

JS JOURNAL

December 1982

Happy Christmas

I welcome this opportunity to express my very best wishes for a Happy Christmas to all who work for JS.

Now, for the first time, there are over 50,000 of us and I hope every one of this great number is able to enjoy their Christmas with their family and celebrate it in the traditional manner.

How well we serve our five million customers for their Christmas needs has a very direct effect on the enjoyment of the festivities by a significant proportion of the population. I should like therefore to combine



my good wishes for Christmas to JS people with appreciation for all the hard work that has gone on in all areas of the company to ensure that our customers are better served than ever at this very special time.

Th. Lamsburg

Interim Results: See Business News p.10



Top ladies

A SUCCESSFUL SEASON for JS Farms entries in shows nationwide, was rounded off in great style at the Autumn Perth Aberdeen-Angus Show on October 25.

The Sainsbury's herd from Kinermony Farm in Banffshire monopolised both the female championship and the group prizes.

The female leader and female group awards were snapped up by Juana Erica 8th of Kinermony. Then, when the final line up was called, the outcome was that JS 'ladies' achieved all the top five places out of a strong class of 16 entries.

JS JOURNAL

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Queen Elizabeth, the Queen Mother, presents the trophy for the female champion to Kinermony Farm manager Rory Edward.

The Spartan taste tops

BRITAIN'S MOST EDIBLE Apple Contest held at this year's Marden Fruit Show selected the red apple Spartan as its winner.

Spartan is a relative newcomer in a field that includes such competition as the traditional Cox apple, but is enjoying growing popularity and special recognition.

It is no longer just another red apple on the shelf at Sainsbury's. In JS stores they are now highlighted by barker cards that

describe them as 'delicious English dessert apples'.

The Marden Fruit Show not only publicised the merits of Spartan, but the stores where the excellent produce was selected. A certificate awarded to Kingswood branch tells the reader that 'Spartan apples selected at J Sainsbury on October 21, 1982, were amongst those gaining the highest points out of 30 purchases made on the same day from retail shops in Bristol'.

Paintings appeal

JS RECENTLY HELPED an appeal launched to keep two Gainsborough paintings in Suffolk.

The paintings—'A cart crossing a country ford' and 'Cottage door with a girl and pigs'—could have fetched more than half-a-million pounds at auction, but the owner offered them to Ipswich museum to take advantage of tax concessions and to keep them in the county.

£209,000 was raised or promised in barely six weeks. JS gave £1 for every £1 collected through its stores up to total of £1,000.

Aid was also forthcoming from Suffolk brewers, Tolly Cobbold, who provided a loan until all the money was in.

The paintings will now go on display in Christchurch Mansion in Ipswich.

Christmas holidays

WITH THE RAPID approach of Christmas, one of the busiest times in the JS year, it's important that everyone should be clear about the holiday arrangements.

JS branches will be closed to shoppers on Friday 24 (half-day), Saturday 25, Monday 27 and Tuesday December 28.

For the depots and head office the holidays will fall on Friday 24, Monday 27 and Tuesday December 28.

The New Year Bank Holiday for the whole company will fall on Monday January 3, 1983.

In the usual Sainsbury Christmas spirit let us all also spare a thought for those key people throughout the three company divisions who will be keeping essential operations ticking over throughout the holiday period.

A host of famous JS faces, both past and present, attended a dinner at the Dorchester Hotel held by the board of directors in honour of Mr Alan's (Lord Sainsbury) 80th birthday.

1. Lord Sainsbury with directors (l to r) Tom Vyner, Derek Henson and Cecil Roberts. 2. (l to r) James Sainsbury and Sir John. 3. (l to r) Bernard Ramm, retired director and Ron Topp, retired senior manager. 4. (l to r) Retail division director, Joe Barnes and Harold Dyer, retired area superintendent and former chairman of the veterans' association. 5. (l to r) Sir Robert (Mr RJ), Max Justice, retired director and current president of the veterans' association and Jim Woods, retired senior manager. 6. (l to r) Stephen Cody, retired director and distribution director, Len Payne. 7. (l to r) Buying director, Cecil Roberts and retired director, Arthur Trask.



BRANCH OPENINGS

HUDDERSFIELD

HUDDERSFIELD BRANCH became JS's fourth store opening in Yorkshire on October 26.

The store has a sales area of 18,492 sq ft and will be appreciated as much for its convenient town centre situation as for its architectural merits. It is housed in an impressive building which complements the surrounding Victorian architecture as it has been built from local York stone in '20th century Romanesque style'.

The store has little competition in the town but most important, for the attraction of customers who do not own their own transport (especially the elderly or those with young children) the branch is easily accessible from the bus and train stations.

Above the store is a two level JS owned and operated car park which provides spaces for 138 cars.

Sainsbury's venture into Huddersfield has enabled several senior members of staff to return to their home county from other areas of JS. AGM Tom Haynes explained that fact to a large group of local dignitaries who attended the preview party at the branch on the day before it opened. He introduced manager, Richard Scholes—who actually hails from Yorkshire himself and will certainly ensure the best service for the customers that he already 'knows' so well. The residents responded to his concern for them and came in droves on opening morning to explore and be greeted by retail division director, Joe Barnes.

Richard was deputy manager at Rugby and then Leeds before being appointed to Huddersfield. Deputy manager, Dave Parker, has moved there from Perton branch. They have a young staff—the average age of departmental managers is below 25 years old—but commend them for keenness.

The chance of employment has been an important consideration for the folk of Huddersfield. The construction of the development meant jobs for local people and the opening created 158 vacancies in-store. There were about ten applications for every vacancy.

BPO Anne Moore may be new to the company but she knows the area, its employers and jobseekers, inside out. She used to work at the local JobCentre, and before that for the Department of Employment and the Manpower Services Commission.

Steve Tarpey, previously assistant manager at Doncaster, is now reception manager at Huddersfield. It has also been a 'coming home' move for Steve and he is very pleased to be there. It amused him though that a few local residents who enquired about Sainsbury's before the store opened had gained the impression that it was to be a department store!

However, it was a different story on 'the day'. The majority of the shoppers that stopped to welcome Richard personally to Huddersfield had experienced the JS style of trading in the south of England although the in-store bakery and service delicatessen were a pleasant surprise to many.

Just before lunchtime when the crowds began to grow even more dense, Yorkshire Television arrived to film for their local news spot that evening.



1. Crowds begin to gather at Huddersfield branch.

2. BPO Anne Moore (right) and AGM Tom Haynes (left) greet the mayor of Huddersfield, cllr Jack Wood, and his wife, Mary, to the store.

3. First customer Eunice Spencer, and her grandson Howard Wilcocks, are welcomed by manager Richard Scholes (left) and retail division director, Joe Barnes (right).

4. Behind the scenes, in the office on opening day were Sally Savage, Sue Hinchliffe and Rosaline Garside.

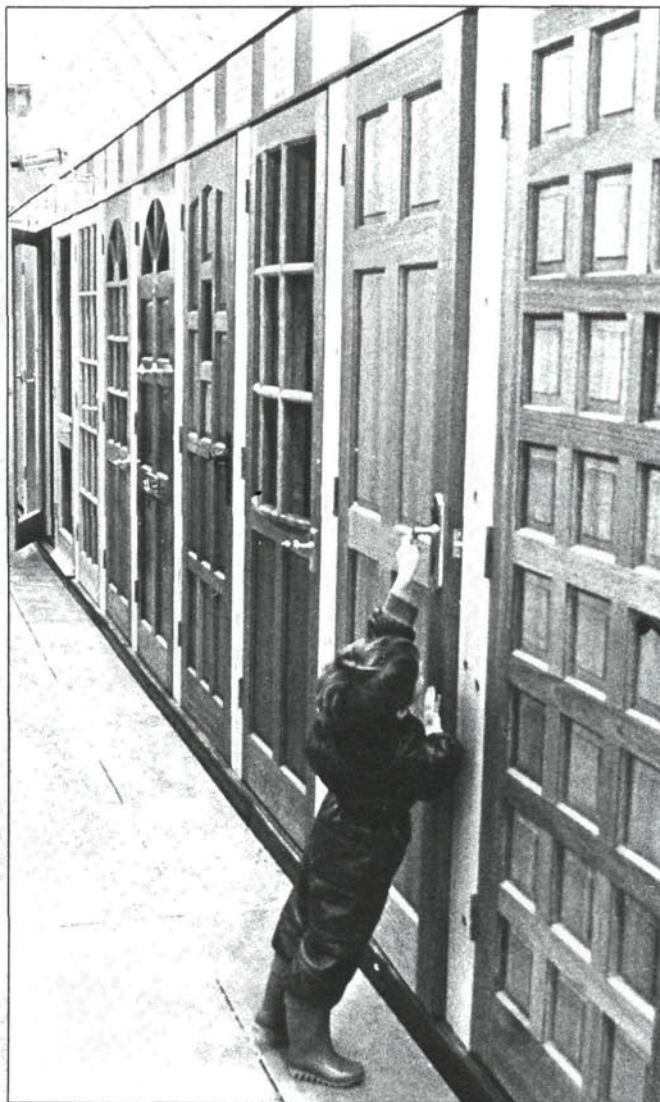
5. A wide choice of fruit and nuts for shoppers at Huddersfield.

6. Help with packing for a young customer.





LORDSHILL



'IT IS FAIR TO SAY, that the giant Lordshill District Centre, a Mecca for local shoppers, now begins and ends with Sainsbury's commented a local paper following the opening of the new Homebase store on Tuesday, October 26.

The new Southampton Homebase is the fourth house and garden centre to open since the formation of the company in 1979. The first opened in Croydon in March 1981, followed by Leeds the following October, and a third in Nottingham last June.

JS's association with Southampton began with the opening of a store in 1954 at Above Bar. A second supermarket opened in Shirley in 1963 and a third at Bitterne in 1965. The Above Bar branch closed when a new and larger supermarket opened at Lordshill where trading continues successfully today.

The new Homebase store is adjacent to the supermarket and can be reached by way of a newly created pedestrian arcade leading from the main residential development to the shopping mall.

Car parking spaces at the Lordshill District Centre have been increased considerably—an extra 60 spaces have been constructed, bringing the total free, surface level parking at the shopping centre to over 500 spaces.

The opening of the Homebase has also

meant the creation of some 80, both full and part-time jobs.

The store has a total sales area of 45,000 sq ft. The main sales hall, including the stock room is 25,000 sq ft. The garden centre, including the greenhouse, nursery, the garden materials area and the builders yard is 19,500 sq ft. The Laura Ashley concession, has a sales area of 1,400 sq ft.

Heading the Homebase team and supervising all activities and personnel on the shop floor is manager, Michael Wakeford. Mike was previously a departmental manager at the Homebase store at Leeds. Nursery and greenhouse manager is Philip Griffiths and the departmental managers are David Piggott, Ian Jones, Grenville Kember and Ray Kerley.

