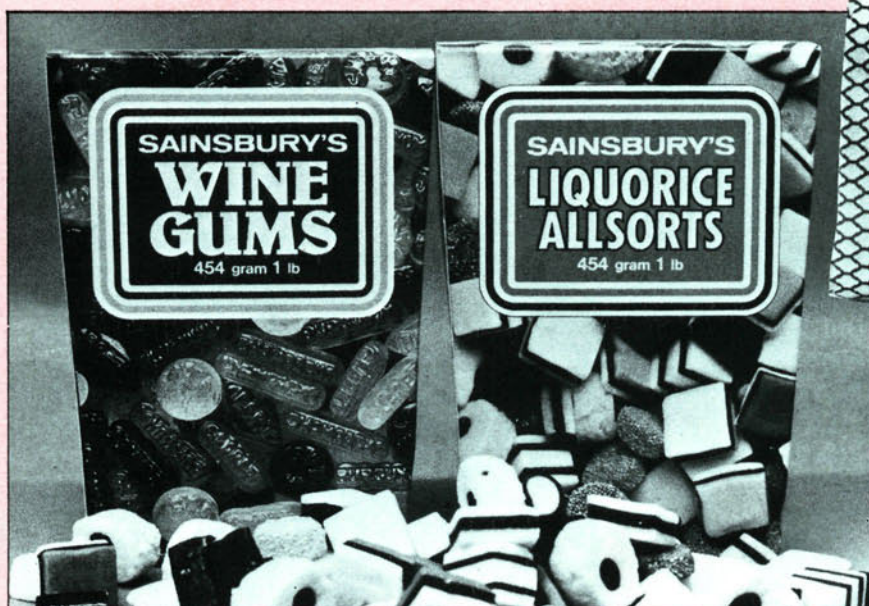
All large volumes include more than 250 illustrated pages, with many colour plates, and represent very good value for hobby enthusiasts.

Super pud

A NEW LUXURY Christmas pudding went into store last month. It has all the ingredients for a super finale to the seasonal dinner as this rich pudding includes a high fruit and nut content—plus Grand Marnier, rum with a dash of brandy and sherry for good measure! A 2lb pudding costs £3.25 in 30 branches.

The original JS recipe Xmas puds are available too in 1, 2 and 3lb quantities (at £1.22, £2.10 and £2.98 respectively) in every store.

NEW PRODUCTS



Silk purses

CHINESE SILK purses can add an air of oriental luxury to your Xmas gifts.

These pretty purses have been chosen to complement Sainsbury's own J range. One contains a set of cosmetic brushes (£2.99) and the other holds the Pearly Lustre eyeshadow trio (£2.49) and they can be found in every branch that stocks J cosmetics.

Sweeties

THERE ARE IDEAL presents for all ages in the confectionery department this year.

Amongst the new own-label lines for Xmas '82 are attractive boxes of top quality Petit Fours which cost £1.85 for 250g. Delicious Marzipan Fruits are £1.49 for 142g and those traditional winter favourites, Chocolate Gingers, are priced at £1.39 for 200g.

New large boxes of the popular Chocolate Covered Brazil Nuts (in a choice of milk or plain) cost £2.20 for 400g. All are available in more than 100

branches.

Wine Gums and Liquorice Allsorts have previously been available in 1/2lb bags but during pre-Christmas months will also be packaged in an attractive presentation 1lb box at 79p (in 104 branches) and 89p (in all branches) respectively. And last, but not least, a gift which must be one of the best stocking fillers to please any child—large tubes of JS Chocolate Buttons cost just 49p in all branches.

Crackers

NEW JS CHRISTMAS CRACKERS, good value at £1.45 per box of 10, are now in 168 branches.

Each cracker contains a party hat, novelty, snap and motto.

In addition to the traditional packs of wrapping paper some new ideas have been developed in gift wrappings.

Two rolls of Gift Wrap paper in high quality lustre finish mean the equivalent of about 10 sheets for 95p. This paper is in 111 branches.

Two new gift decoration packs each contain two gift bows, two ribbons and

two gift tags. The unusual Contrast Pack costs 75p (in 23 branches) and the Metallised Pack costs 65p (in 111 branches).

It's clean . . .

A STYLISH lattice designed wrapper hides JS's own-label new Royal Ivory Soap, now available at 200 branches.

Competitively priced at 17.5p (150g) this luxury bargain is a must in all bathrooms.

