

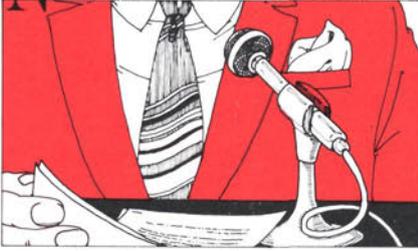
# JS JOURNAL

January 1983



**Flagship  
of the west**  
Bath opens p.3,4,5

# NEWS NEWS NEWS



## SSA draw

EXTRA SPARKLE was added to the festive season for part-time supermarket assistant at Dartford, Monica Richards—she was the lucky winner of the half-yearly SSA £1,000 draw!

A stunned Monica commented after being presented with her cheque by Bromley AGM, Eddie Ricketts, on December 10: 'I haven't a clue what I'll do with the money. It's been such a shock—it really hasn't sunk in at all.'

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

## JS JOURNAL

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(l to r) AGM, Eddie Ricketts, Monica Richards and store manager, Graham Beker.

## Minister at Calcot

THE MINISTER FOR AGRICULTURE, Fisheries and Food, Peter Walker, visited Calcot SavaCentre on November 19.

He was accompanied on a tour of the store by Sir John Sainsbury and Arthur Henn (general manager of SavaCentre), and the store director, Geoff Adams.

The minister visited all departments in the store and, of course, took particular interest in the fresh foods and grocery areas.

After the 'walkabout', an informal meeting was held with the press. Peter Walker told local reporters that he had found SavaCentre a great example to the retailing world.

He explained that in many areas of the British food producing industry he has observed an improvement—but is adamant that there is scope for further progress. For example, sales of English apples have risen now that quality



control has improved and the product made more attractive to the customer. The producers have a better grip on quality control and higher specifications.

Demand has increased for processed foods and Peter Walker insists that to expect export orders, Britain must be inventive and supply the market with the goods it requires.



Top: (l to r) Arthur Henn, Sir John Sainsbury and Peter Walker set off on the tour. Above: Store director, Geoff Adams (left) joins Sir John and Peter Walker.

## BRANCH OPENINGS



Top: The newly restored Green Park Station. Above: Sir John guides Princess Margaret around a special exhibition showing the history of the development.

ROYAL PATRONAGE has put the opening of the new Bath branch firmly in the history books.

Eight days after the official opening on November 23, Princess Margaret visited the supermarket at Green Park as part of a tour of special features in the city. She was met by the chairman, Sir John Sainsbury, and store manager Sean Whyte, who both accompanied her around the store.

After visiting, and being impressed by, nearly every department she also met the majority of the management team and other staff.

Princess Margaret complimented the store, its surroundings and its new technology. She asked how the Avéry Commander scales worked and enquired about the suppliers of produce.

She spoke to produce manager, Martin Austin, and then meat manager, Maurice Showers, about Continental cuts. The Princess replaced her fur with a white coat to look behind the scenes in the in-store bakery with bakery manager Mark Flower. She also found the display of J cosmetics and toiletries interesting.

Sean said: 'We were elated with the way the tour went. It was a very informal  
*continued on next page.*

# BATH

# BRANCH OPENINGS

# BATH



*continued from previous page.*  
 affair and the Princess seemed very much at ease. The last JS branch she had seen was Balham some years ago and she commented that there have been some very great changes!

The new store, with a sales area of 22,540 sq ft, is nearly three times the size of the supermarket it replaces in nearby Southgate Street. That branch had traded successfully for 17 years but recently had found it difficult to cope with the increasing number of shoppers. There are now twice as many lines, an in-store bakery, a counter service delicatessen, 24 checkouts and large surface level car parks either side of the River Avon.

About 220 new jobs have been created and almost all of the staff from the 'old' store have been pleased to transfer to Green Park.

It's been like a dream come true for Sean. He had always hoped that he would be appointed manager of Bath.

Although strictly speaking, he isn't a 'Bathonian' he spent most of his childhood there and regards the area as his home. He is sure that the achieve-

ments made by the branch since its opening have been due to all the management's and staff's hard work and fond appreciation of the area. He has managed most of the other JS stores in the locality and has worked with practically all of his management before. He was particularly pleased to be able to take some of his team from Kingswood with him to Bath. His deputy, Keith Russ, and checkout manager, Edward Colgan, helped him tackle the branch with such glowing results.

'I want this to be the very best store' said Sean. 'It has undoubtedly been my greatest challenge.'

Bath has not only entertained Royalty but has been well supported by local dignitaries and representatives of clubs and societies who have praised this special architectural development.

On November 22 the largest preview party since the opening of Nine Elms, enticed more than 100 VIPs to the store which has become widely known as JS's 'flagship of the west'. It is an unusual branch in many respects and has revitalised a depressed area of the city.

The company's efforts have been appreciated by all who care about the future of Bath.

Although the site, which includes the old Green Park Station, is of historic interest, in recent years the area has been derelict. The station buildings have been listed and are considered of both local and national importance. As soon as Sainsbury's was given the go-ahead to develop the site the company began to renovate and preserve the station as part of the agreement.

In association with Stonechester Limited and Bath City Council, JS has painstakingly restored the train shed and buildings for the future social and amenity use of the community. It was announced at the preview party that, in the near future, part of the former station site may be developed for 'Covent Garden-style' shopping and other activities.

Retail director, Joe Barnes, said: 'Sainsbury's is very happy to support this idea. The Theatre Royal has already been approached with regard to having "performing arts" within the space.'





1. Store manager, Sean Whyte (left), and Sir John welcome shoppers Patsy Holden and Genevieve.
2. A group of preview party visitors were accompanied by retail division director, Joe Barnes (left).
3. BPO Teresa Garlak presented a bouquet to deputy mayor of Bath, Jan Hole.
4. Princess Margaret wore a white coat behind the scenes.
5. The covered walkway (left) leads to the front of the new store.
6. A footpath runs alongside the store on the bank of the Avon.
7. Lady in weighting—the Avery scales are demonstrated.



# BRANCH OPENINGS

FAMOUS FOR ITS sun and sea, Bournemouth greeted eager customers with temperatures below freezing on November 30 for the opening of JS's new store in the Hampshire Centre.

Situated just outside the town, the supermarket, with a sales area of 23,563 sq ft, is located in an established shopping centre surrounded by a huge housing estate.

There is an adjacent surface level car park, run by the centre's management, which provides a total of 1,190 free parking spaces.

In spite of the weather though, many loyal JS fans turned out to begin queuing well before the 9.30 am opening.

The first customer, to be greeted by retail division director, Joe Barnes, was 73-year-old John Paul, who has been shopping with JS for the last 30 years.

'I was determined to be the first in and the first out through the check-out' he said 'because I was the first customer at both the old and the new Winton branches!'

The general feeling among local residents was that of great delight at having a store within walking distance. 'It's changed my life' said one of the later customers.

Recruitment of staff for the new store proved no problem at all. Commented BPO, Peggy Hill; 'We interviewed close to 600 applicants for 177 vacancies! I'm very happy with all the staff, they're such a good crowd and so willing.'

Three supermarket assistants new to JS, Gloria Weston, Rita Mills and Patricia Gabriel, commented how thrilled they were with the store, 'Everything is stacked up so perfectly' they said—

Two departments which attracted much attention were the bakery and counter-service delicatessen. The Kosher section was also very popular and should bring the local Jewish community into the store.

Manager, David Richmond-Cole, who moved to Bournemouth from Poole, is delighted with his young but experienced management team.

'I've worked with most of them before' he commented. 'Deputy manager, Steve Mitchell, was with me at Christchurch, Derek Collins, provisions manager, was assistant manager at Poole, and so it goes on! It couldn't have been arranged better.'

David too, perhaps best summed up the general feeling on opening morning. 'The store is in an ideal geographical situation. Customer loyalty has always been strong in this part of the country—we can't fail to do well!'

# BOURNEMOUTH



1. A calculating customer!  
 2. The Hampshire Centre by night.  
 3. Store manager, David Richmond-Cole (right) chats to one of the first customers.  
 4. Retail division director, Joe Barnes, (right) opened the doors.



# PECKHAM



1. Sainsbury's is best! 2. Exterior of the new store. 3. Sir John Sainsbury meets JS veteran, Walter Franklin. 4. Deputy manager, Keith Harvey (left) and store manager, John Lavin.



'A **SPLENDID STORE**, with splendid staff and a fantastic opening!' was the comment from deputy manager, Keith Harvey, on November 30 following the opening of JS's new store at Peckham.

With a sales area of 17,094 sq ft the supermarket is eight times the size of the former counter service branch in Rye Lane that it replaces (see Archives p24), and stocks five times the number of product lines!

The new store also has an adjacent local authority operated multi-storey car park with spaces for 700 vehicles.

The opening has meant the creation of 206 new jobs, both full and part-time, in addition to the transfer of all staff from the

old branch—making a grand total of 225 employees.

'The recruitment went very well indeed' said BPO, Anne Impey, 'we had over 3,000 applications! It could have been difficult with the mixture of old and new staff, but we've ended up with a lovely blend of people.'

For Anne it was a case of her career turning full circle. 'I was originally taken on as personnel officer for Rye Lane and four freezer centres. I was known as the BPO with the bike!

'I was then transferred to Lewisham. Being back at Peckham is like coming home for me.'

Store manager is John Lavin, who was

previously manager at Woolwich. 'Considering it was only a two week handover' he said 'both management and staff rose to the challenge. Everyone has been working together and it's all gone really well. There's no question that we'll keep all our regular customers and attract many new!'

The store was opened by Sir John Sainsbury who commented: 'Now for the first time Peckham has the sort of store it deserves. I'm very proud of the service we gave for over 50 years at the old shop. The traditions of service and value to the customer will be as strong in the new as the old, and I look forward to another 50 years of trading in this store!'

# BRANCH OPENINGS

# GRAVESEND

ST GEORGE'S SQUARE, Gravesend, sparked on December 7 for the opening of the town's new JS store.

The company is, of course, already well known in the area with branches in Dartford, Chatham and the nearby Hempstead SavaCentre. Situated in the heart of a brand new shopping precinct, the supermarket features a sales area of 18,095 sq ft.

Behind the store a surface level and underground car park provides spaces for about 410 vehicles and is operated by the local authority.

Also on the site, tucked away in the corner of a churchyard, and unabashed by the huge development, stands a statue of the famous Red Indian, Pocahontas, so much a part of the town's history.