Homebase chairman and JS's property and development director, Gurth Hoyer Millar, said of the opening: 'It is very gratifying that our fourth house and garden centre should open in Southampton where JS supermarkets have been established for many years.

'This new Homebase strengthens our ties with this renowned southern city where Sainsbury customers will be accustomed to the company's attention to detail, quality of product and value for money—a tradition we will carry on!'



Mike Wakeford greets his parents who travelled from Scotland.



Exterior of the new store.



The complete management team.



Shoppers were keen to explore.

PHOTOGRAPHIC COMPETITION RESULTS

AFTER LONG deliberations, Christopher Angeloglou, picture editor of the *Sunday Times* and the judge of this year's JS Journal/SSA Photographic Competition, finally selected the top interpretations of the two categories, Summertime Blues and Nostalgia.

From the large companywide entry the lucky winners are:

Summertime Blues.

1st. Anne Keatley, BPO, Stratford. Runners up: Martin Cox, student, Walton-on-Thames. Colin Welch, student, Poole.

Nostalgia.

1st. Derek Wood, senior layout artist, screen printing, Rennie House, Blackfriars. Runners up: Terry Wright, manager, Edmonton. Trevor James, section leader, stock control, Charlton depot.

The winners will each receive £75, and the runners up £15. A number of £2 JS vouchers will also be awarded for highly commended entries.

During the course of the judging Christopher Angeloglou made several comments on the competition as a whole.

'Firstly, when specific subject categories have been set, one must be prepared for people to make their own personal interpretations. At the same time you must be fairly strict in excluding photographs that palpably do not fit the subject!'

'On the topic of presentation, a few entrants took a lot of trouble with the quality of their printing and the way the photographs were mounted. Good presentation however, does not necessarily turn an indifferent photograph into a very good one!'

'If you're doing your own printing you have a unique opportunity to improve a photograph. When you get the image projected onto the baseboard, do have a careful look, make sure it cannot be improved by cropping it on any of the four sides. Very often it is simply a question of excluding unnecessary detail—a fussy foreground or a confused background. Anything you can do at this stage will very often make the impact of your photograph much stronger.'

'The snapshot type of photographer has tended to fall by the wayside here because these are the pictures that are most likely to have some kind of technical shortcoming. When a photograph like this is judged alongside those probably taken with much more expensive equipment, they're inevitably going to suffer.'

'I would like to encourage people though with however basic a camera. It is nonsense to think that you cannot take a good photograph with fairly simple equipment. It's what is going on in the viewfinder at the moment you press the button to actually take the photograph that is important!'

Look out for a full round-up of all the winners and a sample of more of the entries in the next issue of the JSJ.

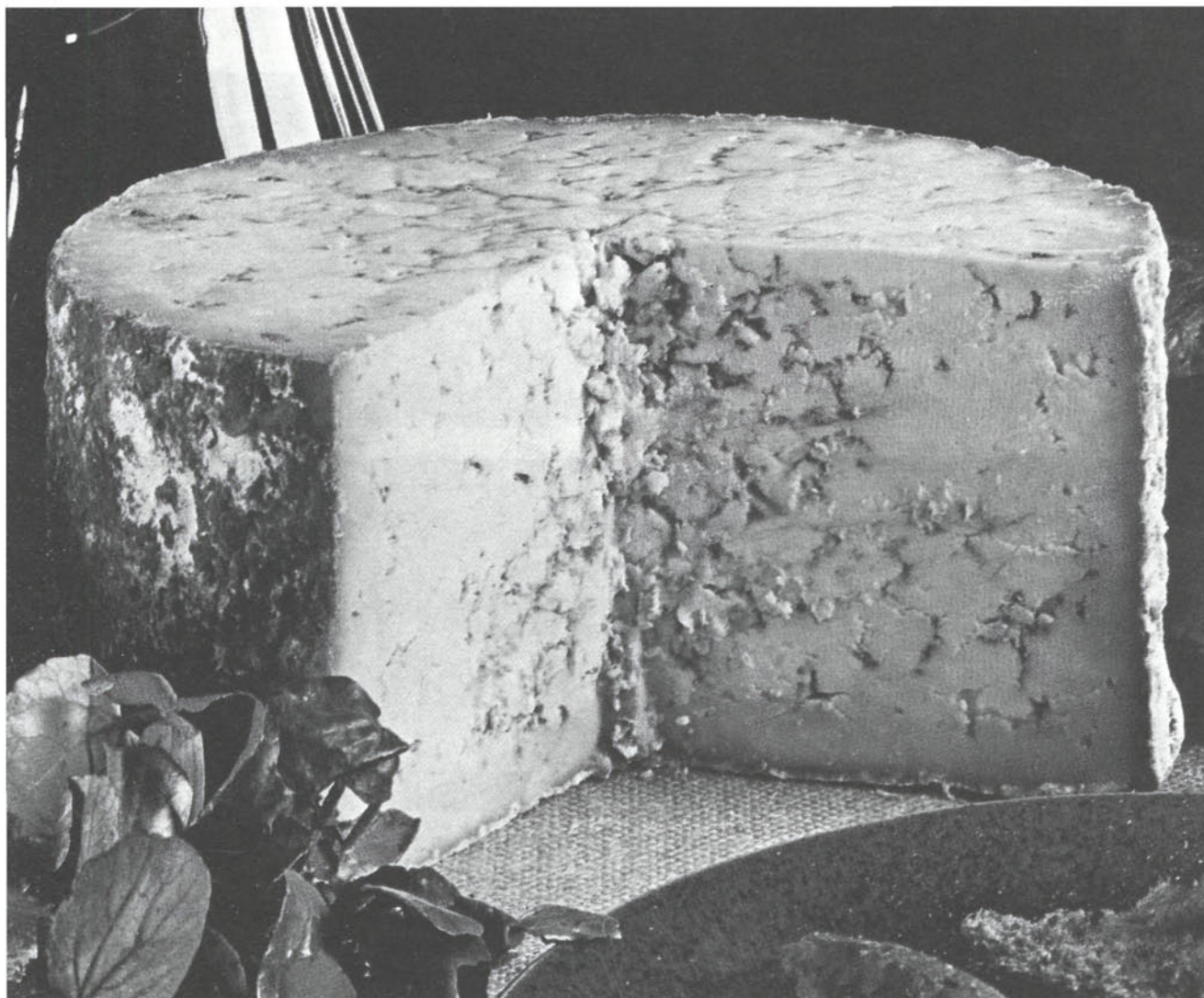


Derek Wood

Above: Nostalgia. Below: Summertime Blues.



Anne Keatley



CHRISTMAS wouldn't be the same without a spread of rich foods, fruit and cheeses, to grace the family dining table.

This year, as usual, JS aims to provide the widest choice of fare to cater for every taste. One of the most popular seasonal lines is that 'King of English Cheese'—Stilton.

SAINSBURY'S has featured a Stilton pot in its range of speciality Xmas lines for the past three years. This year, for the first time, two sizes are on offer—a 16 oz (£4.95 in 185 branches) and a 9 oz (£3.10 in fewer stores), the smaller size being added because of the steadily increasing demand for the product.

The cheese is contained in an attractive chocolate brown stoneware 'casserole'. Deputy manager of the cheese buying department, John Layzell, selected this particular Stilton pot, made by Denby, as it makes an attractive addition to any kitchen after its contents have been demolished(!) and transforms 'a mere piece of cheese' into a tempting and unusual gift.

Plans for this year's Xmas supply began in the early summer (the other 'peak' Stilton eating period is around Easter-time). The pricing, packaging and manufacturing details are worked out, and any problems solved, with the suppliers. In

the case of Stilton pots this meant close liaison and personal visits during the months before, between John (see over, photographs 6, 16 and 17) and his contacts at the Denby factory (for the pots) and the Milk Marketing Board's Stilton factory.

The Denby factory, situated in the village of that name, is proud of its traditions and skills that have been developed over more than 170 years. The traditional methods have been combined with the science of modern ceramics to create the beautiful stoneware that is now synonymous with the name of Denby.

The company says that it owes its origin to the discovery of a bed of very fine stoneware clay at Denby in 1806, when excavations for a new turnpike road from Derby to Alfreton unearthed this unexpected find.

The Bourne family began and then expanded the business at Denby. Very soon the pottery established its reputation

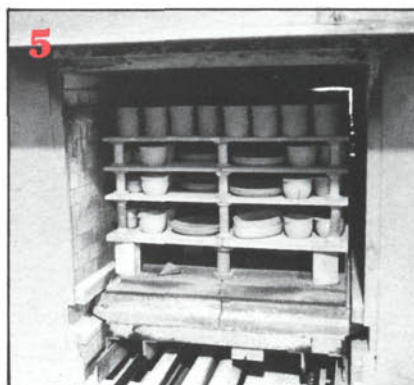
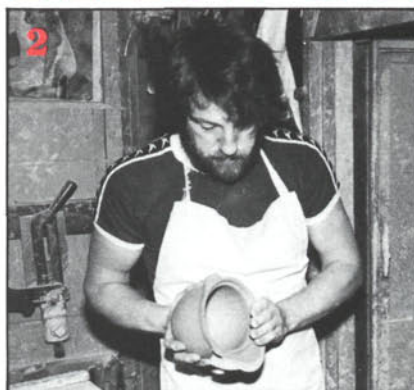
for fine workmanship with the vitreous stoneware clay, and had developed and perfected firing methods.

Once renowned for its butter churns, ink bottles, footwarmers and ginger beer bottles, it was in the 1930s that oven to tableware ranges were introduced for which Denby is world-famous today.

The clay has been described as the finest bed of stoneware clay in Europe. It is highly plastic, and when fired to a temperature of 1,200°C forms an extremely strong and vitreous body.

It used to be mined, but is now gained by opencast means. The clay is stored in mounds for some years to become weathered, a process that helps to break down solid lumps. It is mixed with water, to form 'slip', sieved and pumped into large filter presses to remove excess water. The remaining cakes of clay are then fed into pug mills, to remove any air bubbles, and extruded into a cylinder of clay.

THE POT



Hand throwing' is the traditional method of making Denby pottery and this department still employs more skilled throwers than any other pottery in Europe.

The JS Stilton pots, however, aren't produced in the throwing room but in the 'jollying' department. Articles are made on a machine by means of a profile or roller tool, which forms the shape of the item when pressed onto a plaster of Paris mould (1).

After the jollying the pots are dried and fettled to remove any seams of clay that are left (2). All holloware items (like the deep bases of the pots) are lightly sponged (3), before passing to the quality control inspection area (4).

The pottery is then biscuit fired—the first of two firings in the kilns. This first firing, to the relatively low temperature of about 1,000°C, takes about 22 hours and leaves the pots in a suitable condition for glazing (5, 6).

Denby's specially designed glazes are an essential part of the finished pot. Their chemical and physical properties help to create the durability and ovenproof nature of the pottery.

The bodies of the JS pots are rinsed and dipped in the glaze (7). During rinsing the glaze is poured into the pot and swilled around to coat the inside surface before the excess is poured away (8). The dipping coats the outside.