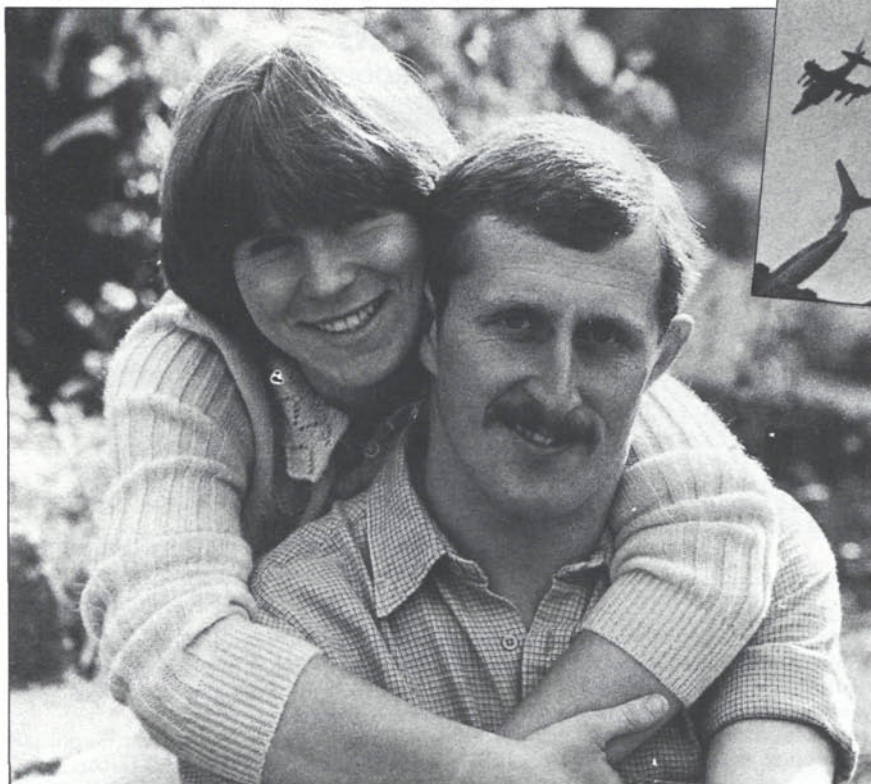
Honey

THREE DIFFERENT HONEYS have been chosen to fill this year's gift box. One pound pots of Canadian clover, Acacia and Australian Honey make up the set that costs £2.50 in 140 branches.

Flavoured

FRESH, FLAVOURED milk drinks are now in 55 branches of JS. These 1/2 pint cartons are in a choice of chocolate or strawberry flavours at 18p and 16p respectively.

Falklands hero



Above: Tracy and Ian. Above right: This picture was taken from the roof of Stamford House on October 12 during the salute to the Taskforce.



Julian Battimelli

A **MILITARY MEDAL** has been awarded to a very courageous man for his actions during the Falklands crisis.

Corporal Ian Bailey has been honoured with the medal for bravery while wounded and pinned down with automatic fire. His courage has been publicly praised and admired but perhaps the person most proud of him is his fiancée, Tracy Bumstead. Tracy, who is a supermarket assistant at Winchester branch, was overjoyed to see him safely home after his time with the Third Battalion, Parachute Regiment, on the Falkland Islands.

Ian and Tracy, who have been engaged for about 18 months, have another important, and happy, occasion to look forward to next year. They have set the date for their wedding in May!

The best of British

SAINSBURY'S 'Select the Best of British' campaign this year proved to be a notable success.

This campaign, which began on September 13, spanned four weeks of specific promotions exclusive to JS and was backed by extensive advertising. Although it had to follow the achievements of two previous Best of British months in 1980 and 1981, this year's new approach helped to make it all the more exciting and memorable.

Four huge colour posters proclaimed the launch in the windows of every branch. Hanging posters, barker cards and promoted products were adorned with Union Jack symbols in various departments including fresh meat, poultry, dairy and produce departments. This is one of the few occasions that full colour posters have been used in-store this year.

A new approach to TV and press advertising supported and stressed the 'British' campaign for the first time by featuring topside of beef cuts, mince,

eggs, cheese and the other fresh foods with their special competitive prices.

This 'showcase' of special offers mainly achieved the high expectations of the buyers during the month but some areas accomplished dramatic improvements. The pork department, chose to highlight chops during the second week. They achieved the predicted high sales increase.

The poultry department attained such a good price for the whole fresh chickens (59p per lb) that sales were boosted to twice the normal level with no noticeable loss in the frozen chicken trade!

The delicatessen department chose three British lines to place on special offer and sales were better than during normal promotion weeks.

Good weather conditions brought the harvest forward and so helped the sales of British apples, pears, cauliflowers, carrots and celery. A wider range, and higher quality fruit, was much in evidence at more advantageous prices than last year.

Arts sponsorship

THE LATEST ADDITION to the £500,000 arts sponsorship programme announced by JS last year, is the Chamber Orchestra of Europe.

Sainsbury's sponsored the first two concerts in the Orchestra's 1982/83 season featuring Maurizio Pollini and Julian Bream respectively.

The Chamber Orchestra of Europe formed in London in May 1981, and the players, aged 18-24, are the finest young professionals in Europe, currently representing six countries.

The orchestra receives no support from any government or public funds but relies exclusively on individual and charitable donations and a developing corporate sponsorship programme in which JS is playing a prominent role.

Sponsorship of the Chamber Orchestra of Europe meets the Sainsbury criteria of excellence and emphasis on youth, both nationally and regionally. JS's current programme also includes substantial support for Kent Opera Polka Children's Theatre and Sadler's Wells Royal Ballet. Two new specially created events were added earlier this year—Sainsbury's Festival of Choirs and 'Images for Today', a visual arts competition.

Last year JS received an award for business sponsorship of the arts, given by the Association for Business Sponsorship of the Arts.

SAINSBURY'S
SELECT
**THE BEST
OF BRITISH**





A dozen babes from Cambridge.

A career at JS

FROM CLERK to operations planner at Buntingford depot is the turn Keith Blythe's career has taken in the last four years.

He joined the company in 1978 with one aim in mind—to be successful in the grocery division field. The first stage towards realising this ambition was to start studying for the Institute of Grocery Distribution exams. This he did and after a lot of hard work, obtained valuable

qualifications.

