

'Sainsbury's is now in a class of its own'
Year end results—see pages 2/3
THE TIMES

PROFIT SHARE UP!

Employee Profit Fund Calculation

	1980 £000s	1981 £000s	1982 £000s
Sales	1,226,595	1,589,196	1,950,546
Retail profit	45,385	64,393	86,597
Retail profit if the net margin had been 2½%	30,665	39,730	48,764
Difference	14,720	24,663	37,833
15% of difference is available for profit sharing	2,208	3,699	5,675
Qualifying pay of eligible employees ⁽¹⁾	53,197	70,166	92,726
Distribution rate ⁽²⁾	4.15%	5.27%	6.12%

(1) For the vast majority of employees qualifying pay will include the same elements of pay that are taken into consideration for 'holiday pay' and will be calculated for the year by multiplying those elements earned in the last four weeks of the financial year by 13.

(2) Percentage to be applied to employee's qualifying pay to provide profit entitlement.

ONE OF THE REWARDS for the tremendous hard work that has gone into producing this year's excellent results is a huge uplift in the amount available for the profit sharing scheme – an increase of 53.4 per cent to nearly £5.7 million.

The size of the increase stems from the way the scheme's formula is highly geared to profit performance. Under the scheme the total sum available for distribution is 15 per cent of the difference between the retail profit actually earned and the retail profit which would have been earned if the net margin had been 2.5 per cent. The table above shows how this is worked out.

JS introduced the profit sharing scheme in 1980 and in three years over £11.5 million

has gone to staff with the qualifying service of two financial years. This year about 23,000 staff will be involved.

In the two years so far, about 38 per cent of those able to become JS shareholders through the scheme have chosen to do so. In addition to a benefit from the income tax concession they are also building up a stake in the company's success through the share performance. Each share has increased in value to around £6.00 today compared with £2.075 in 1980 and £4.30 in 1981.

Dividends have gone up too and a final dividend of 6.5p will be paid in July on existing shares. Shares issued as a result of this year's profit sharing will qualify for the interim dividend payable next January.

£1,950, Year End

YET AGAIN JS has confounded the City and Fleet Street pundits!

On May 5, with the announcement of this year's unaudited results for the 52 weeks to February 27 1982, the praise seemed never ending.

'Another year of highly successful trading' commented chairman, Sir John Sainsbury.

Last year JS expanded pre-tax profits by 35.5 per cent to £89,094,000, and profit margins went up to 4.44p on every £1 of sales compared to 4.05p a year ago. Over the past four years profit has doubled in real terms.

'Flabbergasting figures from J Sainsbury are fast becoming a matter of routine'

The Financial Times

Turnover rose by 22.7 per cent to £1,950,546,000 representing a volume growth of 13 per cent, with volume in existing stores up by 6 per cent. The company now serves more than five million customers a week, an increase of 23 per cent over two years, and their average size of purchase has grown to a record level.

For the fifth year in succession, sales per sq ft in JS supermarkets at *constant prices* increased, bringing the weekly figure to £12—well over twice the average in the trade.

Productivity in terms of sales per

Results at a glance

	1981 £ million	1982 £ million	% increase
Sales	1,589.2	1,950.5	22.7
Retail profit	64.4	86.6	34.5
Net margin	4.05%	4.44%	
Associates – share of profit	1.4	2.5	82.5
Profit before tax and profit sharing	65.8	89.1	35.5
Profit sharing	3.7	5.7	53.4
Profit before tax and after profit sharing	62.1	83.4	34.4
Earnings per share (fully taxed)	17.74p	23.74p	33.8
Dividend per share	7.25p	9.75p	34.5
Investment	88.2	125.8	42.6
New supermarket openings	15	17	
Sales area (000 sq ft)	2,978	3,366	13.0
Employees at year end	44,250	49,874	12.7

employee improved by a further 3.4 per cent bringing the increase in five years to 28.5 per cent. In large part this has been made possible by the scale of the company investment programme, which last year rose to the highest level ever at £126,000,000.

JS has now also joined the exclusive club of British companies with a stock market valuation of more than £1 billion. Since the flotation of the company in 1973, the real compound growth in earnings per share has been 8.5 per cent per annum, a rate of growth which has

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Results

been shown by a recent survey to be the third highest in the country among companies, other than oil companies, with market capitalisation over £500,000,000.

Prices at Sainsbury's during the last year were assessed by an independent market research agency as being even more competitive than they were a year ago. 'We have maintained our traditional priority for quality, while at the same time seeking to offer overall lower prices than our competitors' said Sir John Sainsbury.

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 7.2 per cent for 1980/81 to 8.3 per cent for the last year as a whole, the final quarter being 8.6 per cent. On the basis of the more limited grocery trade market share published by AGB, Sainsbury's market share has grown from 13.2 per cent to 14.6 per cent, comparing the first quarter of 1981 with that of 1982.

During the year a record new selling area was opened—with the 17 new stores having a total sales area of 358,000 sq ft. The new stores exceeded their anticipated

level of initial trade by a greater margin than ever before. Particularly outstanding were the openings at Leeds, Walthamstow and Nine Elms.

In 1982/3 a similar opening programme is planned which will include four stores in the north-west—Birkenhead and Liverpool (already open), Preston, Southport, and a fourth Yorkshire store in Huddersfield. In 10 years the total sales area of all JS stores has more than doubled to 3,336,000 sq ft.

'Sainsbury has topped even the very best market forecast'

The Guardian

As well as achieving a significant increase in productivity, the company has created more than 5,600 new jobs, bringing the total in two years to 11,000.

As far as dividend on shares is concerned, the directors are proposing the payment of a final dividend of 6.5p

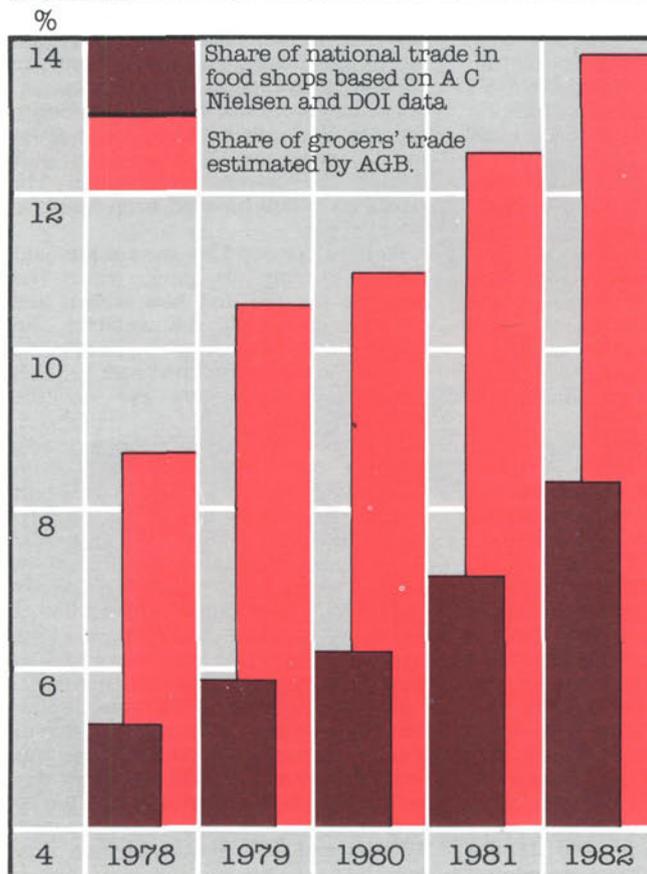
per share on July 23 to shareholders on the register at the close of business on June 23. Together with its associated tax credit, this dividend is equal to a gross dividend of 9.29 per share.

The directors are also recommending a capitalisation issue on the basis of one new share for every existing share held on June 4. The new shares will not rank for the final dividend to be declared at the annual general meeting, but will rank for any dividend declared subsequently. The capitalisation issue will not affect the total amount of dividends payable by the company in the future.

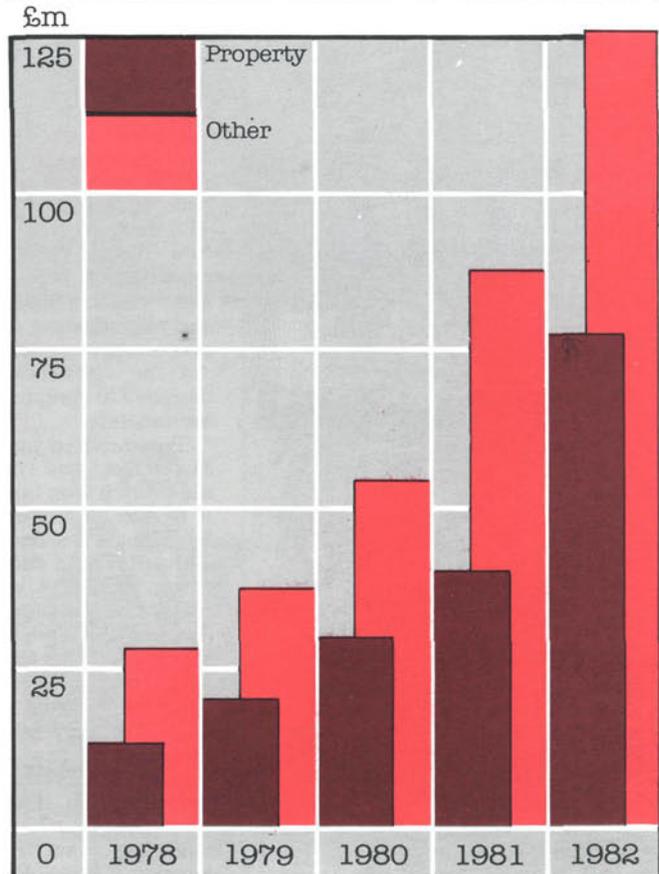
This is being done to bring the issued share capital more in line with the assets used in the business. With the number of shares doubled, the price on the Stock Exchange will be halved, so making the shares more marketable.

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

Market share



Investment



BRANCH OPENINGS

WELWYN GARDEN CITY



WELWYN GARDEN CITY has doubled the size of its JS branch in a single move.

A new store, which was opened by director Joe Barnes on April 5, has a sales area of 17,438 sq ft which is about twice the size of the old branch.

Manager of Welwyn Garden City, Trevor Trudgill, is very pleased that the new store can offer more than 2,000 extra product lines to its customers, in addition to featuring new departments such as an in-store bakery.

The shop and an adjacent block were built by Sainsbury's as a joint venture with the landowners, the Commission for New Towns, Welwyn Garden City. The construction includes the JS shop unit and its staff facilities, with offices above, and two adjacent shops to let (also with office accommodation on the first floor). All the construction work has been designed to complement the surrounding architecture.

Two hundred yards away, the previous JS premises had traded for 21 years but the branch won't be lost or forgotten as it is due to reopen as an independent Sainsbury's freezer centre at a later date and will offer a choice of more than 340 frozen food lines, wines and spirits.