The final firing stage, the glost firing, fixes and forms the final colouring. Denby pottery uses two types of kilns, the traditional slow firing kilns which have a cycle of about 24 hours, and the modern Italian SITI kilns which have a cycle of three to six hours. The firing temperature in both cases is 1,200°C.

All that is left after the firing is for every pot and lid to be passed through the quality control final selection post before packing (9). Rejects are picked out as seconds or, if seriously defective, are broken up. Even the 'ring' of the pot

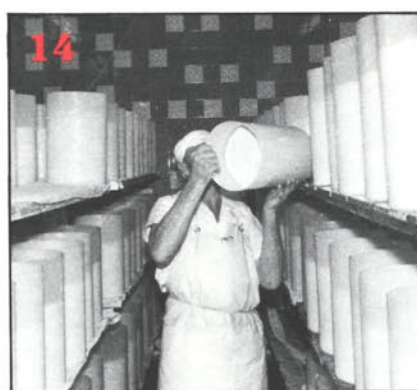
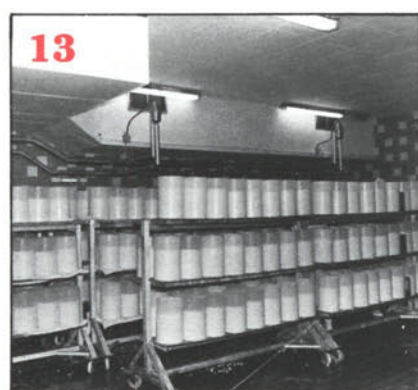
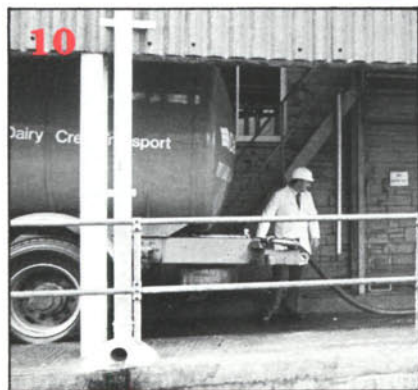
when tapped will signify its quality to the trained ear of a controller!

The peace of the pottery warehouse is broken for the JS jars when they are taken by road to the Stilton cheese factory across the Derbyshire dales in Hartington. The firm, J M Nuttall & Co Ltd, was bought in 1962 by the Milk Marketing Board but its founder's father was winning prizes for Stilton at local shows back in the 19th century.

John Nuttall began making cheese on a commercial scale at Dove Dairy, Hartington, in 1900. The Milk Marketing Board now market Stilton under their 'Dairy Crest' label, but the serious traditions of great Stilton production are still maintained.

Stilton takes its name from a village in Huntingdonshire where, in the late 18th century, it was served at the Bell Inn. Travellers who called in soon passed word of this unusual 'new' cheese to

THE CHEESE



London. In fact the cheese was never made in Stilton, its fame merely spread from that point.

No one knows who discovered the cheese but the process may well have been begun by accident.

Making Stilton is strictly confined to the counties of Leicestershire, Derbyshire and Nottinghamshire, where the characteristics of the land give the milk its particular flavour. The skills, and secret recipes for the culture, have been passed down through farming families for centuries.

Nuttalls still make Stilton from fresh milk collected daily by bulk tanker from over 50 dairy farms in Derbyshire and Staffordshire.

On arrival at the dairy the milk is quality tested and then pasteurised (10). Just over a gallon is needed for every pound of cheese!

The pasteurised milk is then poured into long vats where a starter culture and rennet are added to turn the milk

into curds and whey (11, 12). The whey is cut by hand into $\frac{1}{2}$ " cubes. Once this process has been done they are run off into a cooler and the whey is drained off overnight.

The curds are then salted, milled and mixed before being poured into plastic hoops, or moulds, for about a week (13). Excess liquid drains away merely by gravity. The cheese is never pressed. At this stage the cheese weighs about 25 lbs but after further draining on layers of muslin (and frequent turning to drain each end equally) (14) and then the maturing process, it is reduced to its traditional weight of 16 lbs.

After draining, the hoop is removed and the outside of the cylinder of cheese is carefully smoothed down (15), it is then left for one day and treated to a final smoothing before it goes onto racks in the cheese store. In the store, throughout the maturing process, temperature and humidity are strictly regulated to allow

the 'golden-red' coats to form (16). It is sampled regularly and turned to encourage an even texture throughout.

It is now that the famous blue veins appear in the cheese. The process is promoted by allowing oxygen to penetrate right to the centre of the cheese by piercing them with stainless steel needles. The veining can be carefully controlled by the cheese-maker who aims at producing a cheese with an even blue pattern throughout.

All cheeses are graded prior to despatch, both to the home market and all over the world. But cheeses for the JS Stilton pots await a further process.

The rind is cut away before the cheese is mechanically softened and extruded (17). The pots are filled to the correct level, smoothed and then sealed with a layer of wax (18). That keeps the cheese fresh and protects it on its journey to the appropriate Sainsbury's supermarket—just in time to meet the Christmas rush for that festive favourite taste of Stilton.



Neon lights
Ray Smith



Cathay
Laurence Preece



Big activity no. 2
John Clark



Getting away from it all
Martin Handford

SAINSBURY'S

IMAGES

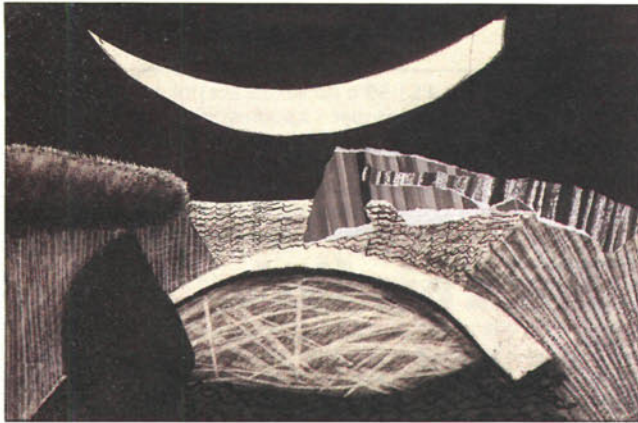
FOR

TODAY

A CHRISTMAS TREAT for Journal readers—a preview of the eight winning entries from the first Sainsbury's Images For Today art competition.

This major open competition was launched in May as part of JS's three year arts sponsorship programme. It was designed to stimulate original works of art suitable for reproduction by high quality photolithographic methods, and to encourage people to buy contemporary art of a fresh and imaginative kind at value for money prices.

The winners each received £1,000 in the form of advance royalties, plus further rewards if the prints sell over 1,000 copies. The reproductions, printed the same size as the



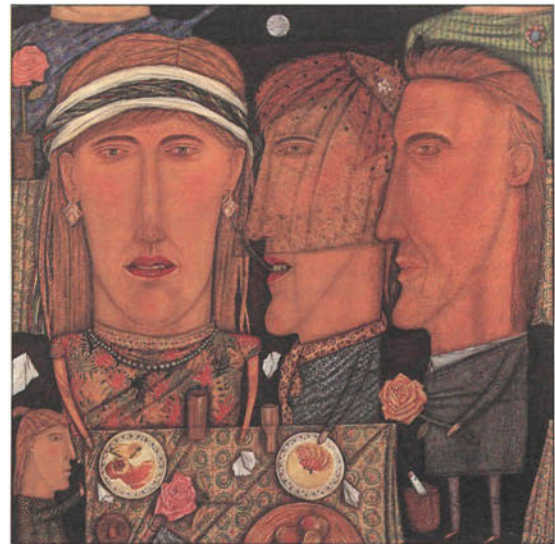
Untitled
Annabel Ralphs



Still life
David Sim



High on a brick tower the drummer dances
Maggle Clyde



Figures at table
Janet Woolex

originals (20" x 30") will be sold at only £3.45.

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.

As the competition was a Sainsbury idea, it seems fair that JS employees should have the first opportunity to view! Anyone interested in further information and the mail order form should send the coupon (right) to the Public Relations Department, 6th floor, Stamford House, marking the envelope, Sainsbury's Images For Today.

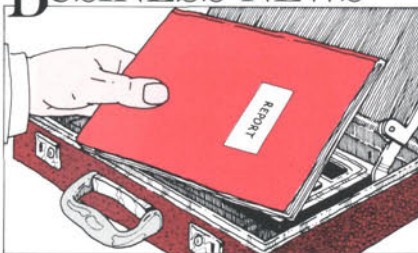
SAINSBURY'S IMAGES FOR TODAY

Please send me a copy of the Images For Today information leaflet and mail order form.

Name: _____

Full job title: _____

Location: _____



No love

THE WAR of words has started between Linfood and the company it is trying to acquire—Fitch Lovell. The opening stages of the battle were described in last month's JSJ.

Now the defence has started with the first arrow from the Fitch Lovell quiver being the announcement of a 36 per cent profits increase for its half year to April 24. By a little bit of juggling with non-recurring profits and losses, Fitch Lovell claim that the true improvement is nearer 88 per cent. No doubt with a view to sweetening their shareholders, the interim dividend has been raised by a quarter.

Its second arrow is that profits are about to start to benefit from recent surgery on the more problematical activities such as better packing, and fruit and vegetable canning.

The third arrow is that Fitch Lovell disagree with Linfood's claim that an integration of the two groups' retailing activities would be worthwhile. Fitch Lovell consider that Linfood's Dee and Gateway supermarkets are too small to merge successfully with their Key Market stores.

An interesting final argument from Fitch Lovell is that they believe that the concentration of retailing power following the take-over would discourage 'important retail customers of our manufacturing and wholesale subsidiaries from continuing substantial purchases from a powerful direct competitor to them in the High Street.'

Perhaps the most powerful criticism of Linfood's approach is that the offer contains no cash element. Fitch Lovell's shareholders either receive Linfood's shares or

spurn the offer. Linfood's shares may be viewed by some as less than a bargain.

Much more important than these claims and counter-claims is that the bid has now been referred to the Monopolies Commission by the Office of Fair Trading. It means the bid will be put on ice for about six months. This reflects current concern that the recent expansion of large retailers has been partly at the expense of food manufacturers.

The two chairmen hold predictably strong views about this latest twist in the saga. Linfood's Alec Monk pointed out that the two groups' combined share of the dry packaged grocery market is probably less than 2 per cent and that their involvement in the key own-label market is minimal. But he believes the reference would be 'very expensive, pointless, time-consuming and against the interests of the consumer.' Fitch Lovell's Michael Webster was on the other hand rather pleased—'This enables us to get on with running the business, though we believe we would have seen Linfood off anyway.'

As a finale—for the time being—Linfood has issued a writ for defamation against Fitch Lovell. Linfood are aggrieved that 'the Fitch Lovell defence document suggested that the Linfood directors had been untruthful in statements made by them in the offer document.' They felt that allegations of deceit and untruthfulness could not go unchallenged.