The three main subjects studied by Keith were calculations, elements of distribution and communications. His results, which he only received a few weeks ago were very promising—one distinction and two passes respectively. Well done!

Naturally enough he does not wish to stop here but having achieved this success, is keen to obtain another qualification and so improve his knowledge of the distribution business still further.

With this in mind, congratulations so far, and bags of success for the future.

Images for Today

EIGHT WORKS of art, all reflecting the theme Images for Today, have been selected as major prize winners from over 1,200 entries for the first JS 'Images for Today' competition.

The eight artists concerned will each receive a cheque for £1,000 as advance royalties on the sale of reproduction prints to be made from these works.

The winners' names are as follows: John Clark (Hayle, Cornwall), Maggie Clyde (London), Martin Handford

(Cobham, Surrey), Lawrence Preece (London), Annabel Ralphs (Oxford), David Sim (London), Ray Smith (Yeovil, Somerset) and Janet Woolley (London).

The reproductions of these artists' work, to be printed to the same size (20" x 30" maximum) as the originals by full colour lithographic process, will be sold at only £3.45. By keeping cost to a minimum many more people will now be able to afford and enjoy the work of some of the most imaginative contemporary artists, not just in galleries but in their own homes as well.

The eight originals together with five highly commended works (each receiving £250, but not reproduced) and a further 61 entries considered by the judges to be of especial interest, will be going on show at the Graves Art Gallery, Sheffield, on December 4 before starting a national tour in 1983.

The judges were: Professor Carel Weight CBE RA (Painter), Terry Frost (Painter), Quentin Blake (Illustrator, Head of Department of Illustration, Royal College of Art), Caryl Hubbard (Chairman, Contemporary Art Society) and Julian Spalding (Director of Arts, City of Sheffield).

Babes in the . . .

PRODUCTIVITY at Coldhams Lane branch is on the increase according to Mary Hudson, BPO. She sent this photograph which was taken recently of staff who had 'produced' during the previous year.

We understand it was quite a 'fête' to get them all together on that special day but it turned out to be a memorable reunion! The photograph was taken at the branch's fête and fun day which raised £3,000 for cancer research.

National Fun Run

THE SUNDAY TIMES National Fun Run has already become a very important date on some JS employees' calendars.

The 1982 event on September 26 was the fifth national fun run and was again held in Hyde Park but conditions were quite different.

The number of entries were approximately the same at 27,000 (or 1,400 teams), but the weather was altered by a wind of up to gale force six. Firstly, rain poured down and later the sun shone but, nothing daunted, representatives from Blackfriars, all of whom completed the course, were pleased with their results.

Four teams entered. The 'A' team hopefully beat last year's position, with Barbara Sheldon leading home the team by coming in the first ten. Last year she came 96th. Other results this year were Martin Gant at number 18, Mark Frith 20, Robin Tripp 22 and Rod Lock 70.

Everybody who ran in 1981 improved their times this year even though the conditions weren't so good. They agreed that it was a great day out and they are even looking forward to next year!



SAINSBURY'S

**IMAGES
FOR
TODAY**

PHOTOGRAPHIC COMPETITION



HURRY, HURRY, if you still want to enter the 1982 JS Journal/SSA photographic competition as the closing date is **Friday, November 12!**

Hundreds of interpretations of this year's themes, **Summertime Blues** and **Nostalgia**, have already been received, and the results will be announced in the December issue of the Journal. Don't forget, all prints must be **black and white** and have an entry form attached, or your name, job title, work location and telephone number written on the back.

All JS employees and veterans may enter. For full details see June JSJ.

ENTRY FORM

Please carefully attach an entry form to the back of every photograph entered for the competition. Entries should be sent to: JS Journal, J Sainsbury plc, 5th Floor, Stamford Street, London SE1 9LL.

Name: _____

Full job title: _____

Location: _____

Tel. number: _____

All photographs will be returned.

Full circle

DENNIS MADDOCKS' working life at JS has come full circle. Born in Gloucestershire he returns to Gloucester to retire after 44 dedicated years with the company.

'I'd lived in a small country village up to the age of 16' commented Den 'and having been offered a job with Sainsbury's I came down to Blackfriars in August 1938 for training. I had to catch my first ever train, which got me off on the right track!'

A month later Den took up his first post as an egg boy at Greenford. 'It was quite a tough job' he said 'standing outside the shop selling. I was eight months there, and then for the next three years I moved to all the other counters—cheese, butter, cooked meats and bacon. It was such a sound training.'

Den was one of the last members of staff at Greenford to be called up to the forces when the second world war broke out, and so before going to India he spent time training the women who would be running the branch while the men were away. 'I spent three-and-a-half years in India as a flight mechanic, and was involved in no fighting at all but spent my time servicing aircraft.'

In 1945 Den returned to England and a week later married his wife, Phylis. They



had met while she had been working at Woolworths, long before the war.

After their honeymoon Den returned to Greenford as a salesman and soon after became a leading salesman. In 1950 he was promoted to assistant manager. 'I remember it well' he said 'I was called to Blackfriars to see Mr RJ (Sir Robert), who congratulated me on my promotion. In those days it was very different, the company felt much more like a family and all moves of this kind were dealt with

very personally. It was a very happy day for me.'

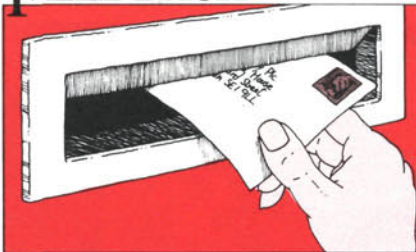
Den's sole ambition on joining JS had been to become the manager of a store, and so he was now certainly moving in the right direction.