All the equipment at the new branch is much more modern of course and for some staff who have transferred it has been a hectic time of retraining.

Although most of the management team are very young and have been promoted to new positions Trevor says that they have a lot of experience between them. It was his first opening as a manager but he had a lot of support from the team. Both he and deputy manager Steve Pratt were promoted

from Coldhams Lane branch where they were previously deputy and grocery manager respectively.

Melvin Hall has only recently been promoted to meat manager but he was particularly confident about tackling the new branch. He had worked at Braintree for its handover period and therefore knew what to expect!

The new store will have slightly longer opening hours than the previous store and by increasing the number of staff needed the branch has created 119 vacancies which have all been filled by local people.

Welwyn Garden City store is serviced by the existing car park, which lies between the old and new stores, and provides spaces for 140 vehicles. An additional 95 spaces have also been made available in an underground park beneath the branch. Both are run by the local authority.

Some of the visitors on opening morning had close associations with Welwyn. For Peter Davis, assistant managing director, buying and marketing, it is his local JS. To departmental director, Dennis Males, it brings back memories of JS's expansion in the 1960's and his days as a manager. He recalled, 'I was manager of the "old" Welwyn in 1961 when we opened that branch in what was then the very heart of enemy country!'

Just one example of the great loyalty that has grown since then is that, due to popular demand, the opening time was brought forward to 8.30 am every day except Mondays. Customers had got to hear that the branch wasn't to open until 9.00 am and they petitioned until they won the day!



1. The new Welwyn branch—twice as large as the old store.

2. On opening day twins were seen shopping... and **(3)** amongst the staff! Melanie and Sarah Marshall are students.

4. Staff said that they are proud of their store.

5. Manager (right) Trevor Trudgill and deputy Steve Pratt.



**NEW
PRODUCTS**



Simple elegance

JS ARE INTRODUCING two styles of exclusive tableware suitable for all occasions. There is Sainsbury's Hornsea Stoneware (above) elegantly styled in brilliant white, trimmed with a slim brown line around the edge. The other range is modern Bistro earthenware pottery in white, edged in blue or burgundy.

The new tableware is made in England and is available at very competitive prices. All the pieces are sold individually so they can be easily added to or replaced. They are freezer, oven, microwave and dishwasher safe.

Sainsbury's Hornsea Stoneware is durable and is strong enough to withstand chipping and the every-day knocks and bumps of a busy household.

It was designed by David Queensberry, professor of ceramics at the Royal College of Art. The contemporary shaped stoneware will enhance any table. It includes tea, dessert and dinner plates, tea cups and saucers, cream jug, milk jug, sugar bowl, stylish teapot, cereal bowls, an oval meat plate and a versatile serving bowl.

Bistro earthenware pottery is ideal for everyday tableware. The fashionable blue or burgundy edging will give any table setting a fresh, modern look. Apart from all the standard tableware items there is also a chunky shaped teapot and coffee pot, an oval meat plate and a serving bowl. This versatile range was made exclusively for Sainsbury's by the Earthenware Division of Wedgwood.

All items are reasonably priced and are available in 39 branches.



Seafood surprises

COD AND PRAWN PIE, Curried Seafood Pasta and Cod in Seafood Sauce join Mariner's Pie in JS's new gourmet selection of frozen fish dishes. They offer all the delights of good home-made cooking yet take only minutes to prepare. Each is sufficient for two people (400g) and may be cooked from frozen in 50 minutes or less.

Cod and Prawn Pie (£1.39) is full of chunky cod, flavoursome prawns and juicy grapes tossed with flaked almonds for a crunchy texture. The mixture is steeped in a rich wine and mushroom sauce and topped with a light puff pastry for an elegant dish.

Curried Seafood Pasta (£1.26) has an

exotic allure with whiting, tomatoes, pasta shells and prawns cooked in a mild Madras sauce.

Cod in Seafood Sauce (£1.08) has a true seafood flavour with a smooth creamy cheese and shrimp sauce over chunks of prime cod. Tomatoes, onions and a crispy cheese topping give this dish an extra savoury appeal.

The new fish dishes are available in around 105 supermarkets and in the 21 freezer centres. To accompany them there are of course a wide range of JS frozen vegetables from broccoli spears to corn-on-the-cob, oven chips and potato croquettes available at all Sainsbury's branches and freezer centres.



A couple of quickies

IT'S SO SIMPLE! Just add a fresh egg and milk to either coffee, chocolate or butterscotch flavoured Iced Cup Cake Mix and the result is 12 delicious original cakes!

JS's own-label is the first cup cake mix on the market, a completely new concept and tasty into the bargain (especially the icing!)

Each box contains a packet of cake mix, to which the egg and milk is added, a packet of icing, to which water is added and 12 baking cases. All flavours are available at 132 branches at 35p each (210g).

Once prepared, cool your cakes on a JS own-label cake cooling tray. Now on the shelves at 89p (406 x 235mm).

Or should you fancy something different try Mint Chocolate or Toffee Supreme Dessert Whips.

Five minutes and half-a-pint of milk is all that is needed to prepare these delicious desserts, now available at 100 stores at 20p each (2.4 oz/69 g).

Seasonal menus

A NEW COOKBOOK, *Seasonal Menus* by Clare Payne, will be available in all Sainsbury's supermarkets from the middle of May. It will be on sale at the checkout, price 75p.

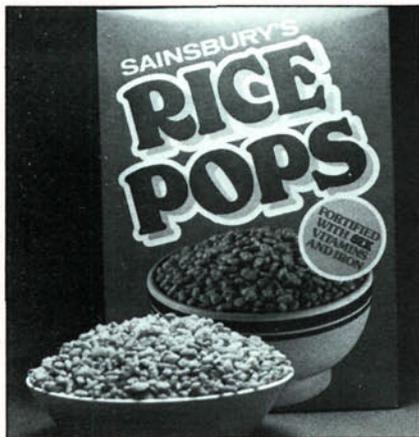
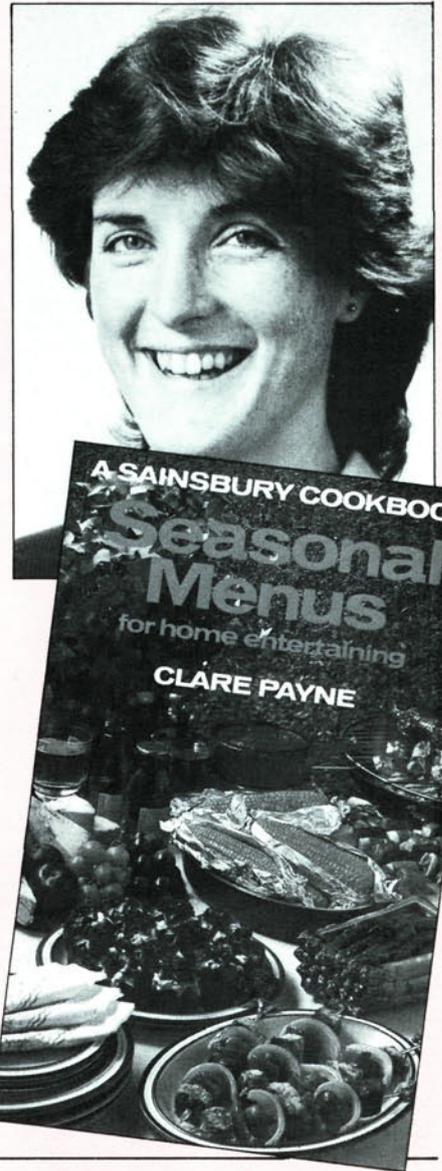
The book contains 20 complete menus for entertaining, all illustrated in full colour. Each menu makes the most of the freshness, economy and availability of seasonal meats, vegetables and fruits to offer some gloriously scrumptious and appropriate meal ideas. The menus cover the whole gamut of home entertaining from elegant and family lunches to traditional dinners, informal suppers, buffets, barbecues and parties.

Prawn salad, spring chickens with grape and almond dressing followed by chocolate mousse pots is a springtime suggestion for an elegant buffet party. Cheddar soup followed by bean, beef and chestnut stew then butterscotch brownies would be excellent for a family supper in winter.

Clare Payne is Cordon Bleu trained and responsible for JS's professional entertainment, mainly at Blackfriars, and her work includes buffets for large gatherings and a variety of formal lunches and informal occasions. She is a cook who appreciates the problems facing hosts and hostesses who want to relax with guests as well as serving delicious food.

Her menus are carefully planned to allow for dishes to be prepared ahead of time and she gives helpful hints on advance preparation and organisation. There are also suggestions for wines and other drinks to accompany each menu.

JS cookbooks are especially commissioned to help customers enjoy the maximum benefit from foods and wines sold at Sainsbury's. This is the seventh book in the successful JS series.



Snap, crackle and...

JS STRIKE AGAIN! This time in the cereals market, with a new own-label children's favourite.

Rice Pops are fortified with six vitamins and iron, and provide the average child (or adult) with a quarter of the recommended daily intake of the listed vitamins and a sixth of the recommended daily intake of iron.

They are priced well below the branded equivalent at 59p (440 g/15.5 oz) and are stocked at all branches.

East and West

TWO INTERNATIONAL STYLES are now available in JS's own-label breads.

Pittas, in packs of six and on sale in 200



branches, are made from a simple eastern recipe—wheat flour, water, salt and yeast. They can be eaten on their own, having been previously heated in the oven, or split to form a pocket and filled with 'a lot of imagination'. They are competitively priced at 30p.

American Style Premium White is sliced bread with a difference.

It is enriched with extra milk powder and sweetened in the stars and stripes style. The extra skimmed milk and vegetable fat enhances its keeping qualities, making it an attractive purchase. It is available in 125 stores at 38p (800 g).



NEW PRODUCTS



Summer promise

PARTIES PROMISE TO BUBBLE along easily with the new Sainsbury's Sparkling Cider introduced in March at just 95p for 75cl.

The off-licence department is already very pleased with Sparkling Cider's impact on the market and recommend it for all special occasions and parties.

It is a top quality medium sweet cider which they have been able to launch at an extremely competitive price to catch the summer market.

A light and flowery wine has been selected as the wine of the month for June.

Oppenheimer Krötenbrunnen reflects the essence of early summer with its blend of Sylvaner and Müller Thurgau grapes which produces this medium wine with a distinctive light fruit flavour and bouquet. It is designated Kabinett quality and belongs to the group of 'Prädikatswein' which is the highest grade of German wines.

JS's Oppenheimer Krötenbrunnen costs £2.35 for 70cl and should be served chilled. It is recommended as accompaniment to white meats and fish dishes—or just to be drunk on its own as an aperitif.

Filter tips

COSTA RICA BLEND, Continental Roast and Kenya Blend now join the popular Original Blend to offer four choices of JS own-label filter coffee.

The popularity of making coffee by the filter process is growing rapidly with 65 per cent of all coffeemaker sales now of the filter method—in fact sales of JS Original Blend Filter Coffee have more than quadrupled over the past two years.