Cider or wine?

THE ALCHEMISTS in the drinks trade have been at it again. The latest potion is described as a medium dry apple-based wine incorporating fermented grape juice, with a light, fruity flavour.

Made by the Taunton Cider Company, the brew will sell under the brand name of 'Bickneller'—a German-sounding name for a product which is promoted as a German-type wine.

It is at present being test marketed in London and the south east at a price of

around £1.89 a bottle. JS are not selling it, since a proper 'appellation contrôlée' Bergerac Blanc, currently on sale for £1.75 offers much better value.

Taunton's other innovation is to put cider in a box—a three litre box of Special Vat Cider will retail for about £3.29.

This little . . .

THE ADVERTISING Standards Authority recently received a complaint concerning a JS advertisement that appeared in the *Sunday Times* supplement.

The subject of complaint was the English pork ad 'One Previous Owner' and the complainant considered pictures of raw pork to be distasteful. The ASA however considered that there was not a prima facie case for investigation under the terms of the British Code of Advertising Practice.

The twist to this story is that the good news was sent to JS by ASA representative Susan Pigg!

BHS results

BHS published better figures for their half year to the middle of September. Group profits before taxation ran out at £10.8 million representing a 38 per cent increase over the first half of last year, although this is 17 per cent less than the same period three years ago.

Despite a 10 per cent pay award in April, wage costs rose only by 6 per cent. Control of these and other costs gave some benefit for margins. The real picture was however slightly less rosy. Sales were only up by 4.5 per cent. This meant that general merchandise sales were flat in volume terms, restaurant sales showed some slight real improvement, but food sales volume fell.

Trading profits were only up 13 per cent. What helped pre-tax profits was a surge in the contribution from SavaCentre—from £0.2 million to £1.3 million, and a change from interest payable of £0.1 million to interest receivable of £0.7 million.

To help their sales performance, BHS are



Computer power

BRITAIN'S FIRST home shopping-by-television scheme is to start in the new year. Two thousand five hundred homes in the west midlands will be linked by Prestel view-data to about 25 local shops, mail order firms and holiday companies.

The selling organisations will have special Prestel pages listing their goods. Each item will have a number or letter code, and to place an order, viewers will press the keyboard which comes with the Prestel set.

The west midlands homes, in Solihull, Edgbaston and Sutton Coldfield, will be selected by local television rental shops because they are already using teletext.

During the first six months they will not have to pay any extra for the Prestel set, apart from £3 for being linked to British Telecom's Prestel computer.

Up to the present, home shopping has been virtually impossible because few shops themselves have had computers which can be linked to Prestel.

Interim results

JS ANNOUNCED major sales and profit growth when the half year results were published on November 3.

Pre-tax profits for the 28 weeks to September 11 rose by 18.7 per cent to £50.4 million. The market had anticipated something between £47 and £52 million.

Sales advanced by 19.3 per cent and volume growth (with sales adjusted for inflation) at approximately ten per cent, was similar to that experienced in the second half last year. Whilst volume was better than anticipated, price inflation at 8.5 per cent was about two per cent lower. Sharp falls in meat and produce inflation were mainly responsible for the drop in rate—the prices of produce are now lower than a year ago.

Retail margin percentage was maintained close to the record level of the previous first half despite a reduction in net interest receipts from £2.7 million to £0.8 million. If interest receipts are excluded the retail margin actually increased.

On the basis of Department of Industry

figures and data from the research company AC Nielsen, it is estimated that JS's market share increased from an average of eight to 8.7 per cent. From the more limited grocery trade market share published by AGB, JS's market share has improved from 13.2 to 15.2 per cent.

Five new supermarkets opened during the period and 12 more are planned for the second half. The new stores in Birkenhead and Liverpool opened exceptionally well and far ahead of forecast.

It is also of interest that customer numbers increased by eight per cent in the first half and average expenditure per visit rose by 2.5 per cent.

The 1981/2 distribution under the profit sharing scheme resulted in 651,000 shares going to 6,900 employees and a further £3.5 million to 15,000 staff in cash. As usual, no provision for profit sharing has been made in the half year's accounts since the level of profit share is dependent on the full year's results. However, if the scheme's

formula were to be applied to the half year's results alone, it would produce a distribution of £2.8 million to be taken in cash or shares.

Under the savings-related share option scheme, employees are currently saving at the rate of over a million pounds a year. Approximately 20 per cent of JS employees now hold an interest in the company's shares.

The result of JS's associates reflects continued improvement in the profitability of SavaCentre, the hypermarket company owned jointly with BHS.

Homebase, the DIY subsidiary, is also trading well.

The directors have declared an interim dividend of 1.9p per share (1981 1.625p) which, together with its associated tax credit, is equivalent to a gross dividend of 2.71p. This dividend will be paid on January 21, 1983 to shareholders on the register of members at the close of business on December 29, 1982.

| Historical cost basis | 1982 £000 | 1981 £000 | Change % |
|----------------------------|--------------|--------------|-------------|
| Sales * | 1,176,247 | 985,788 | + 19.3 |
| Retail profit | 48,207 | 41,657 | + 15.7 |
| Retail margin | 4.10% | 4.23% | |
| Associates | 2,272 | 855 | +165.7 |
| Profit before tax | 50,479 | 42,512 | + 18.7 |
| Profit after estimated tax | 35,335 | 29,758 | + 18.7 |
| Dividend per share | 1.9p | 1.625p 0 | + 16.9 |
| Earnings per share | 10.46p | 8.83p 0 | + 18.5 |

* Includes VAT £46.501m (1981 £37.486m)

0 Adjusted to give effect to capitalisation issue in 1982

introducing more electronic point of sales equipment, and are experimenting with a different merchandising format at their new Harlow store. However, the City are not expecting the second half of the year to show much improvement over 1981.

Extra time

THE VEXED question of trading hours has surfaced again. At the first day of the new session of Parliament a Home Office Minister made it clear that the Government would not oppose a Private Member's Bill to update our present archaic laws.

At the same time a survey was published which indicated a substantial swing in public opinion in favour of more liberalised hours.

JS have, of course, increased opening hours substantially in recent years; the latest move has been a trial of extending hours to 9 pm on Thursdays and Fridays at certain stores.

Late opening aside, the matter of Sunday opening is even more problematical. The department stores are almost universally opposed to the idea, and the attitudes of most large food retailers is distinctly

lukewarm. The people who are keen on Sunday opening are the small grocers, DIY retailers and supporters such as Baroness Trumpington and the Consumers' Association.

If all supermarkets were to open on Sundays the extra costs would increase prices. Whilst garden centres and other out-of-town shops have created a new family-based type of trade on Sundays, it appears unlikely that supermarkets could exert the same attraction and generate new custom.

M&S results

MARKS & SPENCER'S results for the half year to October 2 were not up to the standard of some of the more sparkling performances seen in recent years and in consequence the share price fell 8p to 199p.

Sales of St Michael goods increased 16 per cent against the first half of last year. Foods did particularly well with a 19 per cent increase. As it has been claimed that this represented a 12 per cent increase in sales volume, food inflation must have been about six per cent.

Significant volume increases were also

recorded in the other sales categories of homeware/footware and in clothing.

Group profit before tax was up eight per cent at £93.3 million from £86 million. In view of the 16 per cent sales increase, margins must therefore have suffered. This was after a reduction of £1.5 million in the company's contribution to the staff pension fund, following a substantial surplus revealed by the latest actuarial valuation.

There was a big improvement in the results of the European stores, but losses at the Canadian subsidiary worsened to £1.1 million.

UK staff numbers have increased by about two and-a-half per cent—only half that increase came from two new stores which opened during the period at Stratford and Bexleyheath, so staffing levels have increased.

M&S are also making great efforts to increase their export trade. They have recently clinched a deal to sell London made shirts in Hong Kong! What are normal good quality St Michael shirts retailing at £7-£8 in the UK, sell at the same price in HK but are considered to be deluxe up-market garments in the Crown Colony where shirts are normally priced at £1-£2.

NEW PRODUCTS

Christmas reading

WHAT DO a *Parisian Blonde*, a *Rattlesnake* and *One Exciting Night* have in common? Together with over 100 other recipes for both alcoholic and non-alcoholic cocktails, they make up the new *Sainsbury's Book of Cocktails and Party Drinks*, written by Joe Turner.

The guide is distinguished from other books on this subject by the imaginative choice of cocktails, superb photography and by the simplicity of layout—tempting readers to dip in at random.

With the party season and Christmas approaching, this timely addition to JS's range of full-colour, hardback recipe books (price 99p) gives advice on mixing and serving cocktails as well as stocking the cocktail bar.

The recipes begin with gin, that most traditional of cocktail bases, and also include whisky, brandy, vodka, rum, tequila and champagne bases.

There are sections on fizzes and slings, wine cups and punches.

Or for those who prefer not to drink alcohol there are some delicious alternatives in the range of non-alcoholic cocktails. Using a variety of fruit juices and mixer drinks there are some exciting and inexpensive ideas.

Making cocktails is fun and there is always room for experiment. Many of the ingredients can be purchased at the larger JS stores.

THE 'SAINSBURY BOOK OF ENTERTAINING' by Wendy Godfrey is the latest in Sainsbury's series of hardback recipe books now available in all branches.

Exceptional value at 99p and fully illustrated in colour, the book includes delicious recipes and helpful menu ideas for dinner parties, barbecues and buffets.

The clear and sensible approach to entertaining which Wendy (JS's home economist) adopts gives both the novice confidence and the established party-thrower some interesting recipe ideas.

For cocktail parties, preparations can be made well in advance. An Indonesian recipe, satay with peanut sauce, is a tasty combination of diced, cooked pork served on cocktail sticks and dipped in a spicy peanut sauce. Alternatively, there is sage cream made with Sage Derby and curd cheeses, which is perfect as a cold cocktail party dip or piped onto cheese biscuits or celery pieces.

Dinner parties are the ideal occasions for displaying imaginative and exciting menus. In common with the other sections of the book, suggested menus are set out for varying numbers of people and the most economical are highlighted with an asterisk. The menus are a guide and need not be followed strictly, as part of the fun is experimenting to give contrasts in colour and texture.

Starters include an unusual lemon soup, a favourite throughout the year—chilled in summer but equally delicious when served hot with croutons.



As a main course there is Victorian chicken pie which has the distinctive texture and flavour of mushrooms, green pepper and sherry together with a crisp puff pastry topping. For a new way to enjoy traditional vegetables: mixed vegetable purée with carrots, parsnips and brussels sprouts can be served with nutty potatoes.

A choice of desserts to complete the meal includes recipes for crème brûlée and chocolate and rum charlotte which, as it is ringed with sponge fingers and topped with double cream, has been christened rum stockade by Wendy's family.

For large buffet lunches and suppers the cost can be spread by assembling the ingredients over a period of time and reduced by purchasing bulk packs.