The opening has created 168 new jobs from a total of 175 staff. In the usual JS style, recruitment was no problem — there were 1,900 applications! BPO, Valerie Burn commented: 'It's been very busy, but we've definitely got a good team.' Valerie transferred to the branch from Bexleyheath.

The young management team are also working well together — perhaps not surprisingly as some have been colleagues before. Along with Valerie from Bexleyheath came checkout manager, Paul Arthur, and grocery manager, Laurence Davies!

Store manager is Steve Bass, formerly deputy manager at Folkestone. 'The three weeks of handover have been very hectic' he said 'but it all seems worthwhile now the doors are open! Everyone that's come in so far has commented on how smart and impressive all the staff look — and I must agree with them!'



1. Nearby Pocahontas.



2. Managing director and deputy chairman, Roy Griffiths, and store manager, Steve Bass (right) welcomed the first shoppers.

3. Smiles all round.

4. Exterior of the new store.



# HORNCHURCH



**ENORMOUS CROWDS** quickly swamped the 24,166 sq ft of sales area at Hornchurch branch during its record breaking opening day on December 7.

Shortly after the chairman, Sir John Sainsbury, and the manager, Elwyn Davies, had opened the store the congestion forced the management to hold customers back at the doors.

Just one hour after opening, the branch had to send an SOS to local branches for more hand baskets while trolleys were being constantly rushed back to the entrance for re-use. One poor shopper was overcome by it all and was shepherded to an ambulance for attention. Automatic doors were thrown into confusion by the rush of enthusiastic feet while shoppers clamoured to look around the 4,000 lines in the branch.

Several customers cheerfully commented that now they won't have to travel all the way to Basildon's SavaCentre, or other shops, to seek the variety of goods they demand. Hornchurch has a densely populated 'catchment area' and will go far to support the other JS stores in that part of Essex.

The JS freezer centre, also in the High Street, remains open for trading and has

more space as it has relinquished its licence to the supermarket.

Welsh speaking Elwyn's last opening as a manager was at Cwmbran some six years ago but for the past three years he has been manager of Barkingside. Hornchurch is about 3,000 sq ft larger than his former store and at present has a surface level car park for more than 130 vehicles. It is to be almost doubled when some extra land has been cleared.

The store has an accessible loading bay, good reception area and a pleasant staff restaurant which overlooks the street. Its architecture is very impressive and has made it the talk of the 'village'.

Everyone involved has worked very hard to make Hornchurch the great success that it seems set to become. The building was completed in just 57 weeks. However, the builders had to leave it in a basic state to meet that tight schedule.

'So it really was a matter of all hands to the pumps' Elwyn remembers. 'It's only been through the special efforts of the staff, management team and the JS architects and engineers, training and display specialists that we have managed this wonderful opening in time for Christmas.'



1. The quiet before the opening storm!
2. A helping hand from store manager, Elwyn Davies.
3. Last minute adjustments from BPO Vivienne Collins (right).
4. The chairman greets the first customer.

## NEW PRODUCTS



### Choose choice

AFTER THE SUCCESSFUL launch of JS's own-label Decaffeinated Gold Choice coffee in September of last year, Sainsbury's have now introduced Continental Choice Coffee (100g).

This new product is made from a selected blend of darker roasted beans from several countries giving it a strong, characteristic continental flavour.

Manufactured in West Germany, it is available at 191 branches at a very competitive price.

### Pizzas & pies

PORK PIE with Rich Pastry, Bacon and Pork Pie, Pizza Fingers and French Bread Pizza with Peppers are just a few of the

new lines recently launched by the pies, sausages and burger buying department.

Pork Pie with Rich Pastry, affectionately known as 'a brick pie', because of its shape, is priced at 85p (15oz).

Bacon and Pork Pie sells only for 53p (10oz), and is delicious.

Pizza Fingers, made from cheese, ham and tomato offers the choice of either added mushrooms or sweet corn for only 59p (6.35oz). Both varieties are made with a crisp bread base.

French Bread Pizza with Peppers is available for 52p (5oz) at selected branches.

Both products are simple to prepare—just place in a pre-heated oven, once the wrapping has been removed, for five to seven minutes or until the cheese bubbles!

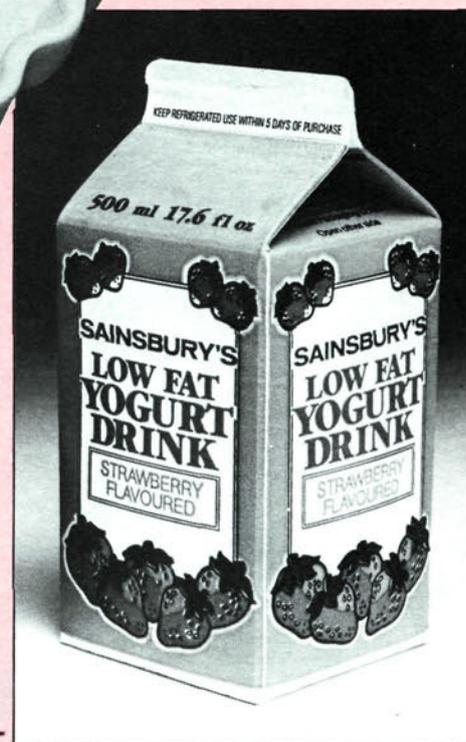
Pork Pies and Pizza Fingers are all on sale at 184 branches.

### What a dish

QUICHE AU ROQUEFORT, *tarte a l'oignon* and *banana cream pie* are some of the delicious recipes individually featured on Sainsbury's new earthenware flan dishes.

There are five different flan dishes (9½" diameter) with colourful designs by David Davies depicting the recipes. *Quiche au roquefort* has a continental street cafe design and *tarte a l'oignon* a traditional country scene. The American image is appropriate for *banana cream pie*, so is the sophisticated look for the *strawberry cheese cake* and an impressionist style for the *lemon meringue pie* dish.

As well as being decorative, the flan dishes are practical and versatile—they



can be used in the freezer, oven and micro-wave oven.

All dishes are now available at 50 branches for £4.75.

## Colour coat

SAINSBURY'S own-label Colour Coat range, a series of non-stick, colour co-ordinating houseware utensils are now available at 19 branches at very competitive prices.

The range includes a large roasting tin (£1.95), a small roasting tin (£1.45), a pie plate (£1.09, 8 ins), a flan tin (£1.25, 7½"), a round sandwich tin (£1.09, 8") and a square sandwich tin (£1.39, 8½").

Directions for use are clearly explained on the reverse side of each item and a suggested recipe is thrown in for good measure!

Two new additions have also been made to the Plain Tin range—a 12 Hole Eclair Tray (75p) and a large baking sheet (75p, 12"). Both are satin finished and are available at 19 and 39 branches respectively.

## Sounds fishy

DON'T WAIT for Good Friday to snap up JS's latest own-label Coley Portions and Fish Cakes—buy them now!

Coley Portions (3¼oz, 24p), launched last November, complement the already existing range—Cod and Haddock portions, and are available at 229 branches.

Coley is a very versatile fish and can be used either as a basic ingredient in fish pie or served with a delicious white sauce.

Sainsbury's Fish Cakes (£1.16), sold in packs of four, are now also on sale in value packs of 20. Available in 96 branches and 21 freezer centres, they promise to 'feed the 5,000!'

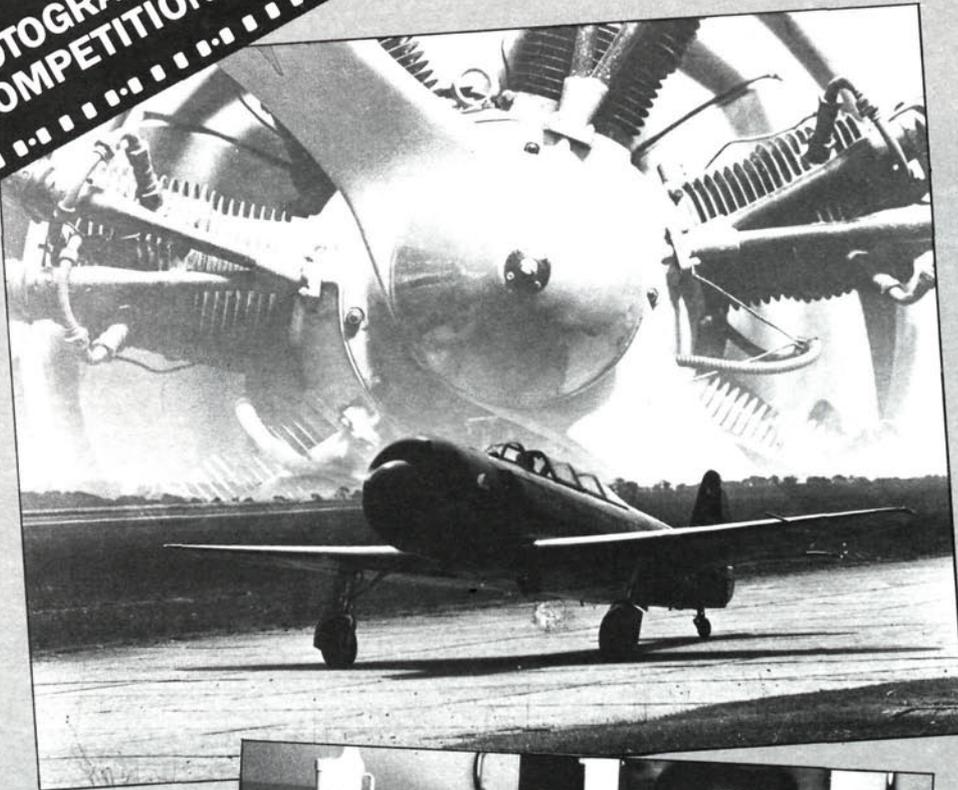
## Fruity

EVER THOUGHT of drinking yogurt? JS have now introduced two own-label fresh yogurt drinks for that purpose—why not try them?