Costa Rica Blend (price 54p, 4oz), is a superb blend of Costa Rica and other selected coffees. They have been medium roasted to give an excellent all round coffee, rich in body and mellow in flavour.

Continental Roast (price 52p, 4oz), is a strong and distinctive after-dinner coffee. It is produced by dark-roasting a select blend of beans.

Kenya Blend (price 57p, 4oz), is an excellent blend of high quality Kenya and other coffees. These are lightly roasted to emphasise the characteristic fine and acidic Kenyan flavours. All three coffees are also available in fine and medium ground styles.

Original Blend, (price 52p, 4oz), previously labelled Sainsbury's Espresso, is a selection of high quality coffees which have been blended and medium roasted. The same blend, medium ground, is also available as Sainsbury's Pure Coffee Original Blend.

All packs have clear directions to help customers achieve the maximum enjoyment from the product whether by the filter, jug, percolator or saucepan method.

Other accessories under the JS label to aid your coffee making are a Coffee Filter Cone (59p) and Coffee Filter bags (80 filters) priced at 56p.



Attractive feet

A CHANGE OF TOOTSIES is now possible with JS's new range of spring socks and tights.

The choice is very wide. Pretty ankle socks in a lacy pelerine stitch are available in seven pastel colours, including pink, yellow, blue and beige, priced at 89p.

Stripy terry towelling socks, with super fitting elasticated ankles, can be purchased in three new colour schemes, green and yellow, toning shades of blue and toning shades of red, at only 89p a pair. Still on socks, a traditional sporty red, white and blue sock is now available in various designs for only 89p.

All ladies socks are available at 100 branches, sizes 4-7.

As an alternative to the slightly more costly luxury styles, JS's own-label 15 Denier Tights can also be purchased in four different colours—white, mink, desert and sierra. With a reinforced toe and body as the basic design, for 45p, 15 Denier Tights are good value for money.



Belt up

DESIGNED to coordinate with recently introduced dust bags, Vacuum Cleaner Belts are now on JS shelves, in two sizes, junior and senior.

Both are available in 100 branches, at 22p and 29p respectively, and broaden the market in replacement belts.

Sainsbury's Toughened Plug is another recent product to emerge from the hardware department.

This electrical accessory has been tested for strength and reliability under the most extreme conditions in JS's own laboratories. The technicians describe the thermoplastic cover as 'unbreakable in normal usage' and declare that it will stand up to the roughest household treatment.

Another plus for the Toughened Plug is that it has been specially designed for quick and easy fitting to any appliance. It can be found in 160 branches, at just 69p, alongside JS's popular standard 13 amp plug still priced at 49p.

Japanese choice

SKIPJACK TUNA IN BRINE is a welcome addition to the JS school and good news for diet and health conscious customers. It is high quality, Japanese light-meat tuna fish with a pale pink interior and it is packed in salt water. Not only does this enhance the sea fresh taste of freshly caught tuna fish but it also saves on calories and vegetable oils. So popular is it in America that it accounts for 40 per cent of tuna fish sales.

Slimmers will appreciate a saving of nearly 70 calories per 100 grams; there

are 116 calories in the brine version compared with 184 calories for tuna packed in vegetable oil. People on a low-fat eating regime can enjoy the double attractions of light-meat tuna with no added oils.

Tuna is a meaty fish with a distinctive taste. It is ideal for salads when chunked, hearty in sandwiches when flaked and tossed with mayonnaise and firm enough to cook for family meals. As a store cupboard item it offers a wealth of potential for many dishes.



JS HAVE LODGED a planning application to develop the site of an old cattle market in **Bridgend**, South Wales. The plan is for a 47,000 sq ft store, half of which would be sales area, with car parking for 300 vehicles.

Sheffield city council's development plans sub-committee have given outline planning permission for a 28,500 sq ft store to be built in the south of the city. The new supermarket will be half as big again as the existing branch on Charter Row.

Planning consent is being sought for a Homebase on a five acre site at Edgware Road and Rookery Way, **London NW9**.

An exhibition explaining the history and restoration of the **Green Park Station**, Bath, opened on April 20.

The exhibition marks the completion of the first phase of JS's development which involves both the major restoration of the station building, one of the country's 'listed buildings of special architectural or historical interest', and the construction of an adjacent supermarket.

The formal opening of the Angel Centre, **Tonbridge**, by Under Secretary of State, Neil MacFarlane, MP, the Minister for Sport, took place on April 30.

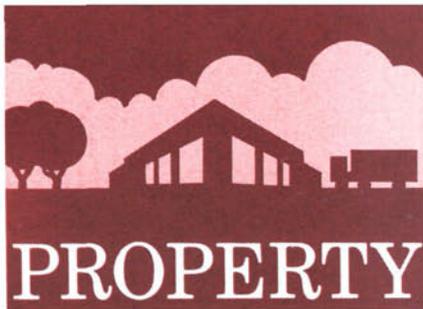
Featuring a unique shopping area, shared by JS and Bentalls, which began trading on January 28 (*JS/February*), the Centre is also a meeting place and focal point for the whole community. It contains many specialist facilities from meeting rooms and halls, restaurant, bar and coffee bar to a range of sports arenas.

The relocation of two pre-Raphaelite panels near the Swan Centre, home of JS's recently opened **Leatherhead** store (*JS/January*), is now complete, and they were unveiled by chairman of the Mole Valley District council, councillor George Pedrick, on May 4.

The two brick sunflower panels were saved with the help of a donation from Sainsbury's Charitable Fund. The motif was very popular in the 1870's and 80's, also appearing on wallpaper, ironwork and furniture. As far as the town council is aware however, there are no other examples of similar brickwork in that part of Surrey.

The result of the architectural competition held to arrive at an ideal design for a Homebase at **Catford** (*JS/February*), was announced on May 6.

Six selected architects submitted designs and their entries were exhibited



in the Riverdale Centre, Lewisham, where Gurth Hoyer Millar, JS's property and development director and chairman of Homebase, congratulated the winner, Harold Hamilton, Dipl Arch, ARIBA.

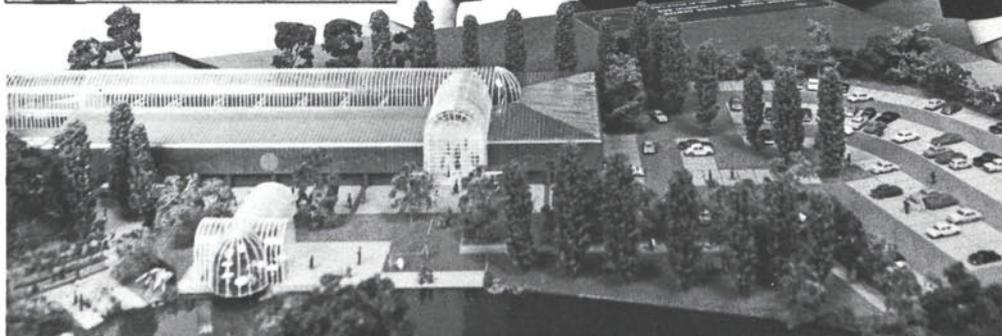
Harold Hamilton commenced his private practice in 1966 with a varied collection of jobs, both domestic and

commercial. Of particular interest during this period was his involvement in the reconstruction of Euston Station for British Railways. During the 1970's he was involved with inner city renewal work and redevelopment mostly for the London Borough of Lambeth.

Commented Gurth Hoyer Millar, in his address of welcome to invited guests: 'This is our first architectural competition and is therefore a unique occasion not only for Sainsbury's and Homebase but for the community. Local people will have an opportunity to see the results of this competition at first hand and to judge for themselves the value and quality of the submissions.'

'This exhibition is the realisation of our efforts and those of the competitors who have given us a wealth of imaginative design and variety of ideas for the development of the site.'

Above: the restored frontage of Green Park station, Bath. Below left: The unveiling of the sunflower panels at Leatherhead. Below right: Harold Hamilton with a model of his winning design for the Catford Homebase architectural competition.



1982 JS veterans' reunion



All the young at heart enjoyed the veterans' reunion

FINE WEATHER and high spirits helped JS veterans to enjoy their annual reunion this year.

The venue was one that many retirees know very well by now—the Royal Lancaster Hotel—and, as in previous years, so many people wished to attend that the event was held over two days, April 19 and 26.

It was the 34th annual social gathering and ran smoothly from start to finish. 'Day one' was attended by nearly 750 people, most of whom used to work at head office or in branches. Almost 800 attended 'day two', which had been allocated principally to those who had worked at JS depots.

They all welcomed the opportunity to renew acquaintances, catch up with everyone's news, and of course to enjoy a special 'high tea'.

The reunion is a significant day in the calendar particularly for those veterans who, without JS's assistance, could not consider travelling to London for a day out.

Not every aspect of this year's venture was the same as previous occasions. Some major changes in the committee 'line up' were announced. Harold Dyer, chairman of the veterans' group for the past six years, has stepped down from

that position. However, he gave the welcoming address before tea and announced his successor—Arthur Waller.

Arthur took the opportunity to thank Harold for the years he has devoted to the veterans and said 'we have benefited from his wise and dedicated leadership during that time. In addition to his period as chairman, he served for a long time as deputy chairman, as a committee man and as a visitor—our debt to him is a very large one.' In appreciation of his service, Harold has been made a life member of the management committee.

Another change announced by Harold was that Paul Calvert Lee, who has been closely involved with the veterans group in his role as manager of employee services, has now taken on new responsibilities and has been succeeded by Tony Clarke.

As he recalled the past year, Harold spoke of the sad loss of the group's president, the late Fred Salisbury, but heartily welcomed the fact that Max Justice, a newcomer to the committee, has been invited to take on that role.

Max in turn addressed the meeting and admitted that he had been very flattered to be offered the position. 'It never occurred to me that, having spent nine years in low profile, there was any

suggestion that I could fill the vacancy.' At the end of his speech he concluded: 'My debt to JS is enormous. I'll do what I can, and what I can, I will!'

Finally, Jim Clay, chairman of the veterans' visiting panel, reminded those present to remember those retirees who have illnesses or disabilities that prevent them attending the reunion. He emphasised that it is to those who are housebound or have personal problems that visits from members of the visiting panel mean so much.

He said that there is a need for more volunteer visitors because some of the present team have too many on their lists. Some 3,000 veterans need a lot of visiting!

After the meal the chairman, Sir John Sainsbury, greeted all those who attended and summarised the latest developments at JS before making the draw of lucky number winners who were presented with £10 each. He commented how well—and how young—everyone looked.

One veteran who attended the occasion on April 19 is looking forward to celebrating her 100th birthday before the next reunion! Emily Bailey is the oldest Sainsbury veteran and will complete her century on November 12.

Emily Bailey — the oldest JS
veteran (right)



Sir John and Lady Sainsbury
attended both days

The new president —
Max Justice



NEWS

Checkout '82

TESCO recently announced the launch of 'Checkout '82'—a major new price initiative in which they claim cuts of between three and 25 per cent on some 1,500 lines, both branded and own-label.