Larger Sainsbury's supermarkets have a wide selection of bigger packs in the frozen food department, ranging from fish and frozen vegetables to chicken pieces and meat.

Sainsbury's fresh turkey roasts and canned tuna in brine are ideal ingredients for turkey tonnato, where the tuna blended with mayonnaise makes a creamy sauce dressing for the turkey slices.

For an economical buffet dessert, Wendy recommends fluffy lemon trifle which is easily frozen and decorated with piped cream and flaked almonds before the party.

ANOTHER SAINSBURY colour Cookbook hits the shelves—*Festive Food and Party Pieces* (75p).

Special occasions demand special food and for this colourful cookery book Josceline Dimbleby has created a host of original and delicious dishes to help you celebrate high days and holidays.

Over 50 mouthwatering recipes cover the traditional festivals, such as Christmas and Easter, as well as birthdays, anniversaries and other personal celebrations.

Festive Food and Party Pieces is available at all branches.

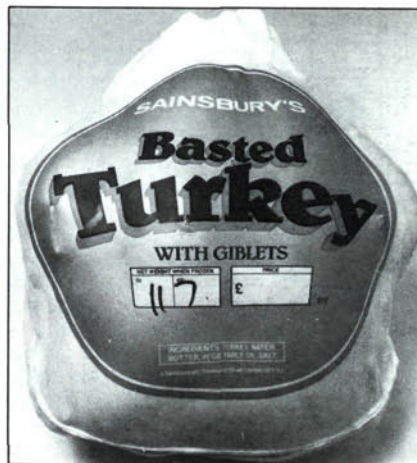
Basted turkey

ENJOY A 'hassle free' Christmas with Sainsbury's own-label new Basted Turkey now available at 60 branches in the Basingstoke area.

Just follow the simple instructions on the label and the result is a beautiful bird worthy of a Christmas dinner.

Not only is JS's Basted Turkey a first ever own-label on the market, but it can also boast of being one of the few prepared with 100 per cent butter and no additives.

It promises to be mouthwatering!





New wines

CHRISTMAS QUAFFING, that ever popular pastime, will be enhanced this year by two of the latest additions to JS's own-label wines.

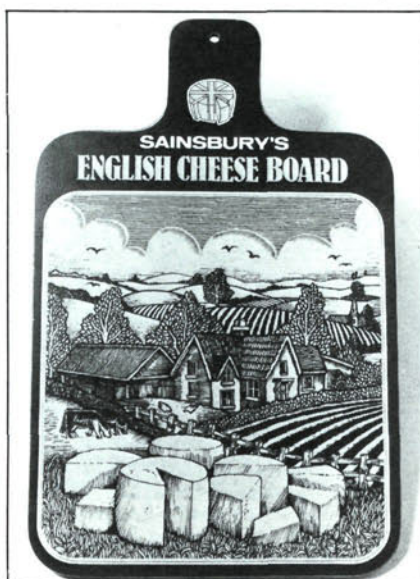
Rudesheimer Rosengarten (£2.35), Nahe Qualitätswein, a full bodied wine with a rich bouquet, comes from vineyards in the strictly defined Nahe area near the town of Rudesheim in Germany.

The sandstone soil of the area and the blend of Muller Thurgau, Sylvaner and Riesling grapes combine to produce the typical character of this distinctive wine. For best results drink chilled.

Sainsbury's Italian sparkling wine, Rosé Spumante (£2.25), is a medium sweet wine made by the 'cuve close' method whereby the wine is given a second fermentation in pressurized vats rather than in the bottle. The result is a wine which keeps its sparkle.

Rosé Spumante has a characteristic fruity bouquet and flavour and promises to be an ideal aperitif, once chilled, on any festive occasion.

Both wines are available at all branches.



Cheeseboard

ENJOY PLEASANT dreams of Christmas with a selection of speciality cheeses in store this month.

Following the success of last year's Cheeseboard offer, the redesigned product now features a new chopping board laden with five packs of cheese including fully matured Cheddar, White Cheshire, Double Gloucester, Leicester and Blue Stilton.

Now available at 130 branches for only £4.50 it promises to be the ideal Yuletide present or a delightful end to Christmas dinner.



Quick cuisine

WHEN YOUR FAVOURITE television programme is due on in five minutes and you haven't got time to prepare a meal Sainsbury's will now make it for you! Ready Meals have come to solve your problem!

There are three choices, Beef Bourguignon (£1.80), Coq au Vin (£1.95) and Chicken Chasseur (£1.95).

They are the first of a completely new range of JS own-label Ready Fresh Meals sold in attractively presented foil trays.

Made from top quality beef and chicken, Ready Meals are pre-cooked and only need reheating and serving. For this reason they should be eaten within three days of purchase.

Fresh Beef Bourguignon consists of beef prepared in a red wine and brandy sauce.

Fresh Coq au Vin is made with two chicken legs again in a rich wine sauce, and Chicken Chasseur is prepared with two chicken breasts in a tomato, onion and mushroom sauce.

Each Ready Meal serves two, is simple to prepare and so tasty!



Better batter

SAINSBURY'S BATTER MIX and Crumble Mix have appeared on branch shelves in two new attractively designed packets in toning shades of brown.

They are both available at 17p (4½ oz) and 24p (8 oz) respectively at all branches.

Hansel & Gretel

A UNIQUE and imaginative extension to JS's own-label seasonal cake range will be a welcome treat for children.

After a successful trial last year an improved Gingerbread House design is to be introduced into 40 stores at £3.90.



Karen's hobby horse

HORSE LOVER Karen Alden, a supermarket assistant at Magdalen Street branch, Norwich, added another rosette to her collection at the Royal Norfolk Show this year.

Karen, with her family's pony, Queenie, was placed third in the light trade pony and trap class and gained a special award for the best Norfolk exhibit in that county show.

Hard work, and devotion to her animals, has merely brought its just deserts to Karen who sometimes amazes her colleagues with her determination. She has worked at Magdalen Street for more than three years now, but work or no work, every day during the show months she tends to the exercise and welfare of her livestock. The family now own five ponies altogether.

It was Karen who strengthened the Alden's equine connections. She is 20 years old but her affinity for horses began when she was about two. She enjoyed riding her grandfather's carthorse even at that tender age.

Karen asked to start riding lessons when she began attending infant school and her mother thought that it would be a passing phase! That turned out to be a rather optimistic assumption as there had been horses in the family before. The outcome was that Karen enjoyed her lessons so much her parents bought her a pony two years later.

It was nearly four years ago that



Karen's days in the saddle had to come to an end. She had a riding accident and damaged one of her legs which left her unable to ride. Although she still misses being on horseback, she has redirected her skills to breaking ponies to harness and driving them with growing expertise.

However, it cannot be classed as a soft option by any stretch of the imagination! Quite apart from all the exercise and training, the ponies must be carefully schooled before they can be entered for a show—or deemed safe on the roads—day-to-day routines must be maintained. Either Karen or her father take their two driving ponies out in a cart every day during the Spring and Summer months.

However, when they enter shows it's not just the driving that will impress the

judge. Turnout, or a smart professional appearance, is looked for too. So Karen strives for perfection in that area. But like any venture that involves children or animals she knows that, even after backbreaking preparations, the unexpected may still happen at an inopportune moment. She will never forget one day when they thought every detail had been attended to. 'We had borrowed a special show harness for the occasion and spent more than ten hours cleaning it on the day before the event. All seemed well until we entered the ring and the girth snapped!'

Karen's hobby is not a predictable or an inexpensive pastime. The Aldens now have one show harness and two others that they refer to as 'rough sets'. The special set would probably cost about £1,000 to replace at today's prices.

Other equipment can be costly too. Although Karen's father has made three of their carts, the fourth is their pride and joy. It is a dealer's cart and cost them hundreds of pounds just to have it painted and varnished in the old traditional way. A specialist gypsy wagon decorator carried out that work for them in bright navy blue, yellow and red.

Every year brings Karen's family new triumphs, as well as new problems, and many of her colleagues at work have identified or sympathised with her ups and downs. They are interested in news on any progress. 'Regular reports' have been demanded from her during the steady recovery of one of the ponies after an accident. The foal, born into the 'family' last spring, stirred up nearly as much interest in Norwich as the birth of the Royal baby, and her win at the Royal Norfolk considered a great triumph for the branch! Who knows what next year might bring but one thing is certain, if Karen decided to publish a monthly bulletin there would be an avid JS readership all wishing her more success!

Above: Karen's pride and joy, the dealer's cart. Below: Daily exercise begins in the paddock.



Proof of the pudding

'A LIGHT TEXTURED pudding full of flavour, with excellent storing qualities' is how Derek Field, head chef at Stamford House, describes his own Christmas pudding made solely from JS own-label products.

Over the last three years Derek has perfected his recipe, making it an all time seasonal favourite, and now wishes to disclose his secret to Xmas pudding fiends.

Ingredients:

1lb chopped suet
1lb white breadcrumbs
13oz plain flour
13oz brown sugar
1lb raisins
1lb chopped peel
3oz ginger
4oz prunes (soaked)
1 tsp cinnamon
1 medium orange zest & juice
1 medium lemon zest & juice
1/4 tsp salt
6oz apple
2oz ground almonds
1 grated carrot
3/4 pt JS stout
1/4 glass JS cognac VSOP
1/4 glass JS West Indian rum
1 tsp nutmeg
1/4 glass JS amontillado
1/4 oz spice
5 eggs
milk if required
1lb currants
1lb sultanas

Method:

Marinate dried fruits in the brandy, rum and sherry overnight. Combine all dry ingredients. Add chopped apples, prunes, orange and lemon juice and zest.

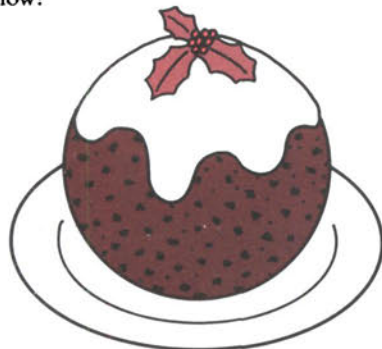
Add stout, beaten eggs and milk (if required) to achieve a dropped consistency.

Turn into greased 2lb basins, leaving 1/2" at the top. Cover with greaseproof paper and tin foil.

Steam or boil for eight hours, when cooked—cool and recover with fresh greaseproof and foil. Store in a dry, cool place.

When required, steam for a further three hours.

The above will produce sufficient for 50 portions so rally the whole family up now!



Len Hurford, Violet Smith (one of the first customers) and Freda Worton.

Small is beautiful

A MONDAY OPENING with a difference occurred in London on November 8 when the smallest shop owned by the company became larger!

The Blackfriars staff shop, in Stamford House, moved location—by a matter of yards—to take up its new residence in the basement. This change has increased its sales area by about a third.

It may not sound like a very significant change to this small store but it will increase the service to staff—although many would like to see it much larger again! It is a unique 'branch' and had a unique schedule to keep to during the move.