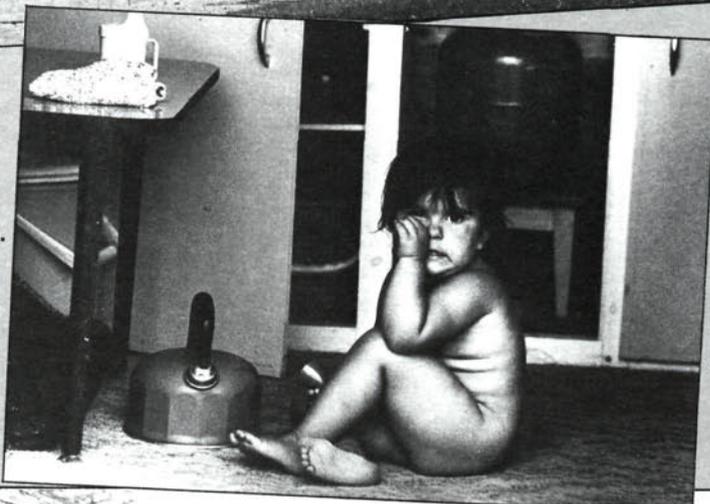
Low fat Strawberry and Orange drinks are made from fresh strawberry and orange juice (500ml) added to yogurt. Chilled, they promise to be very tasty and are at the same time full of goodness.

Both are available in attractive bright pink and orange cartons for only 34p at 88 branches.

**PHOTOGRAPHIC  
COMPETITION**



Above: Runner-up, Terry Wright, manager, Edmonton. Right: Runner-up, Colin Welch, student, Poole. Below: Paul Miller, student, Pitsea.



Derek Wood.



Anne Keatley.



Sue Lane, personnel clerk, Charlton de

A WORLD OF DIFFERENCE separates the attitudes of the winners of the 1982 **JS Journal/SSA** photographic competition (*JS* December '82).

Top of the class in the **Nostalgia** section, **Derek Wood**, senior layout artist, Blackfriars, has been interested in photography for about seven years, but in the last three has taken his hobby more seriously.

'I have a Zenith camera' he said, 'and use a telephoto lens. I now do all my own printing, and I'm getting more and more adventurous as I go along.'

In taking his winning picture, Derek was quite lucky in spotting exactly what he needed for inspiration. 'I saw an ad in the paper for an exhibition of memorabilia at the National Theatre. So I popped along, wandered around, and photographs presented themselves to me! As far as the prize money goes, I think I'll buy myself a new lens, probably a wide angle. I'm quite happy with the equipment I've got, but it is nice to experiment.'

At the other end of the scale, cream of the crop in the **Summertime Blues** section, **Anne Keatley**, BPO at Stratford, had never taken any black and white photographs previously at all!

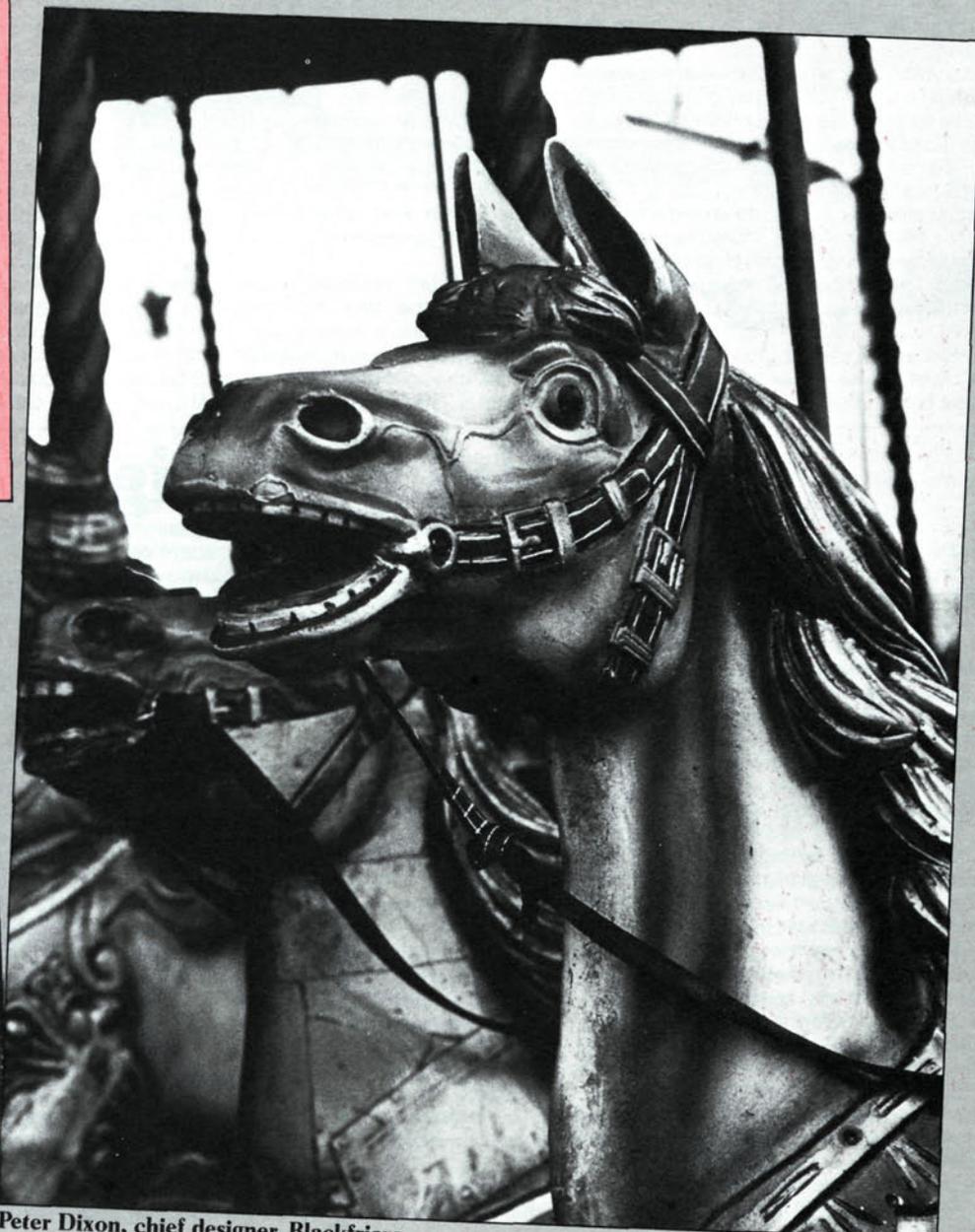
'My husband is a very keen photographer' she said. 'He thought it was very funny, me entering a photographic competition—and we were both stunned when I won.'

'I took the picture during a weekend sailing on the Grand Union canal. We'd just got the propeller fouled in an old mattress, and had no idea how we'd get free!' With her prize money, Anne hopes to buy a camera—and enter a few more competitions!

Congratulations once again to the winners. There were so many good photographs sent from all over the company it would have been nice to have been able to publish them all! But as there is so little space, here is a selection of favourites from the runners up and highly commended entries.



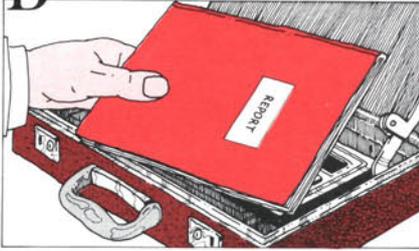
Runner-up, **Martin Cox**, student, Walton-on-Thames.



**Peter Dixon**, chief designer, Blackfriars.



pot.



## Tesco rattles the can

TESCO'S sales for their half year to August 14 1982 were 15 per cent up at £1,056 million. With inflation at 7-8 per cent and 3 per cent coming from new stores, values improved by 3-4 per cent. This shows that their Checkout '82 campaign has met with a measure of success—mainly in attracting trade from Co-ops and corner shops rather than from other multiples.

Whilst gross margins must have fallen about 0.5 per cent as a result of Checkout, the group is trying to improve margins by pushing the sales mix towards fresh foods and chilled products. Tesco has been able to improve its control of operating costs and increase its sales of own-label goods—which it is claimed will reach 35 per cent of total sales by the year-end and is expected to make an impact.

Tesco have opened 12 new stores in the first half, and aim to open a total of 17 over the whole year—coincidentally the same as JS. Five 'Victor Value' limited range outlets have opened in the north to an encouraging start. There should be more openings later in the year. Several smaller stores have been sold.

Net profits came out at £20.1 million, an increase of 38 per cent over last year, but little higher than the equivalent figure for

three years ago. The Irish subsidiary lost £0.4 million—but about half of that was caused by a national strike of grocery staff.

Although there is much talk of a resurgence in consumer spending, Tesco's Home 'n Wear has apparently not yet seen any upturn in sales.

The company also decided to take advantage of the recent strong performance of its share price—up from 51p to 137p this year—by rattling the can for £56 million from shareholders. This was done by a fairly unusual method—a convertible rights issue. This means that for every six ordinary shares, a shareholder will receive £1 of loan stock which pays a fixed rate of interest rather than a dividend. This can then be converted into ordinary shares from 1986 onwards. The money will be put towards repayment of some of the company's medium-term loans and also towards Tesco's store development programme.

## Trials and . . .

SAINSBURY'S recently went on trial—accused by the London Borough of Enfield's trading standards department of misleading the public with its advertising slogans.

In the test case at Wood Green Crown Court, JS was acquitted on two counts which involved the slogan 'Good Food Costs Less at Sainsbury's.' The company was found guilty though of breaches of part of the trading legislation which involved the use of the words 'Discount '81' in connection with advertisements in newspapers, and was fined £200 on each of six counts.

The court, however, made a point of stressing the fact that the company's reputation as a honest and responsible trader was never in question and that it had acted throughout in an open and honest manner. The judge commented that it was a

test case and was no reflection on Sainsbury's (or its officers).

JS will now be considering the detail of its price advertising in light of this decision and particularly in regard to proposals soon to be put forward by the government for changing the law in this area. The decision will not however affect the basic concept of the Discount programme.

## Jars can . . .

FOOD AND DRINK packaging is in a state of rapid development. Not only has almost every sort of alcoholic beverage other than spirits been sold in a box, but the world of bottling and canning is changing too. The PET (polyethylene terephthalate) bottle was first used for soft drinks, and has now been developed for beers (such as JS's Wessex Bitter).

The real changes however are in the increasing competition between glass jars and cans. Because of rises in tinplate costs, cans are no longer significantly cheaper than jars. Since jars enable a more attractive presentation to the customer, they are returning to favour. Smedley's, now part of the TKM group, who used to be heavily associated with fruit and vegetable canning, are experimenting with distinctive glass jars made especially for them by Rockware, one of the country's largest glass companies.

Although glass jars enable customers to see what they are buying, they do have certain disadvantages for the manufacturer: the product requires a longer cooking time; the jar must be filled very close to the top; its contents must be unblemished, and it takes longer to fill than a can.

With retailers reflecting the customers' growing preference for fresh food, competition for a share of the market for processed food is likely to increase between bottlers and canners.