Finally in 1958 Den was promoted to manager at Northwood, where he remained for eight years and then moved to Hendon for another three years.

Up to this point Den had only ever

continued on page 19

FEEDBACK



Body language

From: Maurice Eyre, company systems, Blackfriars

Body language has been receiving increasing attention in the media lately and as a result we are all becoming more aware of our own movements.

An obvious example of this awareness is to be found in sales executives and shop assistants, whose jobs demand a positive posture of enthusiasm and concern for customers, as well as more obvious attributes like good grooming and effective speech.

According to an article in a periodical, body movements are the basis of a technique called 'action profiling' which is used in personnel selection, team building and strategy implementation. It is claimed that decisions about people prove to be much more accurate, compared with those obtained from the traditional 'track record plus hunch' method.

It is also claimed that management teams are built so that individual strengths are balanced and complemented. This results in less wasted energy, and team performance is maximised.

Has anyone ever experienced 'action profiling'? Is it just a gimmick? Should it be regarded seriously as a technique which could make a significant contribution as a management aid in the personnel division?

Derek Williams, manager, personnel services, Blackfriars, replies:

People who interview others regularly, use a variety of techniques as part of their interviewing and selection procedure. The technique known as 'action profiling' is at its simplest, part of the observation process and supports candidates' application forms and the questions and answers and discussion at the interview. It is not a gimmick, but neither is it the 'philosopher's stone' of interviewing!

Perhaps the author of the article, referred to in the letter, summed it up appropriately, when he wrote 'it has to be emphasised that an action profile is part only of the judgement procedure. A decision should never be taken on the basis of the action profile alone.'

Local history

From: Margaret Thompson, BPO, Birkenhead

Last week we received a letter from a local citizen who took it upon himself to enlighten us on what he thought might be the past history of the Sainsbury family. We found this potted history very interesting and thought you might too!

A section of this letter went as follows: 'I am president at the Birkenhead history society and thought you may be interested in the following. Did you know that the name Sainsbury hardly figures in our local phone book, yet it does occur in local records under the date 1383?'

Letters are welcome
and should be
addressed to the editor

Thank you

From: Alan Hart, assistant audit manager, Blackfriars

Whilst reading the July/August JSI I noted that the chairman, in his address to the company's AGM, referred to the contribution of the company's employees. His appreciation is well deserved particularly by branch staff who bear the brunt of the additional work load arising from the company's success.

On a number of occasions the chairman has paid tribute to the efforts of the employees and I feel it is time this was reciprocated. We, the employees provide the power to drive the company forward but we are nevertheless dependent on the helmsman to steer us away from the rocks and through the difficult passages.

In Sir John we have been fortunate to find a helmsman of no mean ability.

During latter years we have seen the introduction of the Share Option Scheme and Profit Sharing together with improvements in the JS Pension Scheme, all of which resulted from the company's success. For these, and for the security of employment we have enjoyed, I say 'Thank you Sir John'.

This does not mean that I believe everything at JS is perfect. In common with other companies, JS has its problems, one of which was first diagnosed by injustice which were first diagnosed by C Northcote Parkinson. His law stated that work expands so as to fill the time available for its completion, and not vice versa. Presumably this will continue for as long as managers are human and lack the attributes of God!

Thank you 2

From: Mary Cooke, customer at Walthamstow

I have enjoyed shopping in your stores for many years now, especially the Walthamstow branch.

One of the staff in particular, Patrick Sheerman, was very helpful.

Not only did this young man help us in the lift with two loaded trolleys and a baby but on arriving at my daughter-in-law's car and realising that one of the tyres was flat, he proceeded to change it.

I would like to thank him for his help, without which we would have been at a total loss.

Trolley-ho!

From: William Buck, Veteran

When are Sainsbury's as a whole going to follow Basingstoke Brighton Hill branch and make a fixed charge of 10p on trolleys?

All branches would find that children return them for cash and enjoy it tremendously thus pleasing the council and customers.

I spoke to one young lad who had made £4 by 11am on Saturday morning, tax free!

Is it not a good idea?

Rick Beazley, branch administration, replies:

It is important to remember that trolley control schemes of any kind are introduced only if the area general manager considers that there is, or is likely to be a problem of abandoned trolleys. This could depend on the nature of the car parking facilities, the attitude of the local council, and the economics of trolley replacement.

The 10p fixed charge trolley lock system has much to recommend it, but it by no means guarantees 100 per cent recovery. The choice of the most suitable scheme is subject to the area general managers recommendation.

With one or two exceptions, new branches are being equipped from opening with the 10p trolley lock system. However, it would be uneconomic to equip all existing stores in this way, and it may not always be good public relations to alter existing schemes, which have become established and accepted by customers over a long period of time.

Fifty pints of blood!

From: Sylvia Sinclair, public relations officer, National Blood Transfusion Service

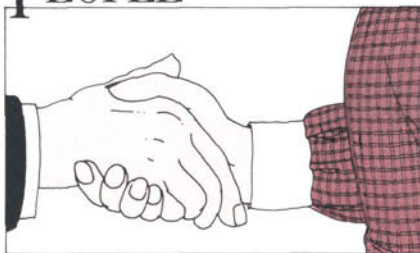
I thought you would be interested to know that Derek Wood, senior layout artist in screen printing at Blackfriars, has just been given the Blood Transfusion Service gold award for having given 50 donations of blood since he first became a donor in 1954.