Keith Harrison was the sole representative in attendance from branch display. He spent four days after 'handover' (with just two days assistance from his

colleague Steve Whittle) before it had to be dressed and ready for action for the Monday opening.

Temporary manager, Len Hurford, took over on the retirement of Jack Crane in September. Len retired from the 'old' Peckham branch in August but has been pleased to look after the staff shop for six months until Gordon Faulkner, ex-manager of Leatherhead, steps into this position. Freda Worton has been cashier in the staff shop since it opened.

Len and Freda are pleased that this little store in its new home can now feature some additional grocery lines—such as a larger choice of tea and coffee varieties. Blackfriars has also become the smallest shop to sell J cosmetics, the Luxury Bath range and Occasion items.

Lunchtime movietime

WHY DO WE work? Is it because we cannot survive without the cash or is it for the love of the job? This and many other topical subjects will be dealt with in a series of short films being shown in the conference centre in Rennie House, Blackfriars.

The lunchtime programme began on October 18 and runs for five months, until March 16. All films will have two showings (12—1pm and 1—2pm) in order to give everybody a chance to seeing them. They will be of general interest but will, naturally enough, have a business bias.

A total of six films will be shown the first of which, *The Retail Game*, was 50 minutes long and dealt with the rapid expansion of chain stores and multiples.

The Silicon Factor, was shown on November 24 and asked the question: 'Can

anyone say what the effects of micro-electronics will really be on jobs or on the way people will live in the next few decades?'

On December 14 *Horizon: Square Pegs* will examine the chances of getting a job and follow two candidates through their ordeal—personality and intelligence tests being one of them.

After Christmas (January 19) the programme continues with a film called *Horizon: The Robots are coming*, which discusses how smart we want robots to be and what is the best way of using them.

For Love or Money will be shown on February 15 and finally in *Jumping for the Jelly Beans*, Professor Herzberg will examine peoples needs at work and how important it is that they be satisfied.

So, note the days in your diary, and join in, the programme looks very promising!



Surprise in-store

CENTENARIAN, Leslie Seegar's birthday wish came true on October 29 when management and staff at Chingford branch invited him to celebrate his 100 years amidst all the hustle and bustle of his favourite store.

Leslie, one of JS's longest standing customers, has a strong association with Sainsbury's which stretches back as far as 1914. His son, Kevin, can remember his mother saying that she could recall ordering groceries from JS 25 years before the last war, and he himself recollects posting orders for his mother every Friday. On Saturday morning the delivery would be made from the Stamford Hill branch by delivery boy on a bicycle.

Before the war Leslie had an even closer association with the firm. His profession at that time was that of a woodturner and he had his own workshop, so it was a great privilege for him (on request from the then Hoxton branch manager) to be able to provide several branches with large wooden artificial cheeses to adorn the display shelves.

Since these early days Leslie has moved to Woodford and is a frequent customer at Chingford. He is a remarkable man, for despite his age he lives alone doing all his own cooking,

washing and housework. According to staff he is at the branch almost every week and never needs any help. 'He's very independent.'

It is not surprising, therefore, in the light of all his connections with JS, that Leslie wished to spend his 100th birthday going on a behind-the-scenes tour of Chingford.

This he did on that Friday at 4.30. On arrival he was met by deputy manager, Jeffrey Thurlow, and escorted to the back door where his visit began. He went into the branch produce room, the preparation area, into the cold store and the warehouse.

After a detailed guided tour, which he greatly enjoyed, Leslie was taken to the shop floor where staff presented him with a birthday cake. Forty students sang happy birthday to him as he passed through the canteen and naturally enough he was very moved.

Before leaving, Leslie was given a basket full of fruit, a cake, a tin of biscuits and chocolates as a gift from the branch. And over a cup of tea, Jeffery wished him a very happy day and thanked him for allowing staff at Chingford to join in on his very special celebrations.

Leslie went shopping for a few odds and ends before he finally left the store a very happy man!

Striking play

EAGLES AND BIRDIES were the main topic of conversation during the Phillipson Open Golf Tournament which took place on October 6 at Windmill Golf Club in Bletchley.

Twenty-three participants took part in this second annual tournament, including JS enthusiasts Tom Haynes, Coventry AGM, Jeff Chalice and Andy Brooks, manager and deputy manager of Bedford and Terry Pringle, a guest.

Sun shining, stroke play started at 9am and went on through the morning. The

winner with a net of 76 was Tom Haynes, Jeff Chalice (77) came second and Andy Brooks (77) third.

In the afternoon entrants took part in a separate 'fun' game—the Stableford competition. The results were as follows, Jeff Chalice came first, Terry Pringle second and Andy Brooks third.

Prizegiving was a perfect end to a perfect day. Tom Haynes walked away with the Phillipson Tournament shield while all other competitors received an array of different prizes.

Upstream theatre

THEATRE FANS at head office might be interested to know of the existence of the very active Upstream Theatre Club in the Cut (just opposite the Young Vic) which celebrates its fifth anniversary this year.

A wide variety of plays are performed here during the year from Shakespeare's 'Macbeth' and 'Twelfth Night' to a 'Journal of the Plague Year' by Daniel Defoe and Middleton's 'A Chaste Maid in Cheapside'.

So many of the productions on stage at the Upstream Theatre have gained worldwide success touring through Europe and won many an award in national festivals. At present the Soyikwa Africa Theatre from Soweto, South Africa are performing 'Vuka' or 'Wake Up', which has recently been a hit show in the Edinburgh Festival Fringe.

For further information please ring the box office on 01-928 5394.

Sunday treat

GUESTS FOR DINNER is the title of a four-part series of booklets sponsored by JS and given free in the *Mail on Sunday* during October and November.

The booklets contain a useful range of recipe suggestions, from soups, hors d'oeuvres and entrées right through to desserts, cakes and sweet sauces.

The partwork provided a useful filip to the re-launch of the *Mail on Sunday* only five weeks after its initial launch.

Four new titles have also been added to the popular set of 'mini food guides' given free in Sainsbury supermarkets. The full-colour leaflets are displayed adjacent to the products to which they refer, and offer information, advice and recipe suggestions.

The Perfect Mix for Christmas Baking and *Looking at Fish*. *Afresh* appeared in October, and *Creative Cooking with Cranberry* and *Continental Flavour for Your Cheeseboard* followed last month.



All in a good cause

THE HEAVENS opened while a team of 29 strong from **Farnborough** tackled a sponsored exercise round the Royal Engineers' assault course at Minley.

Despite torrential rain and one or two casualties a grand total of £1,000 was raised. Elaine Elkerton, supermarket assistant and one of the injured, commented while nursing her sprained ankle 'well, it's all for a good cause, isn't it?'

Jolly hockey sticks **Lincoln** ladies, do it again!

In a sponsored cricket match against Smith Crisps, Lincoln team managed to raise £250 for cancer research and win the match.

A sponsored backdoor hop was trainee manager, Ann Stuart's bizarre idea to raise money this month.

Her aim was to collect as many backdoor stamps from as many JS branches as possible in three days. Christian Salvesen offered their services and drove her around.

Operating from **Droitwich** depot, Ann travelled 973 kms and trucked into 20 branches between Exeter and Leicester. Running riot in the warehouses and scrounging in the canteens she raised £41. Droitwich depot canteen also proved to be a generous collecting ground. The scales tipped to £136.43.

A cheque for £50 was presented to **Bexleyheath** by Lloyds Bank after two arrests were successfully effected when a false cheque and cheque card were presented for payments of goods. The reward has gone into the cancer research coffers.

The battle of the bulge is taking place at **Hemel Hempstead**, where a few staff have embarked on a sponsored slim organised by *Post-Echo* (a local newspaper).

The three main slimmers were Martyn Pick, checkout manager, Joyce Damey and Tina Bradding, both supermarket assistants. So far they have collected £74 and lost 22lbs (collectively!).

Two hundred and fifty pounds and 365 cans of **Hansa Lager** (one for each day of the year) was the prize awarded to **Washington** SavaCentre crew who took part in a raft race organised on September 12 to raise money for charity.

Sponsored by Camerons Breweries, they stipulated that the cheque for the above amount should go to the charity of the winners choice, in this case cancer research. Washington were delighted with the outcome!

Basildon SavaCentre have settled into a two-month sponsored slim for cancer research which started with a 'weigh in' on September 27.

Once advertised on the notice board, the organisers (provisions department), in one hour, managed to 'rope in' 25 other members of staff.

Store director, Paul Lawrence, has offered a special meal for two in the restaurant for the person who raises most money for the campaign.



Above: The Washington crew receive their cheque. Left: Ow's that for the Lincoln ladies!



Past, present and future



VIVID IMAGINATIONS have been running riot at Ashford branch preparing a float for the 1982 local carnival which this year took place on September 11.

Ashford carnival has been happening now for a good 30 years and as such is very popular. This year was no exception—100 floats entered the crazy competition.

Past, present and future at Sainsbury's was the theme, and ranged from a good old fashioned Victorian store to the supersonic year 2000 branch!

'Home made' tills, made from wood with Victorian assistants working at them were the centre of attraction in JS past.

JS present was as it is at the moment and silver and white were the predominant colours in JS future. All assistants were dressed in space-like capes and the futuristic branch consisted mainly of push buttons and robots—shopping was made into a very simple and easy process!

The aim of the carnival was two fold—to collect money for local charities and to choose the three best floats. Ashford branch came third!

Amazing Grace

LOOKING BACK OVER the last 42 years at JS, Grace Springthorpe summed up her life with the company very appropriately, 'I have always been in the middle of all the hustle and bustle and loved it, and now retirement is on the doorstep, I plan to get busily settled into that too.'

Grace joined the firm in 1940, a few months after the move from London to Ewell because of the war. 'I remember being impressed by what a relative of mine had to say about Sainsbury's and so the next day I took myself down to the office, walked in and asked whether they had any work for me. I was delighted when they gave me an application form and told me to come back a few days later.'

Not long after, she was offered the job of clerk in the old sales office (forerunner to the distribution department) until the offices moved back to London 18 months later.

In October 1942 Grace joined the Land Army. 'I was enlisted for three and-a-half years and look back on those years with great fondness, they were fun. I learnt to hoe potatoes and thatch a rick, not many people can do that nowadays' she commented.

Land army

One of the assignments Grace undertook while in the Land Army, together with her 39 colleagues, was to turf up Richmond Park and turn it into corn, wheat and barley fields. 'I even learnt to drive a tractor' said Grace.

In 1946 she returned to JS, trained to be a secretary and then worked in 11 different offices at Blackfriars. 'I was mostly secretary to departmental heads. Being right in the middle of everything while at head office I remember feeling very much part of the family—that wasn't too difficult at the time I must admit, as JS was still so small comparatively.'

'I remember meeting Sir John, Mr Tim and Mr Simon more than 20 years ago. I have always looked at the firm in a different light, feeling that perhaps a little bit of it belonged to me. I even remember old Mr John!'