## Who is so big?

THE SUPPOSED POWER of the major supermarket chains has been the subject of a lot of attention in recent years. Food manufacturers in particular have complained about the alleged unfair buying power that the large multiples wield. The Food Manufacturers Federation now want the Government to introduce legislation such that no retailer can gain more than 40 per cent, nor two retailers a combined share of 60 per cent, of the grocery market in any region or large conurbation! Let us examine the facts behind the accusations.

It is sometimes said that two companies control 27-28 per cent of the grocery market. That is indeed the share of JS and Tesco as calculated by the regular monthly surveys conducted by Audits of Great Britain (AGB). However, AGB only monitor a certain part of what grocers sell—about 37 per cent of all grocery sales in fact.

The next problem is that grocers only sell 64 per cent of the total amount of food eaten at home. Furthermore, the AGB results include neither meat sales by butchers, nor the considerable amount of food sold by Marks & Spencer. The AGB figures therefore only highlight a part of what is a large and complex market.

So whilst the AGB table may show JS with

a 14.7 per cent share, it actually represents 8.5 per cent of the total amount spent on food for consumption at home. If Tesco and Sainsbury's each only have an 8-9 per cent share of the food market, is this really a cause for concern? If a manufacturer cannot conclude an acceptable deal with Tesco or JS, it still leaves over 80 per cent of the market to go for.

The food manufacturers accuse the large supermarket groups of being able to exercise unfair power in extracting favourable purchasing terms; the smaller independent retailers say the bigger companies obtain trade discounts not available to them. It can be seen though that food retailing is not as close-knit as it appears.

Taking a look at food manufacturers themselves. Just as most of the big names in British retailing have grown bigger in recent years, so have the largest food manufacturers.

The JS market research department carried out a survey of the markets for 100 of Sainsbury's major products. In 33 of those markets, two manufacturers controlled over 70 per cent of the market.

In another 40 product groups, two manufacturers control 50-70 per cent.

Putting the two statistics together, in 73 per cent of the products in which JS trade, two manufacturers account for more than half the market. Even more surprising, in 37 cases one manufacturer controls over 50 per cent of the market. So although the manufacturers accuse the major multiples of monopolising retail outlets, the problem can be more acute for the retailers themselves. After all if a store wants to stock Kellogg's cornflakes there is only one possible manufacturer to which it can turn.

How are the food manufacturers coping with the alleged buying power of the retail majors? The latest independent survey of the accounts of food manufacturers, adjusted for inflation, show that they earned an 8 per cent return on capital employed. Whilst this is slightly less than the 11 per cent earned by food retailers, it is precisely the same as the return earned by the whole sample, and is hardly the performance of an industry under attack!

The message that these figures contain is that instead of food manufacturers and retailers complaining about each other's size, they should recognise the benefits of mutual growth, and work more closely for the person who really matters—the consumer!

# Where is Lymeswold?

THE ANSWER is hardly anywhere. It is a fictitious name designed by the Milk Marketing Board's marketing men. It is rarely found on the shelves of grocers. Although Lymeswold cheese is reported to have a mild blue taste, the Dairy Crest division of the MMB must think it a slightly bitter taste for all the criticism it has attracted.

The problem is that the product's launch was just too successful. It was unfortunately timed for a day when there was little hard news. Consequently, Minister for Agriculture, Fisheries and Food, Peter Walker, was seen on BBC news extolling the virtues of the new product—it was even endorsed by his dog! This was too much for the cheese eaters of Britain who seem to have stripped bare the grocery shelves of the country.

Dairy Crest were astonished at the response, and despite increasing production capacity by 30 per cent, the creamery claim they will not be able to catch up with demand until this month.

In Dairy Crest's defence, they say it was impossible to predict that such a beneficial amount of free publicity would be obtained, and would have faced a real risk of over-capacity had they originally installed more machinery.

It is interesting to note the huge variation in prices being charged for Lymeswold—from £2.18 a pound at JS to a wallet-crippling £4 at Fortnum and Mason!

Dairy Crest are making their embarrassment public by showing TV commercials which explain to the housewife why she cannot buy it! With JS only receiving about a third of its requirement, they need to.



## Which? is wrong

IN ITS October issue last year, *Which?* published one of its periodic reviews of grocery prices—the last one was in 1979.

Unfortunately the report lacked the usual objectivity of *Which?* articles and most of the data was wrong. The problem has been attributed to a computer programming error, and amended tables were published in the December '82 issue. These showed JS in the following position:

The *Which?* 'Basic' basket of well known brands

- |                             |        |
|-----------------------------|--------|
| 1. Asda                     | £9.79  |
| 2. Hypermarkets/Sainsbury's | £9.98  |
| 3. Morrisons                | £10.01 |
| 4. Hillards                 | £10.05 |

## Take the biscuit

IT NOW LOOKS certain that Nabisco Brands will take over Huntley & Palmer. Nabisco, who gave the world Fudge-Striped Shortbread, are perhaps better known in the UK for Shredded Wheat. They stepped into the picture in March to purchase Rowntree Mackintosh's 24 per cent stake in H&P which that company had built up in its own abortive efforts to acquire the biscuit manufacturer.

Whilst Nabisco had originally offered

115p per share in March, Huntley & Palmer's sorry trading performance since then means that they are now only prepared to offer 107p per share. As the Huntley & Palmer board have accepted the offer it looks likely to succeed. The reason for the six month delay in the deal was that it was referred to the Monopolies and Mergers Commission, who took until October to sanction the bid.

### Crisps

When Rowntrees failed to acquire Huntley & Palmer in March, they bought instead the Sheffield-based RPC Foods who manufacture Riley and Murphy potato crisps. One of the few companies to object to the Monopolies Commission about Nabisco's takeover bid was—yes, you guessed, RPC Foods!

Huntley & Palmer slipped from £1 million profit to £9 million loss for the first half year. This was after providing for heavy closure costs for snack foods factories at Great Yarmouth, Stockport and Park Royal. Whilst overseas companies' profits increased significantly to £2.7 million, the picture was still gloomy in the UK, where the group lost £0.8 million against a profit last year of £4.2 million. The UK biscuit division has found market conditions particularly tough.

The real reason for Huntley's poor performance is that it has failed to make adequate capital investment over recent years to enable production costs to be held

at a competitive level. The company's main UK competitor—United Biscuits—has consistently shown that it is afraid neither of substantial investment nor drastic surgery, where such action is required.

### £90 million

To rectify this problem by itself would be a nearly impossible task for Huntley & Palmer. Hence the board welcomes the bid from Nabisco who have pledged to invest about £90 million in the company over the next five years. Nabisco consider that this, together with some streamlining of the workforce, will restore Huntley & Palmer to health.

## End of an egg?

THE RECENT judgment of a Shropshire court may mean that free-range eggs will all but disappear. A poultry farmer unsuccessfully appealed against a conviction for wrongly describing his eggs as free-range.

To qualify as free-range under the new rules, the birds must be reared at a density of under 150 per acre and the access to grazing must be 'systematic' rather than 'spasmodic'.

One farmer estimates that only 10,000 of Britain's 50 million laying hens fall within this definition. As true free-range eggs disappear from the shelves we can now look instead for 'weasel words' in the health food shops such as farm eggs or fresh-air eggs.

# HOBBIES

## Snakes alive!

### There are some unusual hobbies and habits at JS

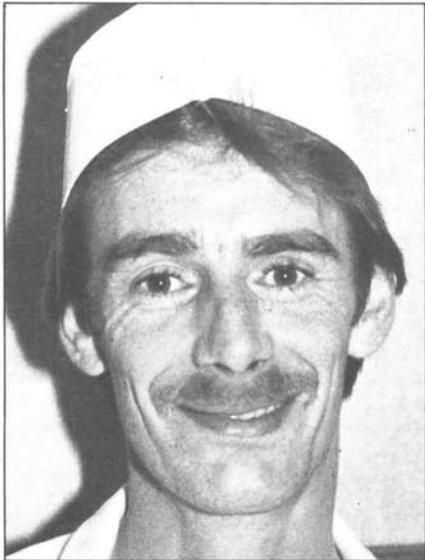
Whether they are on the land, in the air or in the sea it seems that personal challenges run high at Sainsbury's.

With the company's expansion northwards, news of some interesting hobbies reached the *Journal*. It seems that the north is famous for its characters and there was quite a selection at **Huddersfield, Southport and Preston.**

'Have you heard about Spiderman who works here?' asked one confidant at **Huddersfield** branch. The *Journal* was relieved to find it was just a nickname for **Mike Goodwin**, leading bakery assistant. He earned the title when tarantulas were his special interest, but these days he has graduated to snakes! 'They have better characters' he explains, 'so I now keep boa constrictors and pythons.'

At present Mike only has three reptiles fondly known as Bert Boa, Taj and, of course, Monty Python.

They are good pets and he claims that people find them the most interesting feature in his house. He has a large double glazed tank to provide the necessary special environment. The snakes are quite safe and happy there under the stairs—but try explaining that to the meter reader! They contentedly roam the house for exercise.



Mike Goodwin.

Mike's interest in snakes began about three years ago but two of his legless friends grew so large that he let them go to Knaresborough Zoo in exchange for two smaller 'models'—a male royal python and a female boa constrictor.

Deputy manager at Huddersfield, **Dave Parker**, has interest in rather more gentle livestock. One priority when he moved house to take up his new post was whether he could find a property with a little land.



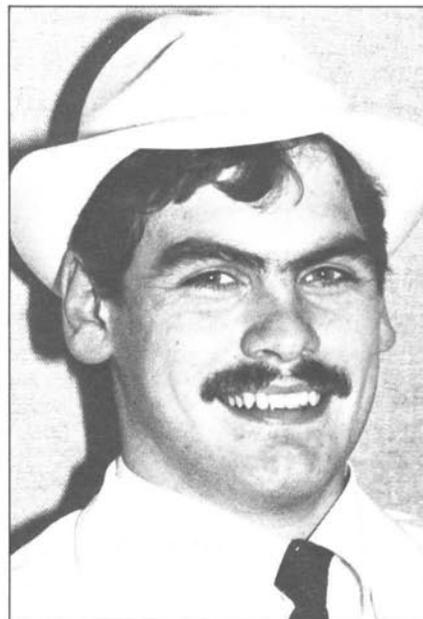
Dave Parker.

The Parker family have kept chickens and ducks before but Dave now hopes to take his ambitions one step further. 'I have seen the goat that I want and hope to get a pig' he explains. 'We haven't really got enough room for a cow though!' But who knows in the future...