The greatest number of reductions were made at Tesco's small to medium-size stores (up to 10,000 sq ft sales area), with fewer cuts at their 236 larger supermarkets.

The campaign involved the closure of all Tesco stores for a day, costing £3-£4 million in lost takings, and is an attempt to repeat 'Operation Checkout' launched in June 1977.

This time, however, the group have not got the savings made from withdrawing from Green Shield stamps, nor the profitability to start a major price war.

Commented Peter Davis, assistant managing director, buying and marketing: 'As we anticipated Tesco appear to be trying to match the price competitiveness we have shown consistently since the launch of Discount '78. During the last few months independent price surveys have shown them to be considerably dearer than JS and have lost market share.'

'Whilst they have now reduced a lot of prices, the net effect seems to be for them to come close to us in their bigger stores whilst remaining more expensive than JS in smaller branches.'

Cutting champ

A TWO DAY trip to the Eurobeef Exhibition in Brussels, was Nigel Rolfe's (a student at Dunstable branch) prize for winning an annual beef cutting competition this year.

Nigel, who is 19, and has been at Dunstable for just under a year, was delighted with the judges' decision, not only did he win a unique trip to Brussels but all his expenses were paid and he was given £40 pocket money into the bargain.

The competition took place at Smithfield college—where Nigel is studying—and it involved preparing a carcass for sale, cutting and naming the cuts, packing, weighing and displaying the final product. Each stage was carefully examined by the judges, and Nigel was chosen, out of 100 entrants, as the winner.

Congratulations!



Woking's sponsored bike ride

Cancer campaign tops £40,000

SAINSBURY'S COMPANYWIDE campaign to raise money for cancer research has collected an amazing £43,100 in the first three months of its existence, and money is still pouring in!

Branches have come up with even more bizarre ideas this month.

Woking branch, cycling nowhere fast, collected £2,061 when 23 members of staff, in fancy dress, rode an exercise bicycle mounted on a rostrum in the shopping precinct. They cycled 410 miles in 18 hours.

Kilburn branch, on the other leg(!), walked down to Regents Park, around it twice, and returned to the branch. Sixty staff collected £700. The walk was very well organised by Brigitta Suppan (part-time display assistant) who was one of the organisers of the 1982 London Marathon.

Haverhill manager, Gary Rafmussen, ran with a purpose in the 1982 Marathon, and in three hours 51 minutes he collected a total of £510.

From **Greenford**, Brian Leach, deputy manager, also sponsored by his branch, collected £60 in three hours 13 minutes.

An assault course attempt at Woolwich

barracks was **Bexleyheath's** contribution to the campaign. In five minutes, two groups of 20 staff collected £500. The assault consisted of a number of army type exercises, jumping over expanses of water and (sometimes!) falling in. It's all for a good cause!

From **Harpenden** four staff, clad in JS carrier bags, walked to St Albans and back again (10 miles) in approximately three hours and collected £184. Although one of the four has a slight disability, she came through with flying colours.

At one time, slimmers only had one purpose in mind when on a diet, now they have two—losing pounds and gaining £'s. Andy Taylor produce manager, at **Cheltenham**, collected £150 by losing 20lbs, eating salads and avoiding chips!

Another money spinning event came from **Barkingside** branch, who organised a coffee morning and raised £465 for cancer research.

Finally the last crazy idea came from **Winton** branch, who dressed up as scruffy school children and collected £221 pushing trolleys round the streets of Bournemouth, Boscombe and Winton.

What will JS staff think of next?

Football crazy

FOOTBALL FEVER is spreading through branches like wildfire.

Desborough Leisure Centre saw the first outbreak when five branches—Kettering, Corby, Wellingborough, Wigston and Northampton started the ball rolling in a five-a-side tournament on February 7.

Each branch entered two teams and matches were played in two leagues, making the tournament all the more enjoyable and lasting.

The various matches played in division one and division two were well contested and scores were very close. The semi-finals were then played between the top two teams from each division.

The first game in the semi-finals was between Kettering Defenders and Wigston 'A'. It was a challenging game that ended in victory for Kettering, 3-0. The second match between Wellingborough 'A' and Kettering Attackers was neck and neck but eventually Wellingborough won 4-2.

In the finals Kettering Defenders challenged Wellingborough 'A'. The match was thrilling, although the scoreline of 6-1 doesn't give credit to the evenness of play.



L to r: Carol, George, Reg and Tracey



Malcolm Harding

Chess final

FEBRUARY 25 saw the enthralling final of the SSA Chess Tournament, played between Malcolm Harding, an associate member of the staff association, and Martin Cowley, from company systems at Streatham office.

At the start of the first ever JS Chess Tournament, in September last year, 40 chess fanatics were preparing for the challenge—some of whom travelled from as far afield as Coventry. Not long after, 32 players qualified for the first round, and eventually there were only two!

After two games in the final, a decision was reached in the third—which lasted one hour and ten minutes.

The winning game of the tournament was won by a well executed attack after a French Defence opening.

Malcolm was declared winner of the 1981/2 tournament and received the Denis Osborne Trophy—so called in memory of the late Denis Osborne, distribution manager in the purchasing department at Blackfriars, who was an ardent chess player.

Players enjoyed themselves so much it is hoped there will be a 1982/83 tournament and that more people will take up the challenge.

Four of a kind

BASINGSTOKE Amateur Operatic Society celebrated its Diamond Jubilee recently with a week's performances of Lehar's 'Merry Widow'.

Out of the total cast of 40 people four work for Sainsbury's. Every evening they would shed their usual workday attire and don something much more glamorous for each performance.

Two of the lovely 'grisettes' were played by Tracey Harris and Carol Tait. Tracey is a quality controller at Basingstoke depot and she was particularly pleased to follow in her parent's footsteps on this occasion as her mother was the leading lady.

Carol had just completed six months as a management trainee at Brighton Hill branch and was thoroughly enjoying her first year with the operatic society.

Two other JS personnel were Reg Heath and George Lovett. Reg, who played one of the 'embassy guests', is a member of productivity services at Basingstoke depot. He has appeared in several previous operatic productions and prior to that had spent a number of years with the local choral society.

George Lovett, Woking area engineering manager, is the 'veteran' of the JS quartet having just completed 25 years in amateur operatics. He has appeared in many and varied productions since his initial training at the Blackheath Conservatoire of Music.

Despite their impressive collective wealth of experience all four agreed that it was an exhausting week—but one that was so very enjoyable it made every effort worthwhile!

Walsall globetrotter

TO BE CHOSEN to play basketball at the World Students Olympic Games in 1983 is a dream come true for 18-year-old Joanne Blower, a week-end student at Walsall branch.

Joanne is at the moment studying three A levels at Queen Mary's High School, Walsall, and has a place at the West Midland college, in just over a year's time, to study Leisure and Recreation.

She has been playing basketball for three years now and has represented England in France and Israel. At present she plays for the West Bromwich team and the West Midland area team twice a year.

Naturally her biggest challenge yet is to be playing in the all England student team in Canada in 1983.

Joanne was selected after a trial game at Luton on May 24, and now cannot wait to get there.



Karting crazy

A look at Poole branch's speed king—Ross Mason-Smith

CHAMPION KART RACER, Ross Mason-Smith, has high hopes for 1982.

The karting season has only just begun but Ross, a student at Poole branch, has ambitions to win national competitions this year and they're more than a vague dream!

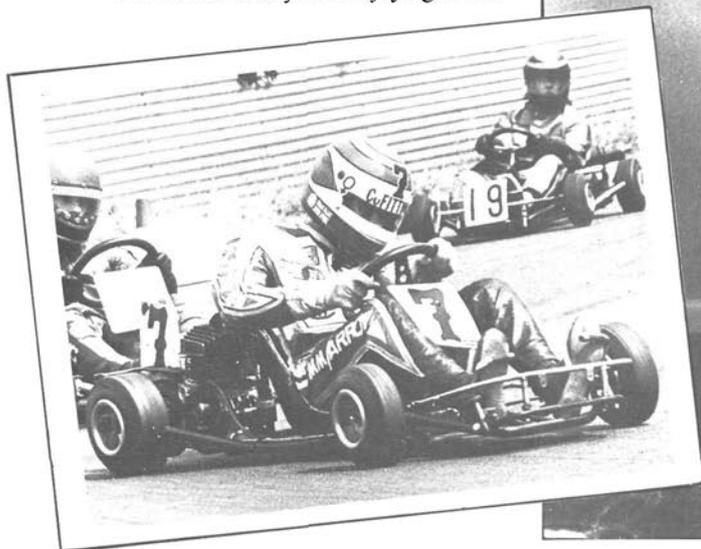
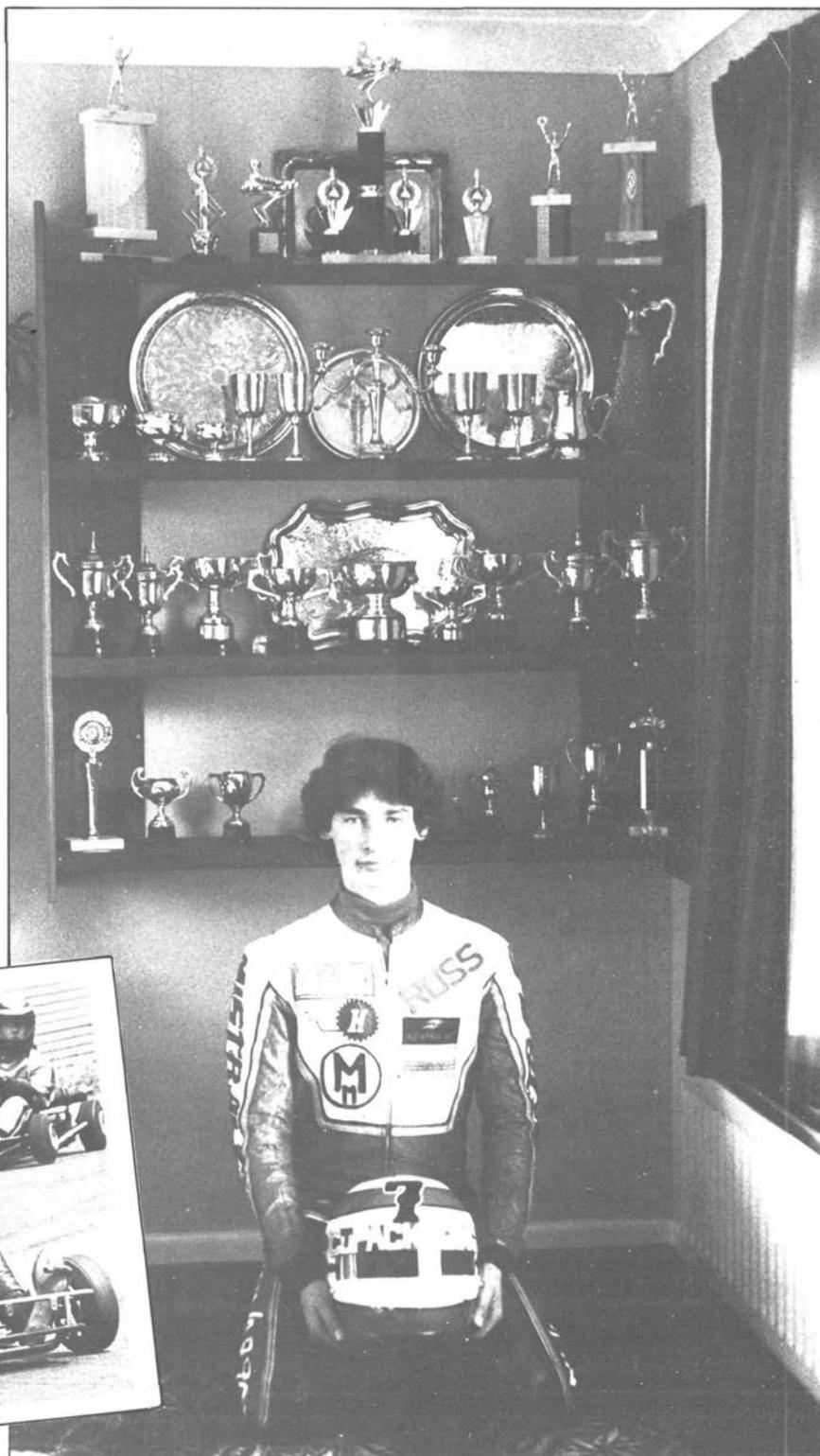
During the 1981 British Kart Racing Championship (which was his first year in adult racing) he qualified seventh out of the top 80 drivers in the country.