We are, naturally enough, extremely grateful for the support so freely given us by the management and staff of Sainsbury's at the donor sessions, because the blood which is given by staff at these particular sessions is vital for the on-going treatment of patients suffering from leukaemia and haemophilia.

The service is always in need of more donors therefore staff who wish to give their blood should contact the medical welfare officer.

Thank you for your support.

PEOPLE



RETIREMENTS

Albert Holloway, driver at Charlton depot, has retired after 39 years with JS.

He began his career at Union Street in the meat and butter department. In 1955 he moved to Charlton depot.

Harry Holt, manager, contractor liaison, Streatham, has retired after 35 years at JS.

He joined the company at Stamford House in the depot stock office and a few years later moved to the wages office. Before transferring to Streatham he was promoted to chief cashier.

Doreen McCabe, fresh meat assistant at Broadmarsh, has retired after 19 years with JS.

Anne Tarrant, clerk in branch stock, Streatham, has retired after 15 years' service with JS.

She joined the company as general clerk in branch stock and two years later became deputy supervisor.

She moved to her final post in 1973.

Marjorie Theobald, personnel officer at Fulham branch, has retired after 14 years' service at JS.

She joined the company as a branch personnel officer and has worked in numerous branches including Wandsworth, Victoria, Chelsea, High St Kensington and finally Fulham.

Alma Aylward, in-store instructor at Swiss Cottage, has retired after 13 years at JS.

She began her career as a part-time cashier and nine months later became full-time. In 1971 she was promoted to chief cashier at the old Swiss Cottage. Two years later Alma transferred to the new branch, for the opening, in the same capacity.

In 1979 she took up the post of in-store instructor.

'Beaty' Bailey, in-store instructor at Halesowen, has retired after 12 years' service at JS.

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

Mrs R Glass (9 years)

Mrs R Minchin (9 years)

Miss M Eckert (8 years)

Mrs G Hastings (8 years)

Mrs A Roe (8 years)

Mrs E Pennycooke (7 years)

Mrs M Walton (7 years)

Mrs H Harper (5 years)

Mrs S Zwolenkiewicz (2 years)

LONG SERVICE

Fred Platts, senior chargehand at company engineers, Blackfriars, has completed 40 years' service with JS.

From 1942 he worked as an electrician on all types of installation at various branches. After National Service, Fred moved to Blackfriars and is now responsible for work in both Rennie and Stamford House.

John Goodliff, warehouse/reception

manager at Folkestone, has completed 25 years' service with JS.

He joined the company at 68 Croydon and seven years later was promoted to assistant manager. In 1970 he moved to Ashford. John has been at the new Folkestone branch since the opening in February 1982.

Norris 'Wally' Waller, provisions manager at Upminster, has completed 25 years' service with JS.

He began his career at Collier Row as a butcher. In 1960 Wally moved to Upminster and four years later to Goodmayes where he was promoted to assistant head butcher. He has been in his present position since 1972.

OBITUARY

Sidney Allen, driver at Basingstoke depot, died on July 22, aged 39.

He had been with the company for 12 years.

Patricia Bray, supermarket assistant at Southend, died suddenly while on holiday on September 4, aged 49.

She joined Southend branch in 1969 and spent her whole career at JS there.

Jean Dunsford, part-time supermarket assistant at Leatherhead, died on August 8, aged 48.

She had been with the company just

under a year.

Doreen Holland, office manager at Folkestone, died on August 30 after a brief illness, aged 52.

She had been with the firm for 33 years and had always been very active in the branch as treasurer of the SSA committee.

Ann Tegwen Jones, checkout manager at Walsall branch, died on September 21 at the age of 49 after a long illness.

She began working at the 'old' Walsall store in 1964 as cashier manager and later was appointed checkout manager at the new supermarket. Tegwen had been in hospital in Wales for some time but Walsall branch staff kept in close contact with her during her illness.

Mo Rigby, part-time supermarket assistant at Stafford, died on August 31, aged 42.

She had been with the company just under two years.

Ronald Webb, maintenance engineer at Basingstoke depot, died on July 14, aged 56.

He joined the company in 1974.

Don't forget –
last copy
date for the
December issue is
November 12



continued from page 17

worked in manual stores and he then felt the need to embark on self-service training. He started a 12 month course in 1969, but only completed three months, before he was asked to take over at Whetstone manual as manager. After only six months Den was then transferred to his last branch—87 Ealing, a manual store which was partly self-service.

'I can truly say' commented Den 'that I have enjoyed all the stores over the years, they have all been equally demanding but fun. Sainsbury's has been my life, and as a manual branch manager I have worked all hours, so have very rarely indulged in activities outside JS. That is

one of the main reasons why I'm looking forward to my retirement.'

Phylis, his wife, feels the same way, 'Although I never worked for JS' she commented 'I do feel that I have because when your husband is so totally involved, his wife is too.'

So after a fulfilling career at JS Den feels he has earned his retirement which he has been planning for the last five years. 'You need to prepare yourself, otherwise it comes as a bit of a shock to the system.'

The first step in Den's retirement plan is to move back down to Gloucester where most of his family live. 'I'm a great family man, and the main reason for moving is so that we can all keep in close contact. I am also looking forward to living back in the countryside.'