Still at the same store, a locally 'famous name' can be found. **Rod Ledgard**, assistant bakery manager, has a very time consuming hobby. He has been a member of Huddersfield's Rugby Football Club's first team for five years and has played rugby union for eight years in total. Rod trains on Monday and Thursday evenings and plays every Saturday fixture possible.

His devotion to this contact sport began at a very early age. His interest was established by his father who also played for the town and encouraged Rod to join the 'cub' section.

Not to be outdone, manager **Richard Scholes** and produce manager **Dave**

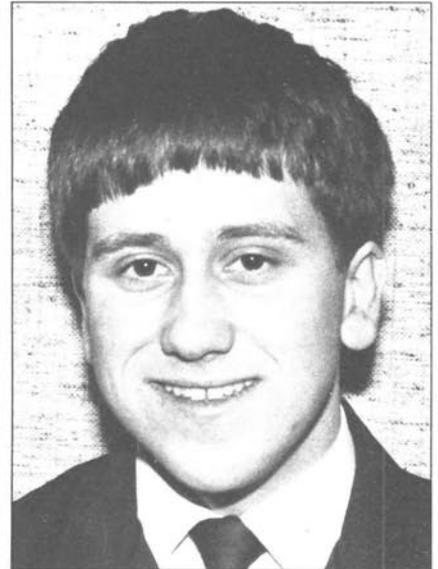


Rod Ledgard.

**Sample** are very active in JS's Coventry Area Golf team, Richard being captain.

Not so many miles away at **Preston** branch, student worker **Mark Shaw**, enjoys having his head in the clouds! And he means literally. 'I got my gliding pilot's licence last year' he told the *Journal*.

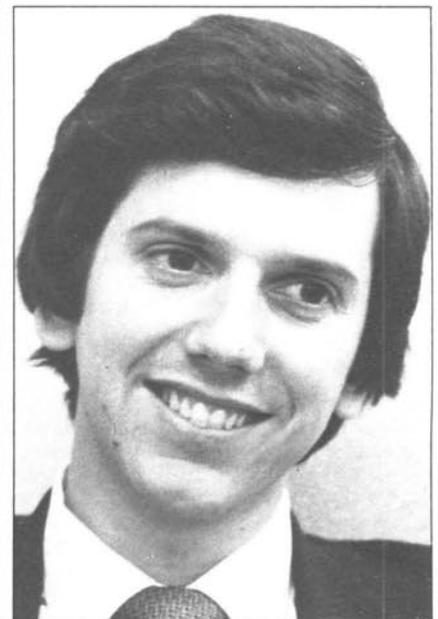
Although he enjoys that, 'especially the solo flying when you are out there, free and all on your own', he is now aiming higher and has taken up powered flying. 'It's a fantastic feeling' he explained. 'It's what I've always wanted to do since about the age of nine. I joined the Air Cadets three years ago and I have applied for sponsorship to get my private pilot's licence.'



Mark Shaw.

Mark has been approved by the RAF at Biggin Hill for his sponsorship but another board of Air Cadet officials will have the final say in the matter. If the case is approved he will be granted 30 hours of flying but will still have to pay for an extra ten—and at £40 an hour it adds up to a lot of Saturdays at Sainsbury's!

**John Roberts**, deputy manager at



John Roberts.

**Southport** branch, shares Mark's fascination for flying. 'I have been hang gliding and have flown a plane for ten hours but that was quite enough for me at that price per hour!'

These 'airy' pursuits are not so attractive though to BPO **Pam Smith**. She accounts for her great attraction towards



*Pam Smith.*

watersports as a natural inclination for her as her sign of the zodiac is pisces.

She loves living near the sea and enjoys swimming, windsurfing and waterskiing. She swims with the British Sub Aqua Club in Southport.

Last year when the club visited the Lake District she came second in the National Fin Swimming Championship at Lake Coniston.

**Julie Morris**, a part-time bakery assistant, is as skilled creatively as her BPO is athletically. She designs and hand paints beautiful silk clothes that are the envy of many. She has also just finished writing a book. This novel has taken about three years to complete and she is in the process of trying to interest a publisher. Now she has turned her attentions to writing and illustrating a children's book.

Someone who understands Julie's desire to get her work published is **Geoff Snee**, store service assistant. He devotes a lot of time to writing lyrics for songs and in the past has written, and had published, many poems.

Now he concentrates on love songs and ballads, and trying to produce some good storylines. He tries to imagine such artistes as Scott Walker or Paul McCartney singing his words!

Geoff appreciates the need to be commercial. A new contact he has made



*Geoff Snee.*

in the industry is putting his lyrics to music on some demo tapes. He hopes that this will be the breakthrough he has been striving for! Maybe one day Geoff will write a song about all the talented employees at Sainsbury's...

*Julie Morris (left) shows her silks.*



# Managing with Mike

**HOMEBASE'S HISTORY**, albeit short, has already given rise to many new opportunities for management progression.

Various people have chosen to transfer from JS to its young subsidiary in order to expand their horizons and add a new dimension to their Sainsbury's careers.

One example, and quite a success story, is that of Mike Wakeford, now manager of Lordshill's new Homebase store. Aged only 25 he has leapt to the top—faster than even he anticipated!

Mike began his career at Sainsbury's as a student worker. After a year he was encouraged to leave technical college, and join Bedminster branch full-time as a trades assistant, as the start of a retailing career.

At the age of 18 he transferred to Exeter branch for the opening, as a management trainee, and after one year moved to Fareham as assistant manager. He was promoted to reception manager and then to provisions manager.

When the first Homebase opened at Croydon Mike took a great deal of interest in its progress. He admits that he has always been a do-it-yourself and home improvement enthusiast. The challenge of working for such a young and innovative company also beckoned, so he applied to join the Leeds store as a departmental manager responsible for timber and building. He was accepted for the post and has never looked back since.

'At Homebase I began to work with products that I enjoy most. Whereas all my spare time had previously been taken up with house improvements and DIY, now my whole life is!'

Within his first year with Homebase he was told the good news—very soon he was to become the manager of a new DIY store in the south of England. Lordshill

Homebase opened on October 26, 1982.

Mike's early days with Homebase helped to prepare him for the transition. He counts training at Croydon, experience at Leeds and frequent visits to suppliers as invaluable introductions to his present position.

He has discovered that although JS and Homebase have much in common, there are currently many differences between the managers' roles. He is adamant however that the challenges set by a new and small company suit him, personally, much better.

The importance of good communication is stressed, both in the store and with head office. 'It is vital' Mike says, 'especially as the company is still learning a great deal from every opening. For example HO relies on feedback from the managers in order to plan for the next event on the calendar.'

Although staff are fully trained in their product areas, Mike emphasises that if staff are skilful in their handling of the public too, they will soon lure customers away from local competitors.

'It's not just one shopper in a hundred who will ask your advice here' he comments. 'Our staff are always prepared to guide the enquirer, and if they cannot answer a technical query they will contact someone who is more expert in the subject, or telephone the suppliers for full details. This is a difference between Homebase and its rivals—we will provide more literature and personal help and this is what we feel will draw the customers back time after time. We don't aim for hard sales talk, but just for courtesy and helpfulness.'

Mike says that the most important qualification for working at Homebase is commonsense! Although there are set guidelines and some reference manuals, it is a small and young organisation. This means that you are answerable to fewer people, and are required to demonstrate considerable independence—whilst still being answerable for your decisions.

Despite the pleasant informal atmosphere certain pressures are very evident. Deliveries take up to three weeks to come through—there's no 'order today, here tomorrow' at Homebase. Currently there is no computerised ordering system. But, of course, some commodities are predictably quick or slow sellers, as in any store. You could relate baked beans at JS to white paint in a DIY store!

Mike works Saturdays and some Sundays and is 'on call' even during his days off. The bulk of a week's trade (about 50 per cent) will occur at the weekend so he prefers to be there.

Financial trends are quite different too, in a DIY store. Mike plots the various departments' sales to show progress and seasonal fluctuations. The graph is then discussed with representatives from the departments.

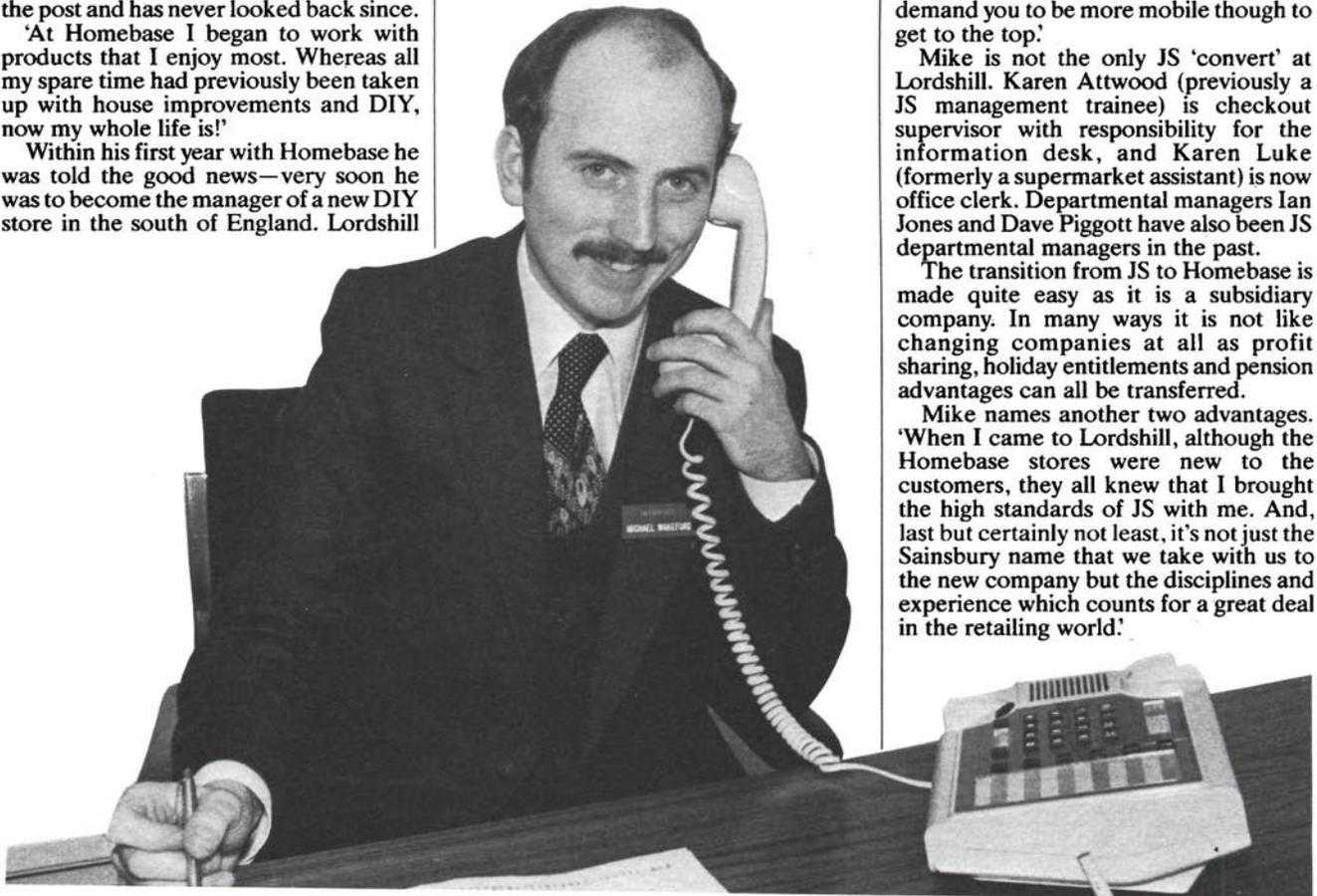
He has no personnel officer at his store so Mike tries to have a close working relationship with staff. He has responsibility for interviewing all key personnel with the help of the HO team from Croydon. At Lordshill there are about 80 staff and 75 per cent of them are part-timers.