Ross is 17 years old and a sixth form student studying 'A' levels, but he appreciates the money he earns at Sainsbury's because karting can be an expensive pastime! He explains: 'Although my parents help out and I also have had some good sponsors, they are few and far between. So I hope to find another soon!'

A budget of £2,000 is required each year to maintain his equipment in top competitive form. If his more distant plans are also to be fulfilled, and he enters formula racing events in the future, it will depend even more on sponsorship and he knows very well that racing is a hobby that you must approach realistically!

Kart racing became Ross's principal hobby in 1980 and he won 20 trophies in his first season as a Junior. As a result of his achievements he was offered a 'works assisted drive' with Mistrale Racing, one of the premier 100cc kart racing teams in the country. He is very proud of his association with, and the support he has received from, this team. Since commencing to race for Mistrale, Ross has become club champion in the South-West of England and runner-up to the club champion in the Midlands.

The whole family are enjoying Ross's



success but what is the attraction of this small vehicle to a 17-year-old who has recently gained a full driving licence in order to transport his kart to events in his Transit van? Ross explains that there is never a dull moment when you race karts and says, 'You must remember that travelling at 80-85 mph on bare metal just ¼" above the ground is very exciting and

that the lack of height emphasises the speed.'

But Ross also insists that it is a safe sport and is growing in popularity. The youngest age that you can begin karting is about 11 years old but you have to be mature and tall enough to fit and handle the vehicle properly. The governing organisation is very conscious of the

importance of maintaining high safety regulations.

Ross's advice to any budding enthusiast is to start quite young and be prepared to persevere. 'I was often warned when I began karting' he says 'that it is 80 per cent frustration and 20 per cent jubilation. But as you can imagine my percentage of jubilation has been far higher than that!'

Time capsule

WHEN OPENED IN 2082, the contents of the time capsule, buried deep in the foundations of West Park hospital, Wolverhampton, will reveal life as it is now—a century ago!

A few of the contents sealed into the capsule, examples of the good old days, were from Sainsbury's. This suggestion came from the winner of the Time Capsule Competition—held in January by a local newspaper at the hospital's request—to give readers the opportunity to put forward their ideas. JS was seen as an essential source of vital information for those who will open the capsule in years to come.

The idea is that 100 objects will survive time (hopefully!), while safely sealed inside a specially constructed steel capsule, away from pollution and the elements.

With this in mind, Blackfriars provided the area medical records officer with slides of Perton JS store, details of fresh



Competition winner, Edna Myskewycz with hospital secretary, Robert Dance

fruit, vegetables and general grocery item prices together with a leaflet giving details of current new stores and products.

Souvenirs from life in Wolverhampton were also included, such as photographs of the town of Wolverhampton, a

Wolverhampton Wanderers FC football programme and copies of the local newspaper, the *Express and Star*.

So in a hundred years time, if any of us are still around, we will have the chance to look back and reminisce on a century of change at Sainsbury's.

'I'll miss the cooking!'

"SAINSBURY'S TALK has always ruled the conversation in our house' the Martins agree. And it doesn't look as though that fact will ever change even though Wally Martin, meat manager at Southgate branch, has now retired after almost 45 years with the company.

Wally and his wife Hilda claim to have been equally enthusiastic about the company over the years, and about his career as a butcher. However, he did not immediately choose that profession when he left school. Wally had worked in a factory and in the printing industry in North London before his mother one day brought him back a leaflet about careers with JS which then sent his plans in a new direction.

Initial appointment

He was initially appointed to Tottenham branch and Wally remembers his first day particularly well. He was being shown how to clean the display areas and windows when one of the huge panes of glass shattered. He thought it was the end of his vocation almost before it had started and was surprised not to receive instant dismissal for his inferred involvement in the matter.

But he wasn't blamed and his new career suited him well. He recalls various members of the Sainsbury family taking great interest in that branch and remembers the many innovations that were made during that time.

Soon after war was declared Wally was appointed to the small Holloway branch and enjoyed some very swift promotion! 'There weren't many men left so I was given the post of head butcher and remained there until May 1941 when I was called up to join the Royal Artillery.'



Wally and Hilda looking forward to Saturdays

Although Wally was based in South Shields he managed to see much of the world during his war service. Amongst the regions he visited were India, Iraq and various areas in America. Even when the war had ended he was not immediately allowed to come home as they needed security officers in prisoner of war camps in Germany.

Wally had married Hilda during one of his early home leave trips during the war—on her 21st birthday. Some of his most prized possessions were some portraits of himself and his young wife (painted from photographs of the couple) by a very talented German POW. He still keeps those paintings today and values them highly.

In 1946 he concluded his national service. Wally returned to the larger Holloway for a few weeks and then spent

some years at Stamford Hill branch.

As head butcher he was then appointed to Enfield Town store but concluded his career at Southgate branch where he spent his final 19 years. 'I did work at various other branches on relief over the years' Wally recalls 'and I particularly enjoyed being a member of the panel of instructors who showed new employees the ropes while I was head butcher at Enfield! However, it was at this time that he first suffered a slipped disc after lifting a weight of meat awkwardly. Wally appreciates the fact that the heavy work has disappeared from the role of the modern butcher!'

Enthusiastic support

Wally and Hilda maintain enthusiastic support for the company. Hilda has never actually worked for JS but counts many Sainsbury's staff as her friends.

She is still working part-time at a local school and they are both looking forward to many adventures in the future. 'This is a very important year' Wally explains, 'especially as we celebrated our ruby wedding anniversary last month too.'

He has only just recovered from the fact that he has retired. Wally stayed to help the branch over the Easter period during the countdown to his retirement party. He admits that he will miss all his friends from various stores—and the lovely cooking in Southgate's canteen!'

Says Wally, 'We are not plan making people but I have many interests, especially in sporting events, so we intend to get out and about so much more. The biggest change will be that we will actually be able to do whatever we like on Saturdays!'

A toast to J Sainsbury

Gordon and Marjorie



'DESPITE THE HARSH times, December 1935 found me with four job options' recalled Gordon 'Johnny' Bryant, reserve meat manager at Kingston, looking back to the start of his 46 year career with JS, after his retirement in April.

JS came out on top however, as the pay was best, even though Gordon received a cuffed ear from his step-father (who had arranged him a job with the Post Office), along with the prediction that it wouldn't last more than two years!

He joined the company at Kingston, where he stayed until war service, as a delivery boy, but from the word go he was interested in butchery. 'I used to spend a lot of my spare time after work hanging around watching the way that things were done' said Gordon 'and in 1938 I came off the cycle round as a butcher's learner.'

It was at that branch too, where he met his future wife, Marjorie, who started work in the office.

Gordon volunteered for the RAF in 1940. 'I wanted to be a wireless operator/air gunner, but my maths let me down during the tests and I ended up in catering because of my trade! I suppose though, on reflection, I was lucky in light of the casualty rate.'

A UK internal posting began his service career, followed by spells in Canada and India.

Gordon returned to JS and Kingston in 1946 as a butcher. In 1948 he transferred to Surbiton and was promoted to leading butcher. Becoming a supernumerary head butcher in 1950, Gordon did many reliefs before taking over as head butcher at Tolworth in 1951 and New Malden in 1953.

In 1963 bad health began to dog Gordon and after periods of illness he joined Fulham branch in 1964. He transferred back to New Malden in 1969 where he stayed until 1977 when he was unfortunately hit by another bout of sickness.

Gordon began work again in 1978, back at Kingston, where he remained until his retirement.

But after the war, as a result of a JS involvement, Gordon became interested in a hobby which over the years has almost transformed itself into a second 'career.'

In October 1946 he became secretary of the Griffin, a post he held for over 15 years, and of course had much to do with the arrangement of social and sporting occasions. At one of the quarterly dances the MC failed to show up and Gordon was press-ganged into the task!

From this unlikely start he went on to become a fully fledged toastmaster—that last remaining symbolic figure of traditional English banqueting.

In 1966 Gordon was accepted by the Toastmaster and Master of Ceremonies Federation, in which organisation he has held various offices including the presidency in 1974. The Institute of Toastmasters was founded in 1977 and Gordon was accepted as a fellow in 1979.

In 1981 he was appointed to the Toastmaster General Council, which nationwide encompasses 100 professional and semi-professionals. In fact there are only five full-time professional toastmasters in the UK.

Over the years Gordon has officiated at many types of function, although he is considered a specialist in Masonic and weddings, from those at top London hotels, embassies or at country seats to dusty village halls.

From the many special occasions and famous faces he remembers perhaps the most vividly the wedding of Michael Caine's daughter and an evening when the guest of honour was HRH Prince Philip, the Duke of Edinburgh.

Not only is Gordon interested in the practicalities of toastmastering, but he is very knowledgeable in its history and origins.

'All of the gentry, particularly Dukes, Earls and Lords' said Gordon 'were particularly fond of giving banquets and

balls. It was customary for the major domo or head butler to take up station, silken attired, and direct the assembly, introducing guests as they arrived.

'A certain Lee Bently, was not only the major domo but also the huntsman to his Grace the Duke of Rutland. Arriving back late from the hunt one day he took up his station in hunting pink attire—a touch that was appreciated and gradually adopted.

'The familiar red attire however was banned forever from the City of London in the late 1400's when a huntsman collided with and killed the mayor's daughter. Even today permission must be obtained from Mansion House and is rarely given if the Lord Mayor of London is present. City work has its own formula and usually evening dress accompanied by a red and white silk sash is worn.