Gardening is Den's main hobby but other plans, very much in the forefront, are to get more involved in church activities and to keep in touch with longstanding JS friends.

Den also intends to take up photography as a hobby and Phylis has promised to teach him how to cook. 'Retirement is going to be great, and if its anything like the first three weeks, it should be as exciting as my first ever train journey!'

Sainsbury Suggestion for your Menu

ENGLISH HARE

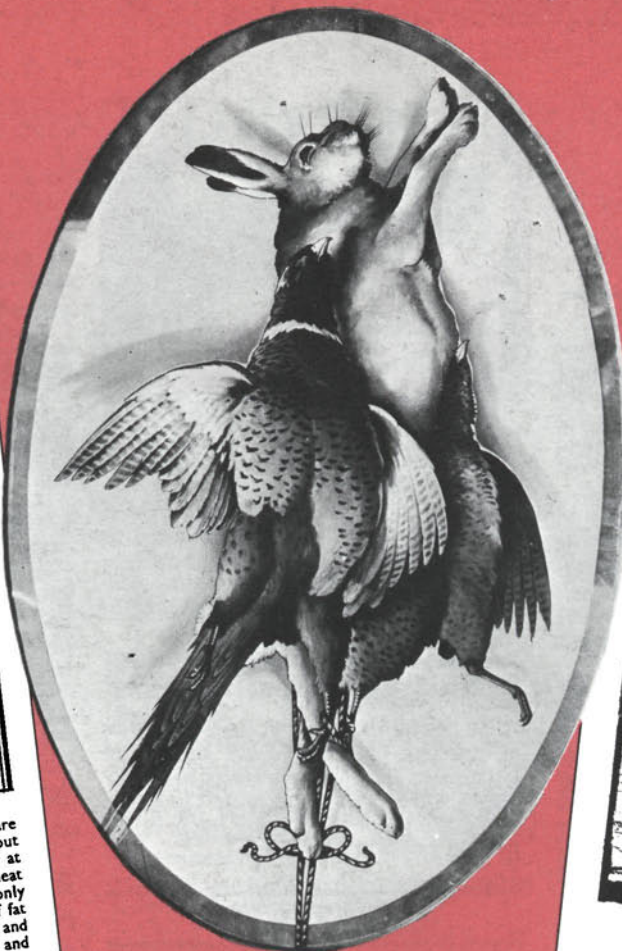
- 1 English Hare
- Madeira or Port
- Salt
- Fat Bacon
- Flour
- Veal for Stock
- Pepper
- Larding Fat
- Potatoes
- Butter

Articles marked with an asterisk can be purchased at Sainburys

Use only the best thick part of the back of hare for this dish. Remove meat from bones, put bones and the head of the hare to stew for at least 1½ hours in 1½ pints of water. Shape meat into neat fillets and lard these on one side only with strips of larding fat. Lay 4 rashers of fat with strips of larding fat. Lay 4 rashers of fat and bacon in a stew pan, add 1 pint of veal stock and a teaspoonful of madeira, 2 bayleaves, pepper and salt. Cover with buttered paper and cook very slowly in the oven for 20 minutes. Baste often with the liquor. Remove paper when cooked and allow top to brown. Drain fillets and serve on a purée of potatoes—pour round a sauce made as follows: Cook together, stirring all the time, 1 tablespoonful of butter and 1 of flour, until a bright brown. Then add slowly the liquor from the bones, and, after skimming it well, pepper and salt. Cook until sufficiently thickened. If liked, a little lemon juice may be added.

Use rest of hare the following day in any way desired.

30th November, 1936
INSET TO PRICE LIST
See Meat Recipe on other side



GOOD FOOD

NOVEMBER 30th, 1936

This list is issued fortnightly but prices are subject to market fluctuations.

J. SAINSBURY

ARCHIVES



Cook's game

which cost 3s in 1936 and £5.50 today.

The rocketing price of hare has led JS to give up selling it, although of course the company still sells a number of game lines in season. Today they are sold frozen, rather than 'in the feather' but in the old days the game department was one of the most important, with huge displays of fresh game. Sainsbury's first started selling game almost a century ago, and the glass panel above, one of a pair in the archives, used to decorate one of those early branches.

Responding to changing markets has always been one of JS's strong points. In 1936 Sainsbury's sold neither port nor potatoes (both needed for this recipe) but today if hare is out of fashion these products are definitely in demand. JS is today one of the biggest greengrocers and wine merchants in the country.

Wendy made one or two other interesting comments on the recipe and its

ingredients. In 1936 recipe quantities were less specific and more dependent on 'feel' and guesswork than today's. The stockpot has rather gone out of vogue with the advent of stock cubes, which are so much more convenient, and today's good cook, Wendy says, would replace the buttered paper used to cover the meat with aluminium foil, as it would keep the hare more moist. Nonetheless, no doubt the finished product was delicious and was the nourishing family meal it is today.

Prices for the English Hare Recipe

	1982		1936	
	£	p	£	s d
Hare	5	50	3	—
Bacon		29		2½
Madeira		21		4½
Stock		7		1
Potatoes		14		2
Butter		5		1
Flour and seasoning		1		½
	£6	27		3s. 11½d

SOME OF THE MOST frequent queries to the company relate to changes in food prices, so this booklet of prices dated November 30, 1936, was a particularly welcome gift. Sent in by a customer from Lewisham branch, it includes not only information about the products sold 46 years ago and their prices, but has as an inset a card with two appetising recipe suggestions.