'Promotion prospects are increased with a small company' he says. 'Homebase has fewer experienced staff to choose from for one thing. That might perhaps demand you to be more mobile though to get to the top.'

Mike is not the only JS 'convert' at Lordshill. Karen Attwood (previously a JS management trainee) is checkout supervisor with responsibility for the information desk, and Karen Luke (formerly a supermarket assistant) is now office clerk. Departmental managers Ian Jones and Dave Piggott have also been JS departmental managers in the past.

The transition from JS to Homebase is made quite easy as it is a subsidiary company. In many ways it is not like changing companies at all as profit sharing, holiday entitlements and pension advantages can all be transferred.

Mike names another two advantages. 'When I came to Lordshill, although the Homebase stores were new to the customers, they all knew that I brought the high standards of JS with me. And, last but certainly not least, it's not just the Sainsbury name that we take with us to the new company but the disciplines and experience which counts for a great deal in the retailing world.'



# Wimbledon opens—again!

THOROUGHLY MODERN Wimbledon opened officially on December 7 1982, stage two of its development plan having finally come to an end following five months of extensive refurbishment.

Stage one opened on July 5 when the 'old store' closed for major modernisation (*JSJ* July/August 1982).

The completed store, with a sales area of 17,000 sq ft, is almost three times the size of the old branch and has increased product lines by 2,000. There is now a wider choice of groceries, fresh meat, fruit and vegetables and a new off-licence department. A counter service delicatessen will be introduced early this year.

Manager, George Bastone commented on opening morning: 'I'm delighted phase two was completed on time. We are now able to offer our customers a greater range of products. I'm looking forward to pre-Christmas trading with a larger floor space!'



## Selector your wines

SAINSBURY'S has recently introduced an informative new shelf labelling guide for its extensive range of own-label white, rosé and sparkling wines.

Called the *Sainsbury's Wine Selector*, it grades all wines on a scale of 1-9 dependent upon their sweetness (9 being the sweetest and 1 being the driest).

On-the-shelf ticketing features a bottle motif and an appropriate sweetness indicator on a coloured background—green for white wines, red for rosé and sparkling wines. Additional information on the wine selector is provided in an in-store leaflet and poster which lists examples of wine styles.

This move is the latest in a series of steps taken by the company to remove any unnecessary mystique still attached to wine. JS was the first to introduce informative labels for both the back of own-label wines and for the shelves—and two years ago published a JS booklet

*Understanding Wine*, by Hugh Johnson.

The company has adopted the system pioneered by Victoria Wine and, in so doing, believe that with the two major retailers of wine in the country using the same method, the customer will not be confused.

Allan Cheesman, manager of the off-licence department, commented: 'The addition of our sweetness indicator is a further step in our provision of helpful and responsible information. Bearing in mind that we see food and wine as naturally complementary, a well-chosen wine can only enhance a meal.'

## Trolley bags of success

THE LATEST innovation from JS is a shopping bag which can be used in association with supermarket trolleys to make life, from the check-out to the car park, easier for customers.

The PVC trolley bag has been designed so that two will fit inside the trolley, complete with flaps to keep the bags open whilst they are being filled. Once filled, the flaps are folded in to protect the contents and the bag is then easily lifted from the trolley into the car.

In August 1982 JS conducted a detailed study at Coldhams Lane branch to gauge customer reactions to the bags. They were asked to accept two free bags, use them for three weeks and then reply to a questionnaire.

The results were extremely good: customers found them easy to load, easy to carry and commented that if the bags were on sale they would purchase them for the asking price (£2.95 each).

On November 23 last year the bags were officially launched at the opening of the new Bath branch, and sales far exceeded expectations.

The bags are currently on sale in a few selected branches.



Above: Demonstrations at Coldhams Lane last August. Left: On display in-store.

## NEWS IN BRIEF

It's all a question of being in the right place at the right time and certainly as far as **Calcot SavaCentre** staff were concerned, they were in the right place when **Josceline Dimbleby**, author of so many JS cookery books, paid a visit to the store on November 18.

Members of staff received a few tips from Josceline, who has now completed her seventh book for the company. Others in search of a Christmas gift with a difference got Josceline to autograph their copies of her latest *Festive Food and Party Pieces*.

A team of 15 staff from the branch jogged their way from **Arnold** to Southwell, in aid of cancer research.

A total of £240 was raised and the light refreshments served at the end of the run were just what the doctor ordered!

**Edmonton** staff set out on Sunday October 3 on the Great London Parks walk, organised in aid of Help the Aged. The 21km route began in Holland Park and snaked its way through London's streets and subways into Kensington Gardens, by the Serpentine and to Hyde Park Corner. At this point the course turned back for the optional 12 km route.

Edmonton put their best feet forward and continued the trek through Green Park, across the Mall into St James's Park and all the way back again to Holland Park.

Andy Cornish, senior tradesman, incognito as a most daring Andy Pandy, posed for photographs for tourists and raised many laughs—and the odd eyebrow—for displaying boldly on his back a mischievous notice: 'Loobyloo has morning sickness'.

The event proved to be most enjoyable, though a little tiring, and ended with a free barbecue.

Pauline Daly, senior clerk, won a £15 Laura Ashley voucher in the grand draw and a total of £134 was collected.



Josephine Cokeley.



Josceline Dimbleby.

It was walkies time for **East Ham** last month. Sixteen members of staff set out from Gants Hill and walked 35 miles to Southend pier.

The grocery manager's son, Adrian Markwell (11 years of age) walked 16 miles out of 35! Only nine staff completed the trek but nevertheless, a grand total of £568 was raised for cancer research.

A holiday for two in Paris (plus £100 spending money) was the superb first prize awarded to Juanita Wadhvani, supermarket assistant at **Wood Green**, after she successfully completed a questionnaire on French food and drink and submitted an original slogan to be used for Camay soap publicity.

The competition was organised by Camay (Procter & Gamble) in conjunction with Paris Travel Services.

Juanita called the soap 'Sundream' and her winning slogan went as follows: *Sundream is beautiful and beauty is a joy to share.*

Josephine's a star according to the North Thames Gas Board, who recently organised a competition to choose the star salesperson of the year!

Nominated by shoppers as one of the eight favourites out of 17 contestants, Josephine Cokeley, store assistant at **Basildon SavaCentre**, was interviewed by Radio Basildon's manager, before a panel of judges from the chamber of commerce, and subsequently chosen as last year's top salesperson.

Josephine works on the delicatessen

counter and has been at the SavaCentre since staff were first taken on prior to the store's opening in March 1980.

Commented fresh food manager, Dudley Clarke: 'Josephine earned her place at the head of the list of competitors through being her natural self—a sense of humour ever ready, a calming influence in times of stress and a kind reassuring word always available to the younger members of the provisions staff.' The cheers that greeted the result were totally justified!

Kay Jessop, part-time supermarket assistant at **New Barnet**, has received a £100 donation from the company towards her handicapped son's specially built wheelchair.

Two retired engineers from Stanmore recently designed the chair which is operated by head movements.

It has made a world of difference to her son, Gerald.



Gerald, happy in his new chair.

More than £3,000 was raised for cancer research when **Basildon** SavaCentre arranged the sale of tickets outside the store in Eastgate as part of a national lottery organised by the 500 Group.

First prize in the lottery, which was drawn at the Cancer Research Campaign headquarters on December 21, was a Mini Metro car donated by Faberge.

So far, through the lottery and other fund-raising events, Basildon has now raised just over £4,000 for the fund.

A customer at **Worthing** branch recently returned from the Middle East after visiting his son who lives in the Sultanate-of-Oman.

While there he visited the main town, Ruivi, to do some shopping at the local store, named Safeway. Much to his astonishment he saw parked outside a van with the following slogan printed on the side—and he just had to take a picture—*Good food costs less from Sainsbury's!*

It just goes to show how good news travels far!



First prize Mini Metro at Basildon SavaCentre.



Good news travels . . .