'The origin of the term "toast" is also quite interesting. In medieval times the palatability of the wines was often suspect and so toasted bread was thrown into the wine goblet for improvement.'

So all in all, Gordon has a far from quiet retirement ahead of him—with bookings already stretching until about this time next year!

'I'm so busy at the moment I don't know how I found time to go to work' laughed Gordon. 'Besides the toastmastering I've got plenty to do with gardening and decorating—but I've always been an early riser!

'Life with JS though was both rewarding and interesting—I think the greatest reward was bringing my wife and myself together.' The Bryants' connection with JS has not been totally severed however—as their son is currently reception manager at Kingston.

In conclusion Gordon said: 'Ladies and Gentlemen, please be upstanding, the toast is J Sainsbury!'



Momentoes from Gordon's 'other life'

Hectic past and future

'A PARTY and a half' on April 26 marked the close of Bill Godding's career spanning more than 40 years at JS.

Bill, senior store serviceman at Winchester branch, certainly won't be forgotten quickly, his colleagues agreed after his retirement party. Some days later their aching legs were still reminding them of that special evening and all the dancing it had entailed!

He remembers his introduction to the company as being almost as energetic as his departure. Bill had already worked in a small grocery store in Hampshire when he decided to join JS instead, but his first Sainsbury's branch—Kingston-upon-Thames—was quite an eye opener for him.

'To leave on a Friday night later than 11.30 pm wasn't unusual!' he recalls. 'And you still had to start work on the Saturday at 6.30 am.' The trams and trolley buses regularly spilled their passengers outside and they would immediately rush into the shop to be served. The store would be packed solid and the counter assistants would serve quickly until they almost dropped. 'Just as suddenly the shoppers would all disappear and we would have time to draw breath. Then another bus would draw up and it would start all over again. Well, it really kept you on your toes.'

Settling down

As a learner Bill experienced every department—'I was an egg boy at first, when eggs were 30 for a shilling.' During 1935 he moved to Woking branch before spending a year at Guildford.

During the second world war he served with the Royal Hampshire Regiment in North Africa, Italy and the Middle East, and saw the D Day landing at Salerno.

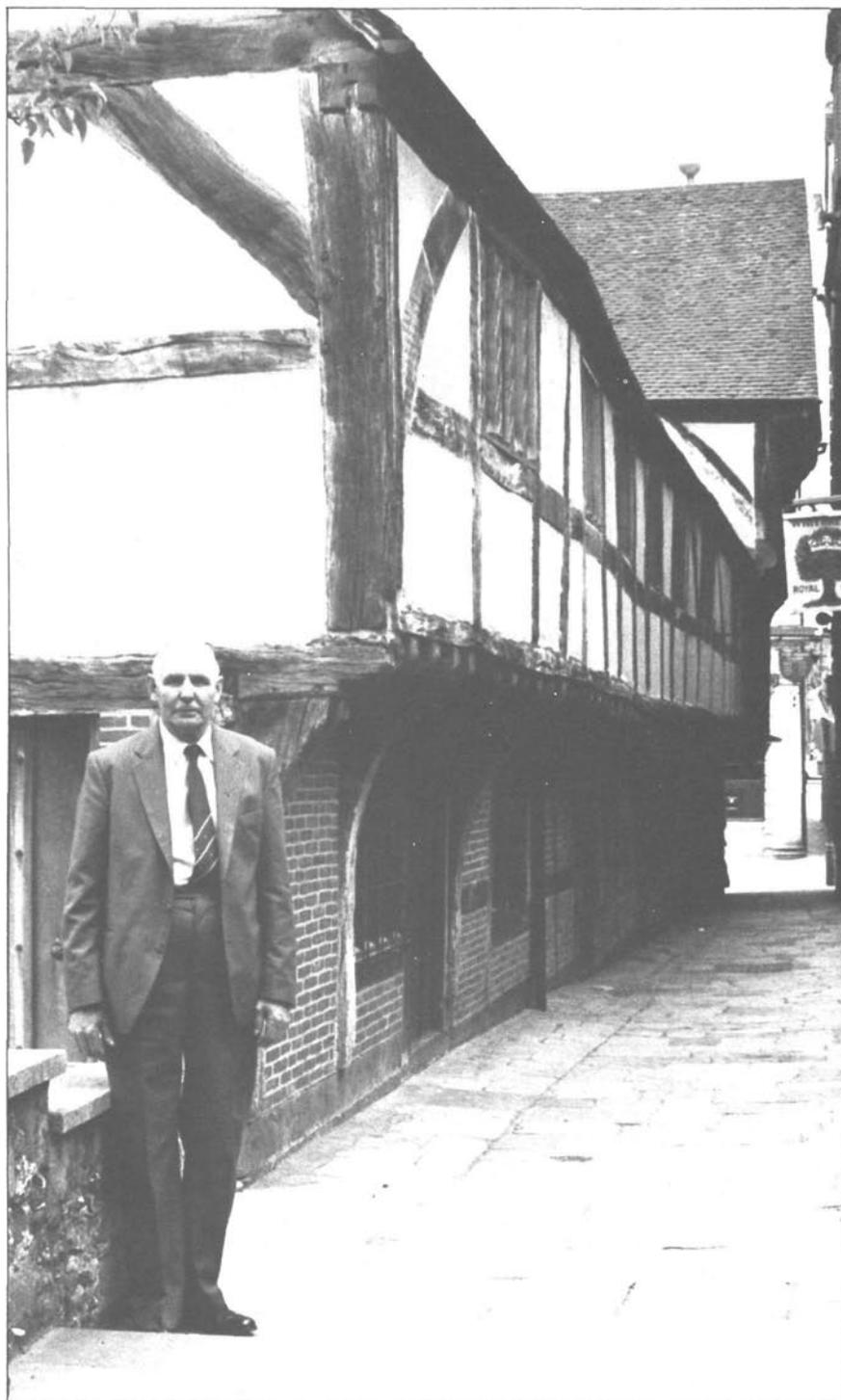
After he had been demobbed Bill returned to Sainsbury's as leading salesman at Guildford for a short time, and then was appointed to the old manual store at Winchester. He still remembers even fine details of the old layouts they worked on in that store. As much as Bill appreciates that working in a modern store has many advantages, it is quite a sad reflection that the old branch in the city now belongs to a fast food chain!

Bill was branch secretary of the SSA for more than 15 years and in that capacity organised all kinds of outings and functions for the members.

It was in 1961 that Bill's career took a new turn. He left JS for a few years but it was with happiness that Bill returned to the company a few years later.

From 1967 until his retirement Bill settled at Winchester branch and he remains genuinely very proud that he has known so many friendly colleagues over the years, and that he has worked for three generations of the Sainsbury family.

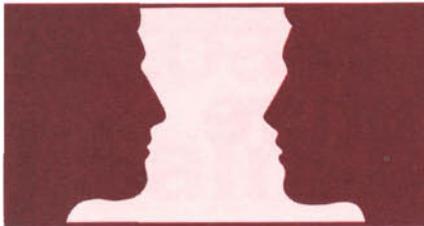
One of the special people he met at Winchester branch became his wife! Joyce worked in the office for two years before they married.



The historic city Bill knows so well

Bill's main interest this year is going to be getting his large garden into shape. He modestly remarks—'Well, I grow a mixture of flowers and vegetables'. But he doesn't often admit that he has more than 1,000 plants in his greenhouse ready to set out. He is almost self-sufficient in vegetables and remembers well that some years ago, when he entered the SSA's horticultural show, he managed to win 17 prizes in one day.

As a founder member of his local club—the Winchester City Sportsmen's Club—and of various teams and committees there, he has more than enough commitments to occupy most evenings of every week. Bill is thoroughly involved with many aspects of life in the Winchester area. He cannot foresee a time when he will want to be too far away from the historic city he knows so well—or from his friends with the aching legs!



PEOPLE

LONG SERVICE

Roy Bolton, produce manager at Bletchley, has completed 25 years' service with the company.

He joined JS at Lee Green as a junior salesman. In 1969 Roy moved to Northampton where he was made up to assistant manager.

Alex Charlton, works engineer at Charlton, has completed 25 years' service with JS.

Harry Jarvis, deputy manager at Uppingham, has completed 25 years' service with the company.

He joined JS at Leyton and later transferred to Basildon self-service where after five years he was made up to assistant manager. Harry has been in his present position since 1980.

Alfred Staines, deputy manager at Hemel Hempstead has completed 25 years' service with the company.

He began his career at Watford in 1957. Six years later he first experienced self-service and three years later, he became assistant manager. After transferring to the new Hemel Hempstead branch from the old, Alf was made up to provisions manager. In this capacity he then worked at several branches including Dunstable and Harpenden. Alf has been in his present position since 1981.

Gladys Salisbury, office manager at Bexleyheath, has also completed 25 years' service at JS.

After working for two years at Beckenham and Sydenham West, Gladys moved to Forest Hill, as first clerk, where she stayed for seven years. In 1946 she left JS to get married and 20 years later rejoined at Lewisham. She has been in her present position since 1970.

RETIREMENTS

Edward 'Ted' Mills, meat manager at Pinner, has retired after 44 years' service with JS.

He joined the company in 1937 at Ashford and four years later enlisted in the RAF. Ted returned to JS in 1946 and worked at Golders Green, Westbourne Grove and Temple Fortune. Eight years later he became head butcher at Hatch End and went on to work in several other branches including Amersham and Kenton. He has spent the last year at Pinner.

Nellie 'Nell' Allard, a forelady at Basingstoke depot, has retired after 34 years with the company.

She joined JS in 1948 as a packer at Blackfriars. After two years she became forelady in the grocery packing

department. Nell has been at Basingstoke depot since 1965.

James Stevens, senior butcher at Leytonstone, has retired after 28 years' service with JS.

He began his career at Goodmayes as leading butcher. Two years later he transferred to Dagenham as assistant head butcher. He has worked at a number of branches including East Ham and Grange Hill.

Mary Smith, part-time supermarket assistant at West Wickham, has retired after 26 years' service with the company.

She joined JS at Beckenham and after 19 years transferred to West Wickham.

James Betts, store serviceman at Seaford, has retired after 18 years' service with JS.

Eve Preston, part-time supermarket assistant at Walthamstow, has retired after 18 years' service with the company.

Eileen Esther, skilled supermarket assistant at Coventry, has retired after 17 years' service with JS.

Jose Rule, customer liaison officer at Blackfriars, has retired after 17 years' service with the company.

She joined JS at Streatham office as bonus wages clerk. Jose then transferred to the factory at Blackfriars and on its closure she moved to Stamford House as confidential clerk for the directors branch committee. She joined customer relations in 1972.

Percy Hedges, a charge hand in grocery at Basingstoke depot, has retired after 16 years' service with JS.

Irene Shaw, skilled supermarket assistant at Solihull, has retired after 14 years' service with the company.