Basingstoke depot was Grace's next port of call in 1965. After 11 years in London she really wanted to get back out into the countryside, where she felt and still feels more at home.

Grace remained in that post for 17 years and watched six depot managers come and go.

'First of all I worked for Cyril Wright for two years, then came Stephen Cody for another two years, then Angus Clark, now personnel director, for three years. Alan Mathias, now departmental director responsible for northern contracts and systems implementation, followed and three years later Owen Thomas, depart-

mental director, personnel, became manager, and last but not least, Roy Pagden.'

Grace enjoyed working at Basingstoke a great deal. 'When I joined the depot, after all those years at head office, I felt I knew the ropes, and found that younger managers would often come into my office to pick my brains.'

Now that Grace has retired she has plans galore. 'Retiring won't change me, at JS I got involved in so many activities other than work this will be the norm now.'

One hobby Grace is famous for at JS is her painting—oils and pastels. She took it up in 1960, 'I wanted to find a way of expressing myself and so I joined painting evening classes.'

In 1968 she remembers selling her first ever picture for the grand total of £3.00. 'I was thrilled that someone actually liked what I had done' she commented. Grace is now secretary of the Basingstoke Art Club (in the middle again!) where every year she has a few of her paintings exhibited.

Winner

Staff at Basingstoke will remember her for two of her pictures being chosen to hang in the managers' dining room after successfully winning a competition to find the best five pictures for this purpose.

Another one of Grace's main activities takes place in the local church, where she organises and produces plays. 'I won't act but I'll organise other people to make fools of themselves! We're preparing a pantomime for February 1983.'

Both at the Art Club and at the church, Grace bumps into staff from the depot who keep her in touch with what is going on.

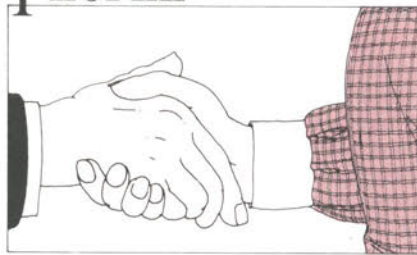
Grace is also enthusiastic about tapestry and reading. 'I don't like soppy love stories' she said 'give me a thriller or an adventure story any day. I also enjoy travel stories and biographies. Classical music is another joy.'

All in all it looks as if Grace has got her retirement cut out. It's a wonder she ever found any time to go to work!

'I shall keep in touch with the depot' commented Grace 'I can't help it, because secretly I can't keep wondering how they are going to get on without me!'



PEOPLE



APPOINTMENTS

R Austin, formerly deputy manager of King's Lynn, has been appointed manager of Stratford.

E Davies, formerly manager of Barkingside, has been appointed manager of Hornchurch.

K Haywood, formerly manager of Haywards Heath, has been appointed manager of Boscombe.

J Irwin, formerly manager of Hove, has been appointed manager of Haywards Heath.

K Millen, formerly manager of Stratford, has been appointed manager of Barkingside.

I Simpson, formerly deputy manager of Churchill Square, Brighton, has been appointed manager of Hove.

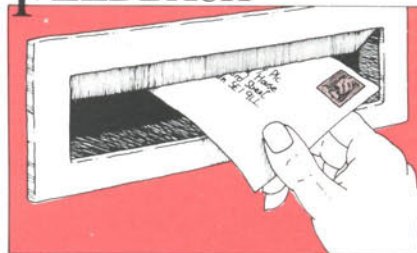
LONG SERVICE

Joe Haythorn, foreman plumber, company engineers, at Blackfriars, has completed 40 years' service with JS.

Derek McCord, district manager, Woking area, has completed 40 years' service with JS.

He began his career as a junior

FEEDBACK



Letters are welcome
and should be
addressed to the editor

Free range?

From: Ian Young, provisions manager, Lewisham.

I have just finished watching an episode of BBC programme *40 minutes* entitled *Rabbits Don't Cry*. I was horrified at the number and variety of animals made to suffer in order to provide us with food.

What concerned me most, in relation to JS, was the plight of the battery hen and other animals subjected to the horrors of factory farming.

Surely, we at Sainsbury's can encourage a return to the production of free range eggs and the more natural rearing of livestock?

More and more customers are becoming aware of the Auschwitz

salesman at St Peter's Street, St Albans. After completing three years in the army Derek moved to Barnet branch. In 1954 he was appointed assistant manager at Harpenden and four years later spare manager at St Albans. In 1961 he took up the position of produce supervisor, responsible for all areas.

Three years later Derek moved to Welwyn Garden City as manager, after six years he transferred to Nottingham, and finally in 1974 he went to Broadmarsh.

Derek took up his present position in 1976.

Kay Wesson, senior supermarket assistant at Norbury, has completed 40 years' service with JS.

She joined the company at Christchurch Road, Bournemouth and 11 years later moved to Thornton Heath.

In 1971, Kay transferred to Norbury after the closure of the old manual branch.

Charlie Cuthill, manager at Farnham, has completed 25 years' service with JS.

He began his career as a salesman at Esher branch and three years later transferred to Hook as deputy manager. In 1963 he moved to Tolworth in the same capacity. Charlie undertook self-service training three years later at Wimbledon, and then became deputy manager designate in 1969.

Since 1972 he has managed several stores including Dorking and Guildford and took up his present position in 1981.

Barry Dacombe, produce manager at Bitterne, has completed 25 years' service with JS.

Tony Johnston, meat manager at Chislehurst, has completed 25 years' service with JS.

He joined the firm at Fulham and consequently worked at all London West End stores.

In 1963 Tony was promoted to assistant head butcher and a year later moved to Bexleyheath branch.

He was made meat manager ten years later on transferring to Chislehurst.

Doreen Scragg, skilled supermarket assistant at St Stephens, Norwich, has completed 25 years' service with JS.

Dorothy Smith, chief display assistant at Walton-on-Thames, has completed 25 years' service with JS.

She began her career with the company as a senior sales assistant at the old manual shop in Walton. Seven years later Dorothy was promoted to first grocery hand and in 1970 she transferred to the now self-service store as chief display assistant.

RETIREMENTS

Florrie Curtis, senior supermarket assistant at Stockwell, has retired after 20 years' service at JS.

She joined the company at Lambeth Walk manual shop and ten years later moved to Stockwell. The first seven years there Florrie worked as a cashier and latterly as a clerk.

Gabriel 'Regie' Rague, senior store serviceman at Surbiton, has retired after 20 years' at JS.

He began his career at the Surbiton manual branch and three years later moved to Tolworth. In 1969 he transferred to Hook and when the new Surbiton branch opened he took up his last post in 1980.

Joyce Brockwell, part-time supermarket assistant at Bromley, has retired after 18 years' service at JS.

She joined the company at Sydenham branch and moved to Bromley in 1971.

Mary Trodden, part-time supermarket assistant at Kettering, has retired after 26 years at JS.

Iris Stone, skilled supermarket assistant at Halesowen, has retired after 14 years' service at JS.

Dot Humphrey, skilled supermarket assistant at Lewisham, has retired after 13 years' service at JS.

Lorna Shaw, senior supermarket assistant at Lewisham, has retired after 11 years at JS.

She began her career at JS as a mid-day packer and has held the post of cashier for the last six years.

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

Mr F Hall (10 years)

Mrs B Harding (8 years)

Mrs M Lawrence (8 years)

Mrs E Whitlock (6 years)

Mr E Howard (5 years)

Mrs V Chalkley (3 years)

Mr T Linger (3 years)

OBITUARY

Joan Legg, part-time supermarket assistant at Corby, died suddenly on September 26, aged 53, after a short illness.

She had been with the company for nearly three years.

Olive Mason, supermarket assistant at Maidstone, died on October 10, aged 58. She joined the company in 1965.

existence of these animals and would, I am sure be willing to pay a few more pence to bring this kind of suffering to an end.

Is there any possibility of this happening?

Ross McLaren, senior manager, dairy buying replies:

Taking your general comment on factory farming first, let me say that whenever JS purchase a foodstuff from an intensive livestock system we go to great pains to ensure that the current codes of practice for animal welfare are adhered to by our producers.

In many instances we also play an active role in supporting the development of improved systems. An example of this would be the welfare system of veal production in which calves are reared together, free to roam and feed in warm spacious housing. All Sainsbury's veal now comes from such a system.

On your more significant point regarding battery hens, the system, which accounts for over 95 per cent of production in this country, was evolved for sound husbandry reasons ensuring that the hens are housed in a warm, disease free environment receiving individual rations of feed and water.

Even if we were able to put the clock back and return to free range, it is estimated that we would require an area

greater than that currently occupied by Berkshire. Costs would be estimated to double.

On top of this, the battery hen system does ensure that the customer receives fresh, clean and hygienic eggs, a factor that is often missed when considering free range.

Roast beef

Poem from: Lilian Churchill, customer at Winchester.

*When I look at your commercial on telly
I dribble all down my chin*

*As I look at your roast beef with fat on
And your pork with its roast spuds in tin.*

*I don't think its fair on us old 'uns
Those things are beyond our means
They are luxuries too dear for our purses
So we end up with toast and baked beans.*

*So please for my delicate passion
Don't tickle my palate with meat
I don't need the Bisto or gravy
Just a joint on a plate would be sweet.*

*So next time you put it on telly
Please remember I really can't stand it
You've spoilt it for me, so now look and see*

I think its about time you banned it.

PS: Mind you, I really do shop at JS.

Ed: Lilian was invited to the branch for

Don't forget –
last copy
date for the
January issue is
December 6

a roast beef lunch and enjoyed it tremendously!

Love at JS

From: Jack Irwin, manager, Hove.

The following amusing poem was left for a JS driver by the canteen staff at Hove and I thought a public laugh wouldn't go amiss!

*'Darling driver:
Supper in the oven HOT
Tea's in the pot
It's not a lot
Be thankful for what you've got
Love?*

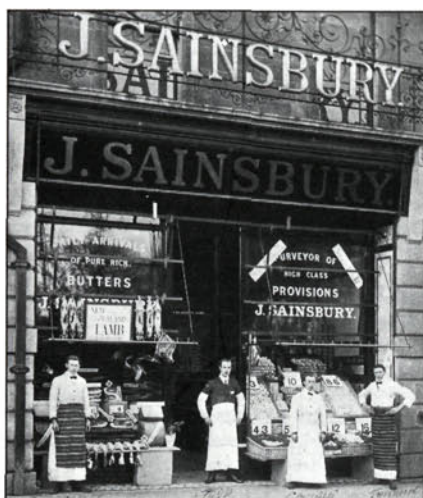
PS: Only red roses please.'

The driver's reply:

*'Dear canteen lady:
Thanks for the meal, you make a good deal*

*For roses are right up my street
I'll pick you a bunch when no one's about
Then lay them right at your feet.'*

ARCHIVES



- 1 Romford manual store
Lord Sainsbury
- 2 Payne's Poppets
Alfred Sainsbury
- 3 Canadian Meat Packers
Frank Sainsbury



- 4 Unilever
JB Sainsbury



This year for your Christmas entertainment is a quiz on company connections. All you have to do is guess correctly the connections between the two apparently unconnected names, places or items.