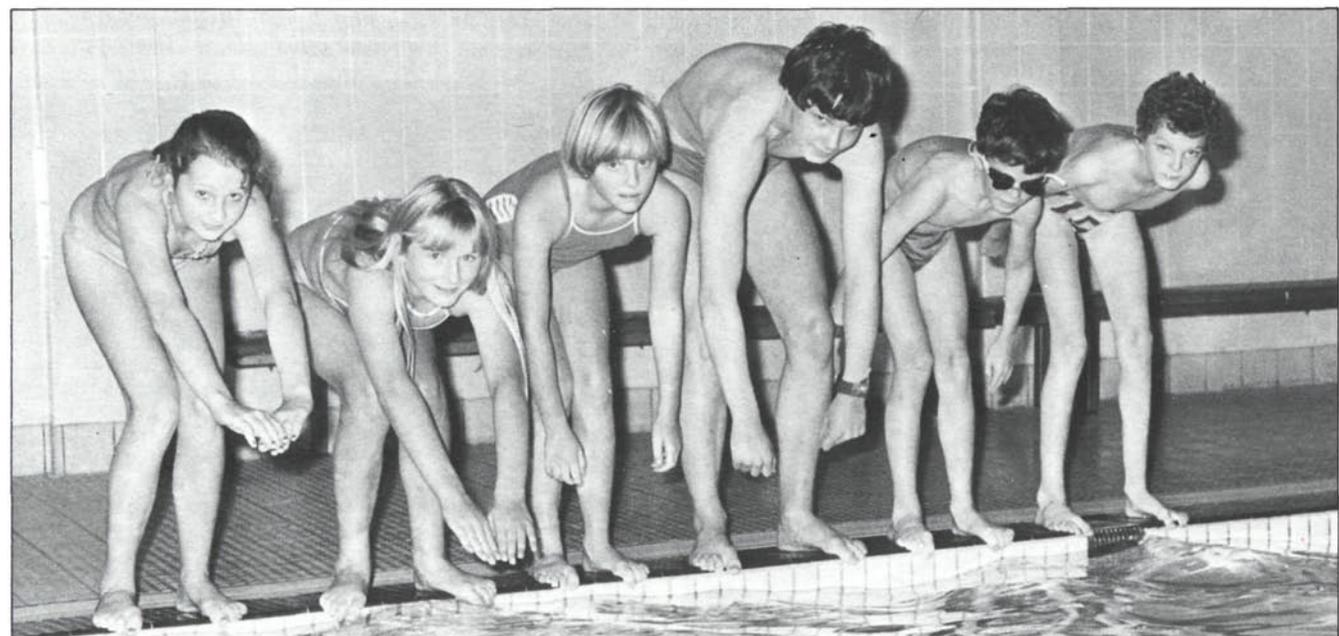
Evelyn Wadey, part time supermarket assistant at **Broadfield**, has lost 4st in aid of cancer research. So far she has collected £420 in sponsorship money.

Julie Smith, supermarket assistant at **Maidenhead**, recently raised £80 after taking part in a sponsored swim organised by the British Heart Foundation.

Swimming has long been one of Julie's favourite hobbies and for the last three years she has taken part in the sponsored swim, always completing all 50 lengths.

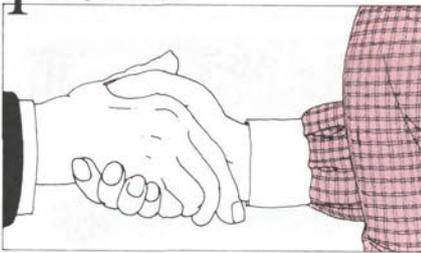
'This year I couldn't decide whether to take part' commented Julie, 'but all my workmates encouraged me and 92 of them sponsored me, so I soon got enthusiastic about it!

'I am glad I completed the swim because you never know when you are going to need the help of the Foundation.'



On your marks . . . for some of Julie's fellow swimmers.

## PEOPLE



### RETIREMENTS

**Grace Seal**, supermarket assistant at Addiscombe, has retired after 20 years' service at JS.

She joined the company at South Croydon and remained there until it closed in 1965 when she transferred to Norbury. Eight years later Grace moved to Addiscombe.

**Margaret Keats**, supermarket assistant at Bitterne, has retired after 18 years at JS.

**Margaret Watkinson**, senior supermarket assistant at Kingston, has retired after 17 years' service at JS.

She began her career at the manual branch in Kingston and remained there for just over four years. After a 15 month break, Margaret rejoined JS at the same branch and stayed there until the new branch opened in 1967.

**Betty Mills**, senior provisions assistant at Watford, has retired after 15 years at JS.

**Joan Willis**, senior supermarket assistant at Gloucester branch, has retired after 12 years' service at JS.

She joined the company as a supervisor and when retirement became imminent Joan took up the post of senior supermarket assistant.

**Maud Twigg**, senior supermarket assistant at Golders Green, has retired after 11 years' service at JS.

She began her career at Cricklewood and when it closed in 1975 Maud transferred to Golders Green.

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

**Mrs H Nicholls** (10 years)  
**Mrs D Ongley** (9 years)  
**Mrs O Whittle** (9 years)  
**Mrs B Barber** (8 years)  
**Mrs R Gascoyne** (8 years)  
**Mrs E Griffiths** (8 years)  
**Mrs A Hill** (8 years)  
**Mrs G Singfield** (8 years)  
**Mrs I Appleton** (7 years)  
**Mrs D Barrett** (7 years)  
**Mrs L Boyle** (7 years)  
**Mrs B Farnish** (7 years)  
**Mrs E Roland** (6 years)  
**Mrs J Goddard** (5 years)  
**Mr E Howard** (5 years)  
**Mrs C Fields** (4 years)  
**Mr E Richards** (4 years)  
**Mr R Tooke** (4 years)

### LONG SERVICE

**Allan Smoker**, bacon buyer at Blackfriars, has completed 40 years' service with JS.

He began his career at Stamford House in the sales office and subsequently moved to Union Street. After two and half years in the RAF, Allan returned to Union Street until 1954 when he rejoined the sales office as section leader.

Allan has been in the bacon buying department for the last ten years.

**Reg Mills**, meat manager at Chichester branch, has completed 25 years' service with JS.

He joined the company at Broadwater as a butcher and nine years later was promoted to head butcher at Worthing.

Reg has done a great deal of relief work at several branches including Dorking, Leatherhead and Wallington. He took up his present position in 1974.

**Gordon Nevard**, leading store service assistant at Brentwood, has completed 25 years' service with JS.

He began his career as a porter and ten years later became senior warehouseman. In 1972 Gordon took up the post of senior store service assistant and after seven years was promoted to reception manager.

He has been in his present post since March 1982.

**'Gerry' Thompson**, assistant meat manager at Bedford branch, has

## Emily's centenary!

HAVING SEEN the birth of the motorcar, the aeroplane and the steam engine, Emily Bailey, JS's oldest veteran, saw in her 100th birthday with a bang on November 12.

Surrounded by many of her old JS friends and relatives, Emily enjoyed her birthday celebration meal at the Compleat Angler, Marlow, on November 15, organised by the company in her honour.

She arrived at 12.30 pm and settled down to a sherry before lunchtime, reminiscing over her years with the company.

When asked how come she'd kept so young, Emily commented 'It's all those years of hard work at Sainsbury's. I didn't retire, like most people at 60, but carried on working till I was 84 years of age. By that time I had been in more than 70 branches. All this has kept me young.'

Emily was presented with a very colourful flower arrangement by Marjorie Farrel, a member of the veterans' committee.

Celebrations came to an end soon after 3 pm, but Emily had enjoyed herself so much she could have gone on forever.

*Left: Emily with family (standing l to r) daughter-in-law, Elsie Hill, and granddaughter, Irene Hill. Below: Emily at lunch alongside Harold Dyer.*



completed 25 years' service with JS.

He started work with the company at Midland Road manual store as a trainee butcher. In 1962 he transferred to All Hallows self-service store for the opening and has been in his present position since 1968.

## OBITUARY

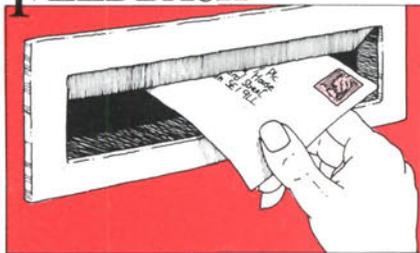
**Lawrence Daly**, building supervisor at Woking area office, died on October 26, aged 56.

He had been with the company for 29 years.

**Joyce Fuller**, skilled supermarket assistant at Harpenden branch, died on October 1, aged 52, after a long illness.

She joined the firm in 1975.

## FEEDBACK



Letters are welcome  
and should be  
addressed to the editor

## BATH ENGINE?

**From: Jim Price, driver, Basingstoke depot.**

What a pleasure it was to see the re-development of Bath Green Park station. A fine new store for JS and part of our railway heritage preserved.

However, as a keen railway enthusiast, would it not be possible to obtain and preserve a steam locomotive for display at Bath?

It wouldn't need to be 'roadworthy' and providing that it was complete visually, it would be a comparatively cheap venture and the cost of maintenance would be next to nothing.

There are still a few class 9F locomotives at Barry docks in South Wales. This class of engine was used for hauling the Pines Express over the Somerset and Dorset line in the latter days of steam.

With one of these on permanent display it would really complete the picture of a first class development.

We could even name it 'Sir John Sainsbury' in honour of our chairman.

Robin Anderson, area estates manager, Blackfriars, replies:

Your favourable comments on the store at Bath are certainly shared by shoppers.

We are actively considering a number of alternative schemes to utilise the station building and train shed, one of which is the creation of a 'Covent Garden' style shopping development within the station buildings.

The train shed itself is mostly used for car parking. Therefore, it is unlikely that sufficient space could be found to house an old Somerset and Dorset line locomotive. However, you can be certain that we will retain the character of the buildings when implementing our proposals.

## QUICK RECOVERY

**From: Norman Chapman, a customer at New Barnet.**

On the afternoon of October 22, I arrived at your store to do my weekly shopping and left my car in one of the spaces reserved for disabled drivers.

On my way there I had experienced a build up of pressure in my chest and on arriving at Sainsbury's found it impossible to get out of my car.

My distress was seen by one of your employees who offered help and immediately contacted one of his colleagues. Together they got me into the lift and escorted me into the store. They sat me down while one of them went to get your nurse who I now realise was one of your first aiders.

Your personnel officer was also very helpful and as a result of all your staff's effort and concern I was quickly despatched to Barnet General Hospital and admitted into the coronary care unit.

Now that I have been discharged I would like to take the opportunity to thank all your staff whose sense of urgency in action no doubt contributed to my quick recovery. Thank-you!

## LOST AT JS

**From: Jim Arkwright, customer at Christchurch.**

I am writing this while sitting on a stack of baked bean cans in the new Sainsbury store in Christchurch.

Well, not new. More rebuilt, refurbished and generally changed from what it used to be. And why am I sitting here? Simple, I can't find my way out, that's why.

It used to be easy, of course, before they 'improved' it.

Now the fish is where the butter was, pet foods have evicted the biscuits, the bread's done a bunk to some remote corner and the milk, well, we may never know.

You think I exaggerate? Then why did they give me a map (yes, honestly) when I walked in here . . . four days ago?

I have, of course, given up all hope of ever seeing my wife and family again, but hope to get a Red Cross food parcel flown in soon.

It's tough here, all right. One old man told me yesterday that he'd heard the St. John Ambulance brigade found the body of a housewife who died of exhaustion in jellies, desserts and cake mixes.