Such recipes, often with a seasonal flavour, were frequently given away to customers at JS. In this case, with the hare season well advanced, a dinner party with this 'English hare' as the main course sounds as attractive now as in 1936.

With this in mind the archivist consulted Wendy Godfrey, JS's home economist, about differences between cooking then and now, and asked her to cost out the dish using the prices quoted in the 1936 list and today's price list.

The meal was never a cheap one to make, as the prices (right) show. In 1936 the total cost was 3s 11½d (not quite 20p). Today's prices for ingredients add up to £6.27! As Wendy points out, most of this increase is in the price of the hare itself,

PRESTON

'WE'RE' THE ONLY purpose built supermarket in the town—so we should do well' commented David Bignell, manager of JS's new store in Preston.

The doors opened at the first Sainsbury store in Lancashire on Tuesday, October 19—the nearest branch being 17 miles away at Southport, Merseyside, which opened a week earlier.

The supermarket, with a sales area of 20,571 sq ft, is ultra-modern in design and architecturally interesting. The light brown, two-storey building has a bronze tinted canopy along the front with complementary bronze tinted windows above. There is a JS owned and operated car park adjacent with spaces for 139 cars.

The day before opening a preview party was held, hosted by David Bignell, AGM Tom Haynes and DMs Rodney

Brooksby and John Phillipson. It was attended by about 30 dignitaries and representatives from local organisations including the mayor and mayoress of Preston. The mayor commented that he was very impressed with the store and was glad to have JS in the town.

The opening of the supermarket has created 156 jobs. 'Probably 70 per cent of the staff had never heard of Sainsbury's' said BPO Louise Harrop. 'Unemployment in the town I think runs above the national average because several mills have recently closed down. So there was a rush for jobs—but we've got a good team together.'

'I'm new to the company myself—this supermarket is smashing. There's definitely no one in the town to touch us in terms of quality and standards. The store speaks for itself—once people have

been here—they'll be back!'

One of the new staff is John Trigwell, senior assistant in the warehouse. 'What a great company. The people are terrific, it's an exciting place of work and the opportunities are incredible. It's good for Preston too—the prices are low!'

Impressed

Bakery manager John Simpson was also pleased with the store. 'It was difficult to learn the Sainsbury way—I've been baking for 25 years—but I'm very very impressed with everything JS from top to bottom.'

Customers too agreed with this opinion. First in the queue was Rose Zimmy. She spent £22 on her first visit ever to a JS store. 'Everything looks so fresh' said Rose. 'The prices seem good

and I must say the uniforms are very chic! It also makes a change that everyone is so polite!'

For produce manager Richard Fox, the day was a double celebration—he got married only the Saturday before! His wife, Janet, a supermarket assistant in the store, commented: 'It's all a bit of a shock really—we moved up here on Sunday. What a honeymoon!'

Initially it seemed as though the opening might be fairly quiet, but as soon as the doors were opened at 9.30 by JS's assistant managing director, buying and marketing, Peter Davis, a steady stream of customers appeared.

'Everything's going very well, it's good news', said David Bignell. 'It's a tribute to the display and training specialists—they've done a marvellous job, and, of course, to all my staff.'



(L to r) Tom Haynes, Peter Davis and BPO Louise Harrop.



Bakery manager John Simpson with two of his team.



David Bignall gives a hand to first customer Rose Zimmy.



Newlyweds Richard and Janet Fox.

25 CLUB

The thirteenth annual dinner, given to celebrate the 80th birthday of Lord Sainsbury

THE CHAIRMAN, Sir John Sainsbury, this year welcomed over 100 new members to the thirteenth 25 club dinner.

Held at the Royal Lancaster Hotel on October 11, this annual event was bigger than ever—with membership of the 25 club now numbering some 1,059!

Staff from every department of the company were present, and it is thought that with a grand total, since its foundation, of 2,200 members, the club is one of the largest of its kind in the UK.

But this year the dinner was made even more memorable by the fact that it was given to celebrate the 80th birthday of the club's most senior member, joint president of JS, Lord Sainsbury (Mr Alan).

Lead and example

After the splendid dinner, Sir John proposed a toast, both to the 25 club and to his father. In a short speech, following, he commented:

'I know how much pleasure it has given members of the 25 club to have the presidents of JS present at our annual dinners—and this has never been more true than it is today.

'When the members of the club joined JS Mr Alan, as one of the joint general managers, set all of us a lead and an



The Sainsbury's (l to r) Mr Timothy, Mr Alan, Mr J D and Mr R J.

example from the very beginning of our careers, and he continues to do so.

'I'm sure that you do not need reminding that Mr Alan joined JS in 1921, so that when he retired from being chairman 15 years ago, he had completed 46 years' service—a length of service that few can rival and a contribution that none can.

'I would like to mention tonight three highlights that occurred during those 46 years. The first concerns the way that he and Mr R J (Sir Robert) led the company during the war and immediate post-war years.

'It's hard to imagine today that the company had to face a huge reduction in trade caused by rationing and the difficulties of wartime. But it was during this period that JS gained a most valuable asset—the respect and admiration of our customers.

'Mr Alan set trading standards that were second to none, for no other food retailer went to the trouble that JS did to try and treat all customers fairly and equally.

'The second highlight of Mr Alan's many achievements was his vision in 1949 that resulted in JS being one of the first to start self-service trading. There could never have been, before or since, a single

trading decision of such importance.