Vera Freeman, skilled supermarket assistant at Coventry, has retired after 14 years' service with the company.

Freda Witney, senior supermarket assistant at Kingston, has retired after 12 years' service at JS.

Ann 'Nan' Orrom, senior supermarket assistant at Haywards Heath, has retired after 12 years' service with the company.

She joined JS as a part-time supply assistant at Crawley and then transferred to Broadfield.

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

Mrs M Rolfe (10 years)
Mrs O White (10 years)
Mrs A Burton (9 years)
Mr J Wyman (9 years)
Mrs D Reynolds (7 years)
Miss J Walker (7 years)
Mrs W Rule (3 years)
Mr S Oakley (1 year)

OBITUARY

William Gibson, meat manager at High Wycombe, died after a long illness on March 14, aged 56.

He worked for JS for 30 years.

Paul Grimshaw, senior stores service assistant at Sidcup, was tragically killed in a car accident on April 6, aged 18.

He began working for the company as a student in 1980, and only embarked on a full-time career with JS last October.

Ronald Head, customer service assistant at East Grinstead, died suddenly on March 22, aged 59.

He had been working for the company for nearly eight years.

Frank Mudd, customer service assistant at Bracknell, died suddenly on April 17, aged 62.

He had been with JS since 1974.

Monty Mortimer, provisions manager at Hitchin, died on March 26, aged 59.

He had been working for the firm for 35 years.

Deborah Robinson, invoice clerk at Streatham office, aged 18, died tragically in a motorbike accident on March 15.

She had been with the company for only five months.

Jim Summers, chief packer serviceman at Basingstoke depot, died suddenly on February 27, aged 53.

He had been with the firm since 1966.



FEEDBACK

Letters are welcome
and should be
addressed to the editor

Chivalry lives

From: Lorna Jenkinson, customer, Folkestone

The age of chivalry is not dead!

Today, in your new store, my screaming, hungry 12-week-old daughter was hampering my progress at the checkout. Two assistants came to my rescue.

The first not only emptied my trolley, but wrote the cheque and neatly packed my goods.

The second brought my shopping to the car park where I was feeding my baby.

Without their help I should have had to leave everything and feed my baby only to begin all over again when she was settled. This was a fine example of Christian kindness, one which I hope is appreciated by all customers at Folkestone.

Sunday trading

From: Ted White, senior trades assistant, Winchester branch.

I am writing this letter as executive council member of the union of shop distributive and allied workers (USDAW).

In this capacity I recently attended an excellent debate on Sunday trading and shop legislation. The decision of that conference was that a ballot should be held on a national basis on the subject of Sunday opening to find out the impact of this idea on the union at large.

The recent Baroness Trumpington bill on shops legislation and the outcome of that debate suggests to me that the eminent sons of ladies have a scant knowledge of the problems of industry. In the light of this I would like to pose this question: in the event of changes in shops

legislation and in particular Sunday trading, what is the company's policy on this and the effects on retail staff within the company?

Joe Barnes, retail division director replies:

There can be no doubt that the increases in trading hours in recent years have made a major contribution to the company's success, and we shall continue to take advantage of further opportunities for change as they may arise in the future.

However, JS currently has no plans to open on Sundays and supports moves to oppose changes in the law as they affect Sunday trading.

Canfusion

From: Jerome Kenyon, bacon buying, Blackfriars

Today most food is *canned*, without wishing to sound *candid*. If it wasn't for our tin openers, we'd all be *cannibals*! Read the adverts; you *can* advertise anything from tin *cans* to advertising itself: 'Rin Tin Tin *can can* Lassie meaty chunks, his pal King *Canute* could too. We *can*, they *can*, Barbi *can* but *Canada*? Puerto Ricans, Africans, Mexicans, Costa Ricans all *can* also. Americans *can can* everything including water (from *canals* naturally).

So whats all the song and France about? Take a trek there for your hols and if you've got nothing Toulouse, well we'll go to *Cannes* instead! Over there their apples and pears are only 23 peach, to coin a phrase. But the French should remember this: 'If an English Toucan *can* advertise Guinness, "Tu" *can* too! You *can* even *can* evil says Evil-*can*-Evil though Sainsbury's *canned* goods are better!'

So just remember this Safeway *Can*ternational, and the Tesco-operative: 'Anything you *can can*, we *can can* better!'

Hair care

From: Bob Martin, Branch Productivity Services

With the extensive range of hair care products that we now stock, it is becoming increasingly difficult to choose the product that most suits ones needs.

Could you please answer these questions:—

- 1) is a natural balanced shampoo any better than any other?
- 2) what is the value of a conditioner?
- 3) is a 'family' shampoo suitable for everybody?
- 4) what is the difference between shampoos for dry, greasy and normal hair?
- 5) which shampoo should I use for greasy hair with dandruff that won't require me to wash my hair every two days?

I'm sure that I am not the only one with this problem, so can you help.

Madelaine Wicks, development manager, toiletries, replies:

In answer to your questions,

- 1) There is no evidence so far to suggest that a natural balanced shampoo is better than any other—it is probably wiser to use the specific *type* of

shampoo required, eg anti-dandruff.

- 2) Conditioners contain ingredients which deposit a fine coating on each strand of hair. This coating reduces static electricity and leaves hair looking smoother, shinier and less likely to tangle. Conditioner is particularly beneficial to damaged hair as it smooths down the roughened scales on each strand giving hair more body and shine.
- 3) Yes, a *family* shampoo is suitable for everybody and will clean all types of hair quite adequately. However, if you have a specific hair problem such as dandruff or excessive greasiness you may prefer to use a shampoo specially formulated to cope with that problem.
- 4) The main difference between shampoos for normal, greasy and dry hair is the activity level of the detergents which they contain. The higher the activity level, the more effective the shampoo is against grease. Shampoo for dry hair has a fairly low activity level and also contains certain additives, such as fats, to enrich and improve the *feel* of the hair.
- 5) It is difficult to recommend a shampoo without knowing which brand you are currently using. JS offer a range of own label anti-dandruff shampoos, including one for greasy hair, which is recommended for use twice weekly for the first four weeks and thereafter whenever your hair needs washing.

Missing meat

From: E Elvins, customer, Edgware branch

A tired man reached home from work
He'd done a good day's grind,
Could eat a horse he told his wife
Or something of that kind.

Sit down my love his wife did say
I'll do you something hasty,
A nice surprise I've got for you
This lovely Sainsbury's pasty.

Soon on the plate in front of him
This tasty meal was set,
Meat and potato pasty, peas,
His appetite soon whet.

Hungrily his knife and fork
Were soon into the meal,
But though he tried so desperately
Could not the meat reveal.

He turned the pasty on its back
And then onto its side,
He moved the chips and peas about
In case the meat could hide.

Alas alack it was no use
The meat was just not there,
He wondered if it had fell out
Then searched under the chair.

He looked into the oven
And on the baking tray
Then grudgingly he did admit
The meat had gone astray.

Pence spent on pie when it was bought
Was only three and twenty,
But without meat, just pie and spuds
The price was more than plenty.

He wondered if the manager was
Bright, and did he know of this,
So telephoned him right away
And woke him from his bliss.

The manager was busy said a
woman's voice no less,
And can I deal with trouble sir

I am the manageress.

About the pie he did explain
And said it had been tasty
If only those who fill pies up
Slowed down and weren't so hasty.

The meat's put in and spud as well
And this we should not doubt,
Then quicker than the eye can see
The rotters take it out.

To this complaint our manageress
With sympathetic ear,
Said if there's any pasty left
Then fetch it back my dear.

I can't do that the chap replied
How can I do that now
The pasty's eaten, I was starved
You silly sappy manageress.

Oh never mind just come along
If only for a talk,
You'll get no satisfaction here
But it's a pleasant walk.

The verse above is not quite true
And not so very funny,
But this is true, I'm here, it's me,
Now, where's my bloody money?

To which Edgware branch replied:

A letter we received today
Or something of that kind,
To tell us all about
The pasty that's a bind.

To read your verse was quite a treat
About our pie and its lack of meat.
To try to give the reason why
We sold to you a meatless pie.

With our supplier we shall fight
To try to make the pie just right,
Again they will have to take a look
At their recipe in the book.

Dear Sir, we are so sorry
That when your appetite was whet
Our pasty you could not enjoy
So we are in your debt.

Our manager feels he must reply
For he is quick and bright,
On looking at the pasties
He suddenly saw the light.

To this dear gentleman I will send,
In person all the way,
Another one for you to try
At the end of a trying day.

Alas our dear young lady
You can no longer see
For she has gone to Watford,
You'll have to make do with me.

When you are starved to death
We know it is not funny
So in response we send to you
A pasty and some money.

To keep your custom we made it plain
So, please, try our pasty once again.
As poets we are not deluded
But hopefully that's the matter concluded.

Don't forget –
last copy date for
the next issue is
June 11.

POST CARD

The postcard shows clearly how Stamford House looked before the extra floors were added, transforming it into the familiar building of today

A PRESENT FOR ALL
BUY YOUR
TEA, COFFEE, COCOA
& MARGARINE
AT
SAINSBURYS
They are the Finest Quality Obtainable
EACH PACKAGE CONTAINS COUPONS
WHICH WILL SECURE YOU:-
A SET OF FINEST SHEFFIELD CUTLERY,
A CHINA TEA SERVICE
of Unique Design
OR A SUPERIOR LINEN DAMASK TABLE CLOTH



This beautiful Building of Granite, Portland Stone & Red Brick, has been recently erected to house the administrative Staff of this great business, which was founded in Holborn in 1869.

The 'new' Stamford House

THIS BEAUTIFUL postcard was recently sent to the archives by a long-standing customer of the company.

The picture on the card is an artist's impression of the *new* Stamford House soon after its completion in 1913. On the reverse is an advertisement for a number of very attractive gifts JS customers could save for with the coupons inside packets of tea, coffee, cocoa and margarine.

The new Stamford House was certainly something to write home about! The elegant south and west façades were faced with the finest red brick, real Portland stone and polished granite.

Beneath this *classic revival* exterior was a relatively novel method of construction. Stamford House was one of the earliest buildings in London to be constructed from ferrous concrete. The archives have a record of the method used from an article by the late Wally Gurr, warehouse and transport manager for many years.

He describes the construction of the wooden shuttering moulds for the walls and piers, filled in with steel rods, into

which liquid cement was poured. The floors were made of terracotta pots, linked together with steel tie rods and the whole area covered with concrete. Thus the solidity of Sainsbury's head office was assured.

For the staff the new offices were a great improvement—and were very modern by the standards of the day with mahogany woodwork, comfortable desks and chairs and even individual electric lamps.

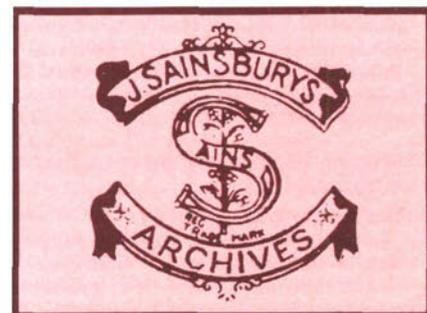
'What a change from our old offices with high desks, high stools and possibly a cooking range too—relics from the days when the old building was used as flats.'