Answers please to the *Journal* office, by December 24. The first three correct entries will each receive a bottle of the JS wine of the month.



- 5 M1 Motorway
Rennie House
- 6 Bennett Street SE1
Rennie Street SE1

- 7 Kinermony Farm
Poole branch

HAVE YOU TRIED IT?

BLUE
KADDY
TEA



3/-

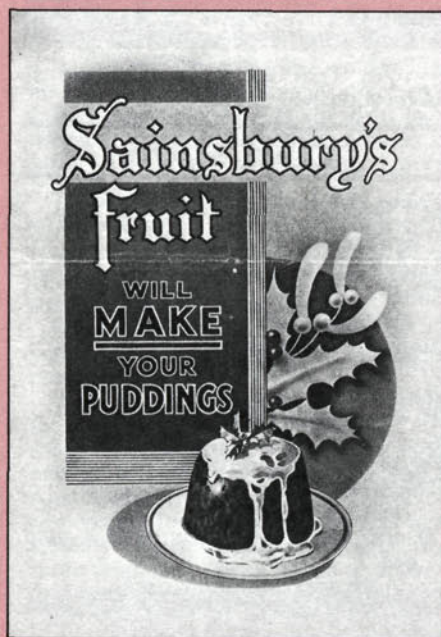
Per Pound
In 1 lb and 1/2 lb Packets
A delicious
blend for
particular people.

Sold only by
J. Sainsbury.

- 8 Blue Kaddy Tea
Amy Johnson
- 9 9/11 Croydon
Jennifer Jenkins



- 10 George III
JJ Sainsbury



In the bag

THESE TWO PAPER bags have a real flavour of the festive season about them. Dating from the 1930s they advocate the use of Sainsbury's fruit for making Christmas puddings. Both are printed in sepia on white, and in each case the reverse is printed with the words 'The best is always at Sainsbury's'.

One depicts a family 'stir-up': a little boy makes his Christmas wishes as he stirs the pudding mixture (full of Sainsbury's fruit) with a huge wooden spoon. The other bag shows the finished pudding, dripping with brandy butter and crammed with Sainsbury's fruit.

The company often printed topical paper bags advertising different products, but few survive. One of the two pictured here spent 50 years under a floorboard in Crawley before being discovered by a customer while decorating, so it's surprising that it is in one piece at all. Bags of quality at Sainsbury's!



BRANCH OPENINGS

HUDDERSFIELD

HUDDERSFIELD BRANCH became JS's fourth store opening in Yorkshire on October 26.

The store has a sales area of 18,492 sq ft and will be appreciated as much for its convenient town centre situation as for its architectural merits. It is housed in an impressive building which complements the surrounding Victorian architecture as it has been built from local York stone in '20th century Romanesque style'.

The store has little competition in the town but most important, for the attraction of customers who do not own their own transport (especially the elderly or those with young children) the branch is easily accessible from the bus and train stations.

Above the store is a two level JS owned and operated car park which provides spaces for 138 cars.

Sainsbury's venture into Huddersfield has enabled several senior members of staff to return to their home county from other areas of JS. AGM Tom Haynes explained that fact to a large group of local dignitaries who attended the preview party at the branch on the day before it opened. He introduced manager, Richard Scholes—who actually hails from Yorkshire himself and will certainly ensure the best service for the customers that he already 'knows' so well. The residents responded to his concern for them and came in droves on opening morning to explore and be greeted by retail division director, Joe Barnes.

Richard was deputy manager at Rugby and then Leeds before being appointed to Huddersfield. Deputy manager, Dave Parker, has moved there from Perton branch. They have a young staff—the average age of departmental managers is below 25 years old—but commend them for keenness.

The chance of employment has been an important consideration for the folk of Huddersfield. The construction of the development meant jobs for local people and the opening created 158 vacancies in-store. There were about ten applications for every vacancy.

BPO Anne Moore may be new to the company but she knows the area, its employers and jobseekers, inside out. She used to work at the local JobCentre, and before that for the Department of Employment and the Manpower Services Commission.

Steve Tarpey, previously assistant manager at Doncaster, is now reception manager at Huddersfield. It has also been a 'coming home' move for Steve and he is very pleased to be there. It amused him though that a few local residents who enquired about Sainsbury's before the store opened had gained the impression that it was to be a department store!

However, it was a different story on 'the day'. The majority of the shoppers that stopped to welcome Richard personally to Huddersfield had experienced the JS style of trading in the south of England although the in-store bakery and service delicatessen were a pleasant surprise to many.

Just before lunchtime when the crowds began to grow even more dense, Yorkshire Television arrived to film for their local news spot that evening.



1. Crowds begin to gather at Huddersfield branch.

2. BPO Anne Moore (right) and AGM Tom Haynes (left) greet the mayor of Huddersfield, cllr Jack Wood, and his wife, Mary, to the store.

3. First customer Eunice Spencer, and her grandson Howard Wilcocks, are welcomed by manager Richard Scholes (left) and retail division director, Joe Barnes (right).

4. Behind the scenes, in the office on opening day were Sally Savage, Sue Hinchliffe and Rosaline Garside.

5. A wide choice of fruit and nuts for shoppers at Huddersfield.

6. Help with packing for a young customer.



LORDSHILL



'IT IS FAIR TO SAY, that the giant Lordshill District Centre, a Mecca for local shoppers, now begins and ends with Sainsbury's commented a local paper following the opening of the new Homebase store on Tuesday, October 26.

The new Southampton Homebase is the fourth house and garden centre to open since the formation of the company in 1979. The first opened in Croydon in March 1981, followed by Leeds the following October, and a third in Nottingham last June.

JS's association with Southampton began with the opening of a store in 1954 at Above Bar. A second supermarket opened in Shirley in 1963 and a third at Bitterne in 1965. The Above Bar branch closed when a new and larger supermarket opened at Lordshill where trading continues successfully today.

The new Homebase store is adjacent to the supermarket and can be reached by way of a newly created pedestrian arcade leading from the main residential development to the shopping mall.

Car parking spaces at the Lordshill District Centre have been increased considerably—an extra 60 spaces have been constructed, bringing the total free, surface level parking at the shopping centre to over 500 spaces.

The opening of the Homebase has also

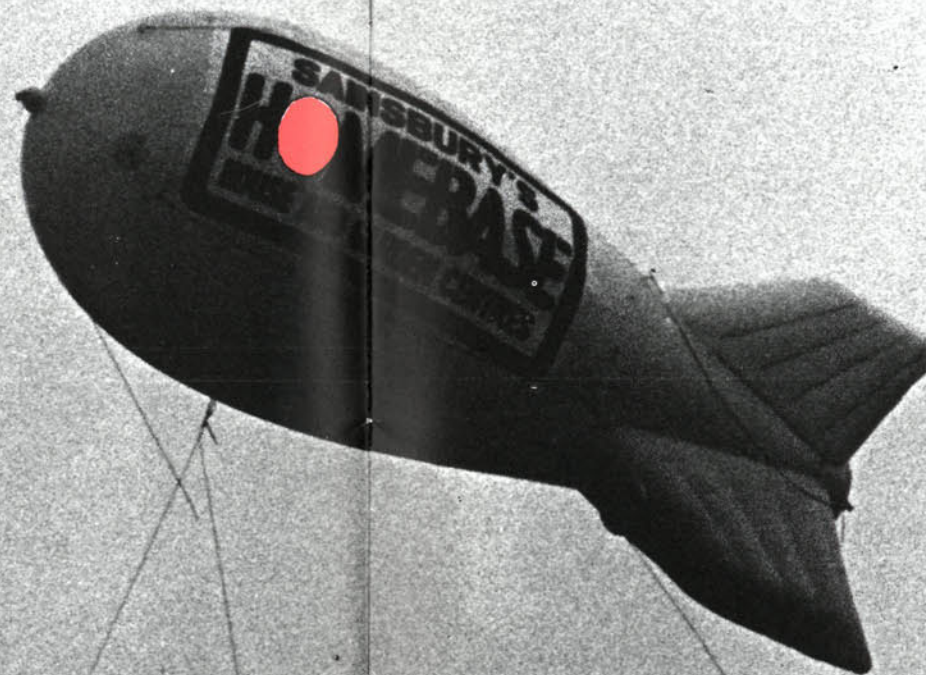
meant the creation of some 80, both full and part-time jobs.

The store has a total sales area of 45,000 sq ft. The main sales hall, including the stock room is 25,000 sq ft. The garden centre, including the greenhouse, nursery, the garden materials area and the builders yard is 19,500 sq ft. The Laura Ashley concession, has a sales area of 1,400 sq ft.

Heading the Homebase team and supervising all activities and personnel on the shop floor is manager, Michael Wakeford. Mike was previously a departmental manager at the Homebase store at Leeds. Nursery and greenhouse manager is Philip Griffiths and the departmental managers are David Piggott, Ian Jones, Grenville Kember and Ray Kerley.

Homebase chairman and JS's property and development director, Gurth Hoyer Millar, said of the opening: 'It is very gratifying that our fourth house and garden centre should open in Southampton where JS supermarkets have been established for many years.

'This new Homebase strengthens our ties with this renowned southern city where Sainsbury customers will be accustomed to the company's attention to detail, quality of product and value for money—a tradition we will carry on!'



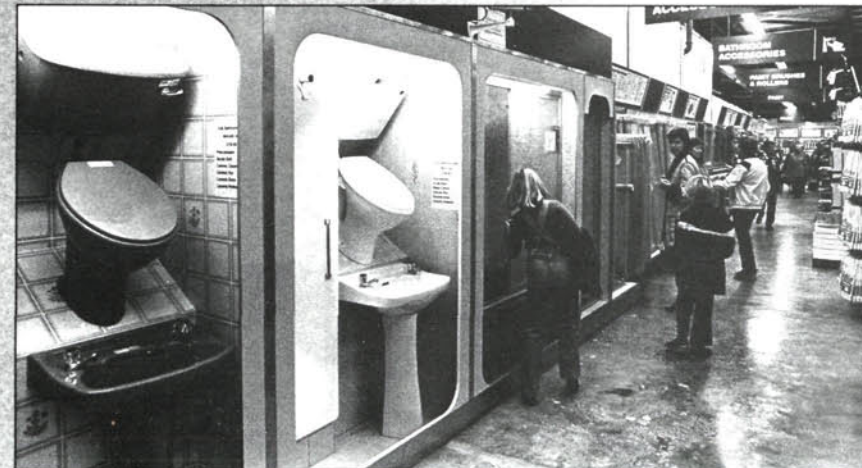
Mike Wakeford greets his parents who travelled from Scotland.



Exterior of the new store.



The complete management team.



Shoppers were keen to explore.