'Despite the difficulties, the important point was that Mr Alan believed it was vital for the future of JS to be at the forefront of this revolutionary change in retailing.

'The fact that from 1950 onwards we knew that this was the route we were to follow for our growth and development, has, of course, affected all the growth and development that has followed.

Stamp war

'Now the third highlight that I'd like to refer to is the great stamp war.

'It was entirely in keeping and in character with Mr Alan's way of doing business that he led the company so vigorously and so successfully against this gimmick.

'The battle of the stamps established more strongly the widely held belief that JS stood for honest to goodness trading and a straightforward style. Sainsbury's was concerned only with good value, fair trading and high standards.

'The gains to JS from that issue of many years ago are still with us.

'Let me conclude by referring to the example that Mr Alan has, and still does, set to our business. He believes, as I do, that "retail is detail", and has acted

Continued on page 9

Below: Sir John welcomes Basingstoke depot manager, Roy Pagden. Right: Mr Alan met many familiar faces during the evening.



Branch visits

SAINSBURY'S has gained a reputation recently—not just for its well known values of cleanliness and value for money—but for its hospitality!

It seems that the public is pleading for the chance to visit a branch. The complex operations within a busy modern store have always intrigued customers but never more so than today, and group visits are becoming more common.

Young and old, whether school children, college students or adult groups (like clubs or Women's Institutes) can apply for the chance of a tour—and these encounters can often be as beneficial to the visited as the visitors!

Interesting questions and comments made during the visit, and letters of thanks afterwards, prove how much the visitors have learnt and how deeply they appreciate the efforts of the branches' management teams. The teams admit that they too learn from the experience!

Applications that are made for group visits are filed through the public relations department at Blackfriars, approved by the relevant area general manager, and a suitable date agreed.

Popular event

A branch visit is not an unusual event at some stores. A few venues are so popular that during the summer months they may expect several 'bookings' each week. Deputy manager of Ipswich branch, Peter Haddon, can explain his store's attraction for visitors. 'We have nearly 200 clubs in the area, most of which are interested to observe the role of JS!' he says. Ipswich is the largest store in the area too so it has a big 'catchment' area.

Peter is usually one of the branch hosts during a visit and he admits that although he enjoys those occasions, when the questions start to fire at you it can be quite nerve-racking. However, they approach the visits as a team.

'The meat manager and I share the responsibility—so neither of us dry up! We have got it down to a fine art. After introducing ourselves to the group when they arrive at 7.30 pm, we show them the end of year company film while they are offered some refreshments. By encouraging a two-way discussion afterwards we keep it lively and to the point. In return we get a lot of feedback from our customers.'

Initially most Ipswich groups have the

Continued from page 8

accordingly. Thus every task that he tackled from the beginning of his career has been based on detailed knowledge, study and understanding of trading, and the products and commodities involved. Mr Alan, if he is anything, is a perfectionist.

'If a retailer wants to be the leader in quality of product and service, he has to have that very close concern and attention to detail. But he needs more—he needs a deep and sympathetic understanding of the customer and the business—which I believe Mr Alan has. And by his example, he has given to the generations that follow him, the very same.'



Above: Smiling faces during St Margaret Clitherow School's visit to Woolwich branch.

Right: In-store instructor, Pat Chattaway, accompanied the young visitors behind the scenes.

chance to study meat preparation (when different cuts are described and indicated). The machinery is demonstrated and JS's butchery techniques explained before the tour continues around the store.

'They can look anywhere' says Peter. 'We don't hide anything, and I'm not being immodest when I tell you that many of the groups have told me afterwards that it was the best evening out they'd had for a long time! They realise that after the store has closed we can only scratch the surface of branch functions, but they can gain a broad understanding of our store's methods.'

Students and school children sometimes ask to concentrate on areas significant to their studies or project work as ex-manager of Holloway (now at Edmonton), Terry Wright, found recently. Groups of students from colleges

specialising in commercial studies were guests at his branch.

Terry delegates much of the supervisory work to specialist staff and departmental managers after he has greeted the visitors. In-store trainers, price controllers and other staff explain systems and encourage questions. He considers it very good experience for trainee managers too and sometimes sets the organisation of a visit as a 'workbook project', as an integral part of the trainee's work experience.

Other popular branches for visits in the past few months have included Wigston, Sheffield, Solihull and Chertsey. Central Luton has catered for a group of mentally handicapped people, and of course the new branch at Nine Elms has attracted visits from a multitude of people interested in the success of this unique inner London store.

In reply, Mr Alan said: 'It is 61 years since I joined the firm and there have been a remarkable number of changes during that period.'

Sixty-one years

'When I joined the firm, deliveries were made to the branches by horse-drawn vans and nearly all the men in the offices at Stamford House wore bowler hats to work! If my memory serves me right, wages for warehousemen were about 40 shillings a week, and an imported 2½ lb chicken cost 2s/6d!

'Looking back to 1949, you may think that the change to self-service was a self evident and simple decision. But many

thought the public would never accept the American system—including some of our customers! One succeeds however, not only by one's own ideas, but is helped by the misjudgements of one's competitors.

'Naturally nobody is more proud than I am of the great success of the firm to which you have all contributed so much under the leadership of the fourth generation.

'I attribute this success to many factors, but above all to the ability to change and adapt to changing times without sacrificing the basic trading philosophy laid down over 100 years ago by the founder.'