But not everyone was as pleased as JS employees with their new headquarters. The next door neighbours on the eastern side—a firm which dealt in iron pipes—had also just built new offices. Their building was smaller than Stamford House and they were concerned lest they should be deprived of daylight.

A long argument followed until Sainsbury's finally agreed, at considerable extra expense, to face the eastern

elevation with white glazed bricks.

The new Stamford House fulfilled an important role in the rapidly expanding company. In the 20 years before the First World War, JS opened 96 branches—all supplied from the Blackfriars depot. The need for improved and extended office space to administer this growth, together with the maintenance of Sainsbury's tradition of service at all levels, produced the imposing building we all know so well.



£1,950,540,000 Year End Results

YET AGAIN JS has confounded the City and Fleet Street pundits!

On May 5, with the announcement of this year's unaudited results for the 52 weeks to February 27 1982, the praise seemed never ending.

'Another year of highly successful trading' commented chairman, Sir John Sainsbury.

Last year JS expanded pre-tax profits by 35.5 per cent to £89,094,000, and profit margins went up to 4.44p on every £1 of sales compared to 4.05p a year ago. Over the past four years profit has doubled in real terms.

'Flabbergasting figures from J Sainsbury are fast becoming a matter of routine'

The Financial Times

Turnover rose by 22.7 per cent to £1,950,546,000 representing a volume growth of 13 per cent, with volume in existing stores up by 6 per cent. The company now serves more than five million customers a week, an increase of 23 per cent over two years, and their average size of purchase has grown to a record level.

For the fifth year in succession, sales per sq ft in JS supermarkets at constant prices increased, bringing the weekly figure to £12—well over twice the average in the trade.

Productivity in terms of sales per

Results at a glance

	1981 £ million	1982 £ million	% increase
Sales	1,589.2	1,950.5	22.7
Retail profit	64.4	86.6	34.5
Net margin	4.05%	4.44%	
Associates – share of profit	1.4	2.5	82.5
Profit before tax and profit sharing	65.8	89.1	35.5
Profit sharing	3.7	5.7	53.4
Profit before tax and after profit sharing	62.1	83.4	34.4
Earnings per share (fully taxed)	17.74p	23.74p	33.8
Dividend per share	7.25p	9.75p	34.5
Investment	88.2	125.8	42.6
New supermarket openings	15	17	
Sales area (000 sq ft)	2,978	3,366	13.0
Employees at year end	44,250	49,874	12.7

employee improved by a further 3.4 per cent bringing the increase in five years to 28.5 per cent. In large part this has been made possible by the scale of the company investment programme, which last year rose to the highest level ever at £126,000,000.

JS has now also joined the exclusive club of British companies with a stock market valuation of more than £1 billion. Since the flotation of the company in 1973, the real compound growth in earnings per share has been 8.5 per cent per annum, a rate of growth which has

been shown by a recent survey to be the third highest in the country among companies, other than oil companies, with market capitalisation over £500,000,000.

Prices at Sainsbury's during the last year were assessed by an independent market research agency as being even more competitive than they were a year ago. 'We have maintained our traditional priority for quality, while at the same time seeking to offer overall lower prices than our competitors' said Sir John Sainsbury.

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 7.2 per cent for 1980/81 to 8.3 per cent for the last year as a whole, the final quarter being 8.6 per cent. On the basis of the more limited grocery trade market share published by AGB, Sainsbury's market share has grown from 13.2 per cent to 14.6 per cent, comparing the first quarter of 1981 with that of 1982.

During the year a record new selling area was opened—with the 17 new stores having a total sales area of 358,000 sq ft. The new stores exceeded their anticipated

level of initial trade by a greater margin than ever before. Particularly outstanding were the openings at Leeds, Walthamstow and Nine Elms.

In 1982/3 a similar opening programme is planned which will include four stores in the north-west—Birkenhead and Liverpool (already open), Preston, Southport, and a fourth Yorkshire store in Huddersfield. In 10 years the total sales area of all JS stores has more than doubled to 3,336,000 sq ft.

'Sainsbury has topped even the very best market forecast'

The Guardian

As well as achieving a significant increase in productivity, the company has created more than 5,600 new jobs, bringing the total in two years to 11,000.

As far as dividend on shares is concerned, the directors are proposing the payment of a final dividend of 6.5p

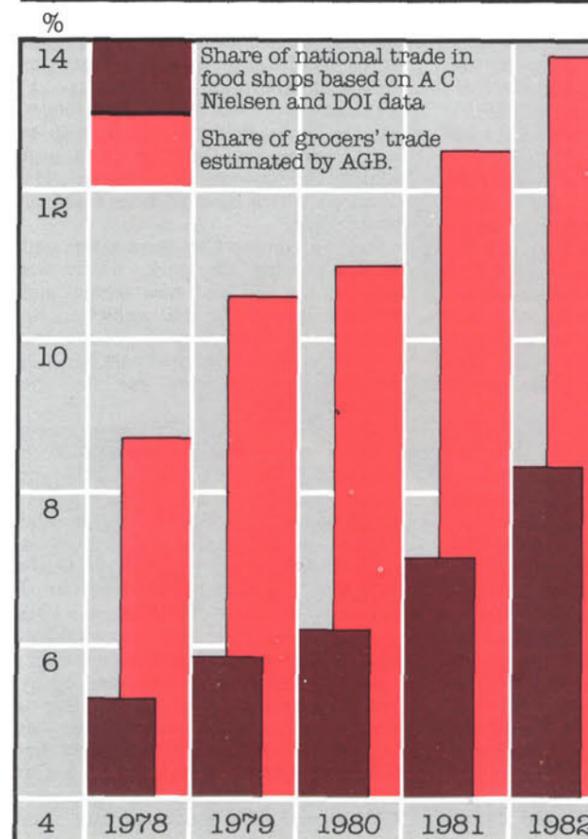
per share on July 23 to shareholders on the register at the close of business on June 23. Together with its associated tax credit, this dividend is equal to a gross dividend of 9.29 per share.

The directors are also recommending a capitalisation issue on the basis of one new share for every existing share held on June 4. The new shares will not rank for the final dividend to be declared at the annual general meeting, but will rank for any dividend declared subsequently. The capitalisation issue will not affect the total amount of dividends payable by the company in the future.

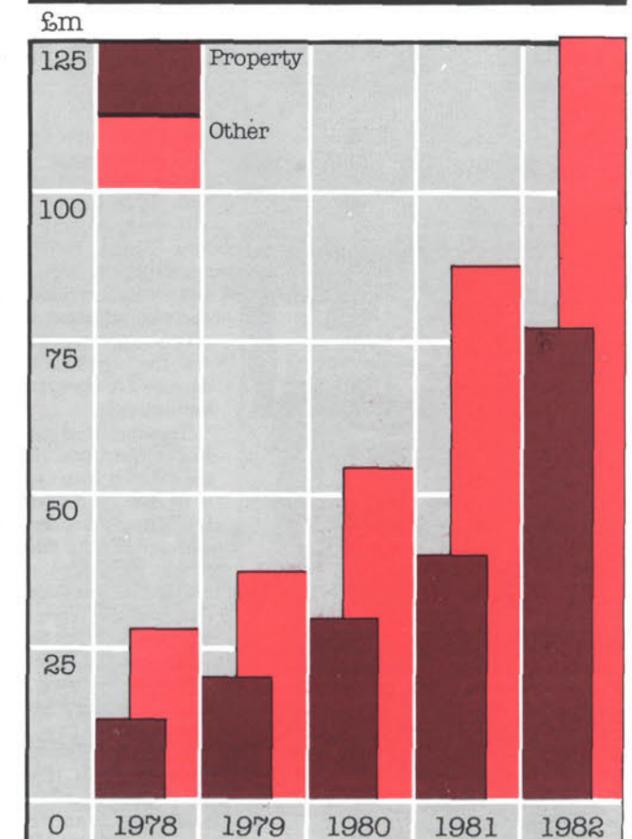
This is being done to bring the issued share capital more in line with the assets used in the business. With the number of shares doubled, the price on the Stock Exchange will be halved, so making the shares more marketable.

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

Market share



Investment



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WELWYN GARDEN CITY



WELWYN GARDEN CITY has doubled the size of its JS branch in a single move.

A new store, which was opened by director Joe Barnes on April 5, has a sales area of 17,438 sq ft which is about twice the size of the old branch.

Manager of Welwyn Garden City, Trevor Trudgill, is very pleased that the new store can offer more than 2,000 extra product lines to its customers, in addition to featuring new departments such as an in-store bakery.

The shop and an adjacent block were built by Sainsbury's as a joint venture with the landowners, the Commission for New Towns, Welwyn Garden City. The construction includes the JS shop unit and its staff facilities, with offices above, and two adjacent shops to let (also with office accommodation on the first floor). All the construction work has been designed to complement the surrounding architecture.

Two hundred yards away, the previous JS premises had traded for 21 years but the branch won't be lost or forgotten as it is due to reopen as an independent Sainsbury's freezer centre at a later date and will offer a choice of more than 340 frozen food lines, wines and spirits.

All the equipment at the new branch is much more modern of course and for some staff who have transferred it has been a hectic time of retraining.

Although most of the management team are very young and have been promoted to new positions Trevor says that they have a lot of experience between them. It was his first opening as a manager but he had a lot of support from the team. Both he and deputy manager Steve Pratt were promoted

from Coldhams Lane branch where they were previously deputy and grocery manager respectively.

Melvin Hall has only recently been promoted to meat manager but he was particularly confident about tackling the new branch. He had worked at Braintree for its handover period and therefore knew what to expect!

The new store will have slightly longer opening hours than the previous store and by increasing the number of staff needed the branch has created 119 vacancies which have all been filled by local people.

Welwyn Garden City store is serviced by the existing car park, which lies between the old and new stores, and provides spaces for 140 vehicles. An additional 95 spaces have also been made available in an underground park beneath the branch. Both are run by the local authority.

Some of the visitors on opening morning had close associations with Welwyn. For Peter Davis, assistant managing director, buying and marketing, it is his local JS. To departmental director, Dennis Males, it brings back memories of JS's expansion in the 1960's and his days as a manager. He recalled, 'I was manager of the "old" Welwyn in 1961 when we opened that branch in what was then the very heart of enemy country!'

Just one example of the great loyalty that has grown since then is that, due to popular demand, the opening time was brought forward to 8.30 am every day except Mondays. Customers had got to hear that the branch wasn't to open until 9.00 am and they petitioned until they won the day!

1. The new Welwyn branch—twice as large as the old store.

2. On opening day twins were seen shopping... and (3) amongst the staff! Melanie and Sarah Marshall are students.

4. Staff said that they are proud of their store.

5. Manager (right) Trevor Trudgill and deputy Steve Pratt.