I have made lots of new friends. Trouble is, there's a bunch of trouble-makers who insist it's their duty to escape and keep digging tunnels everywhere.

They started the last one at stuffings and condiments, hid the soil in crisps and peanuts and surfaced two days later in ladies' tights.

Another lot built a glider out of pasta and washing up liquid containers (obviously devotees of *Blue Peter*) but rumour has it they crash landed in pickles and preserves shortly after take off.

Another rumour says a small group of SAS men landed secretly last night near frozen foods in a clandestine attempt to get everybody out. But apparently they turned due west, found beers, wines and spirits, and haven't been heard of since.

But life goes on around we unfortunates. Everyone carries a tin of soup because it's the only thing that's in the same place.

Things that used to be here are now there, things that were there are somewhere else, or not, and other things are neither here nor there, nor anywhere except, perhaps over there. Maybe!

One old age pensioner—who's made his home next to me in fresh veg—keeps muttering about 47 different sorts of bread, and he can remember when bread was bread and that was it, without all this confusion.

My mother-in-law once told me that one day she would dance on my grave. So if they should ever find my body in here, please can I be buried at sea?

Jim Arkwright, News at Ten, somewhere in Sainsbury's.

*It must be stressed that this letter is not a serious complaint but merely a light-hearted comment on a shoppers problems after a store refit, and published simply for its amusement value. Ed.*

## GOOD THINGS

**From: A customer from King's Lynn.**

A short time ago while sitting waiting for my wife at your store I noticed a small boy at the 'eight items and under' checkout paying for his jar of coffee.

Suddenly the jar fell on the floor and as you can imagine it smashed into pieces. One of your charge hands rushed up with a brush and pan and swept everything away. The boy's face was a picture of horror probably wondering what his mother was going to say to him.

But there was no need since your very helpful member of staff told the boy to go and get another jar. The little one was delighted and you should have seen the change in his expression!

This and so many other good things have prompted me to write and thank you for your constant kindness.

## Happy New Year

Don't forget —  
last copy  
date for the  
February issue is  
January 14

## APOLOGIES

**APOLOGIES** to three members of staff from Hemel Hempstead branch for an unfortunate mistake which occurred in the December 1982 issue of the *JSJ*.

The names mentioned as being the main slimmers should have been: **Yvonne Whitney**, who lost 9lbs, **Margaret Collier**, (7lbs) and **Christine Ashcroft** (6lbs) and not Marilyn Pick, Joyce Damey and Tina Bradding.

**WHOOPS!** A mix-up was made in the photo caption in the story concerning the opening of the new store in Southport (*JSJ* October 1982).

Apologies must be made to office manager, **Julie Philliskirk**, who was wrongly identified as branch personnel officer, **Pam Smith**.

# ARCHIVES



SATURDAY November 27 saw the closure of the counter-service branch at Rye Lane, Peckham.

The occasion was, in some respects, a sad one for this was the last service branch to be replaced by a modern supermarket.

Both staff and customers were sorry to see the passing of an era, but also looked forward to the wider choice and fewer queues at the new store.

Many of the customers present on closing day had long associations with the shop and remembered the days when Rye Lane was a busy market street and JS opened the branch for street trading. Even queuing had its merits, as one customer remarked, for staff knew regulars' tastes well and shopping was a social occasion. 'If you like a store, you have patience' commented another.

*Right: Closing day—the end of an era, as featured heavily in the national press.*

*Below: Opening day in 1931.*

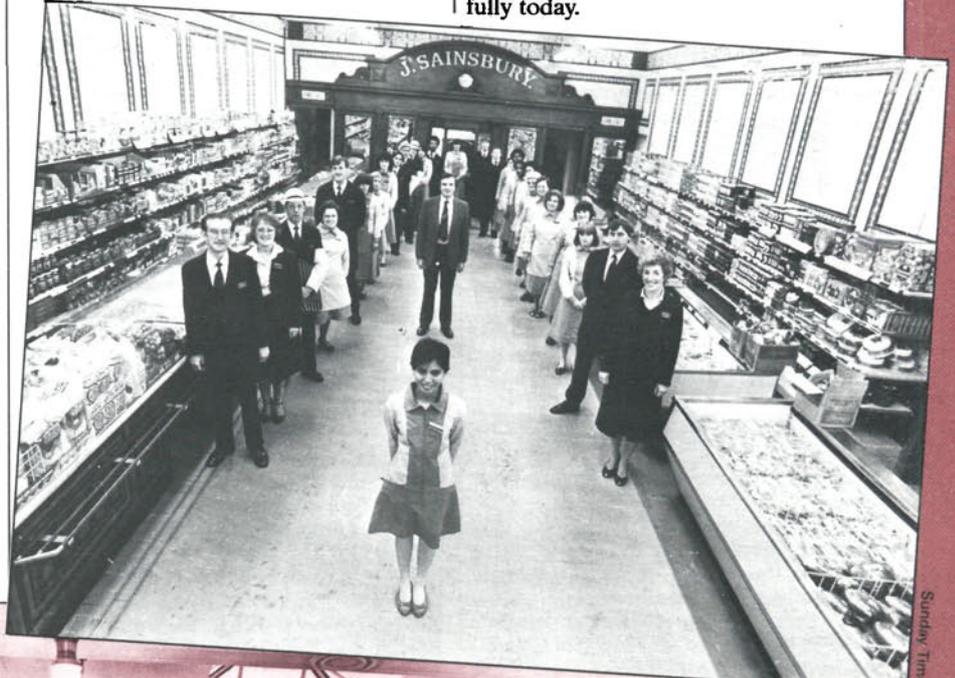
By closing day Rye Lane was but a shadow of its former self. When it opened in 1931 the staff lined up for a photograph of the new store. Clearly visible is the mosaic floor, and wall and counter tiles typical of the time. The counter tops were of solid marble, and the huge teak office front—kept shining by JS's own team of French polishers.

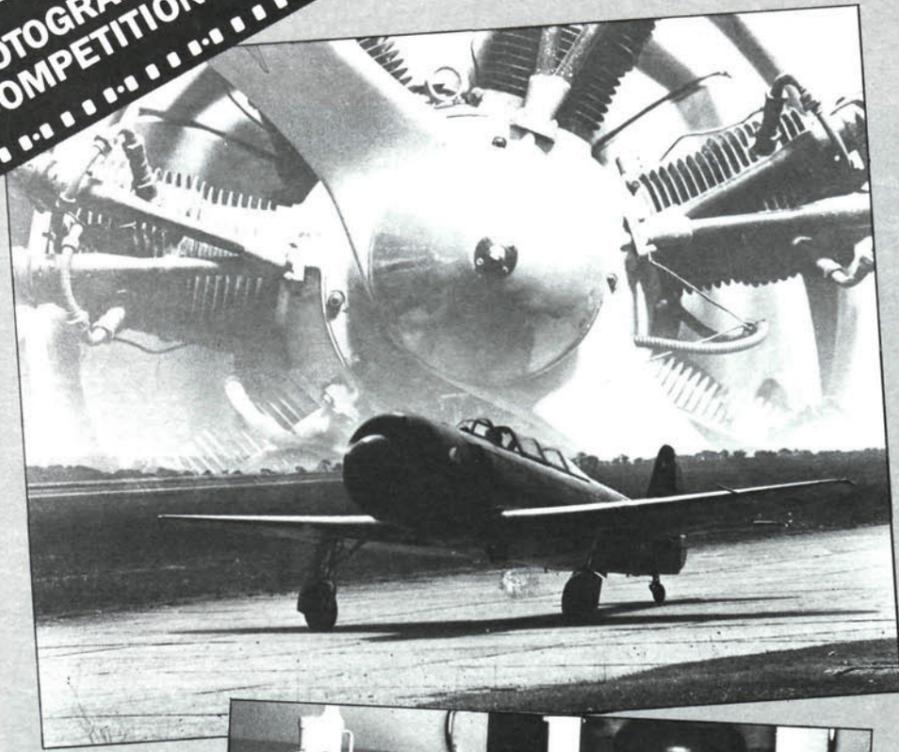
The distinctive Minton tiles at Peckham stood the test of time remarkably well, but not so the mosaic floor which had to be covered with vinyl tiles in 1978 for reasons of hygiene as cracking had developed. The counters too were mostly replaced with freezers to

cope with the changing requirements for products in recent years. Gone also in the picture taken on closing day are the potted palms and old fashioned lighting.

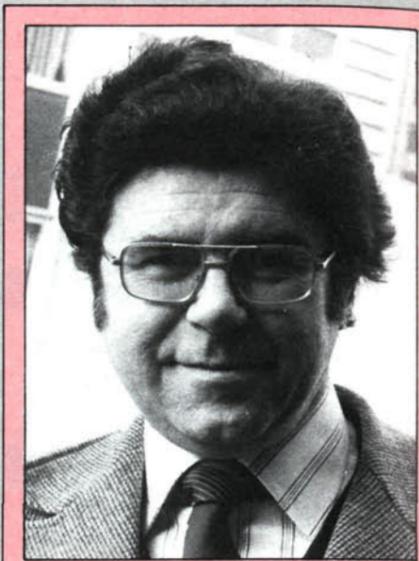
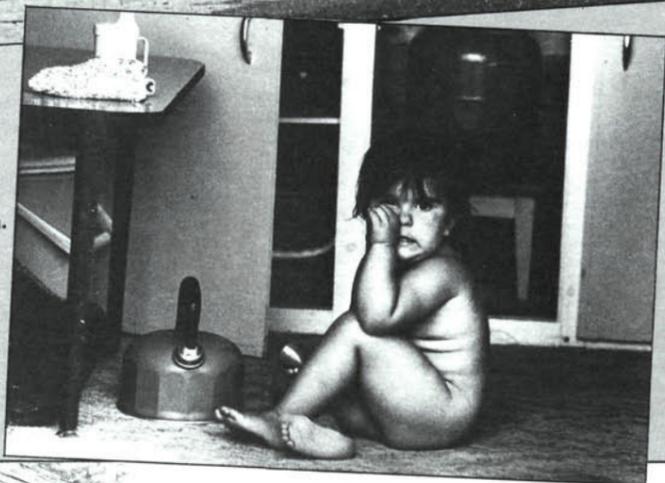
Rye Lane was one of 41 branches to be opened between 1930-35. The inter-war period was a particularly active time of expansion for Sainsbury's under the leadership of J B Sainsbury, 'Mr John', as he was known.

Although Peckham's new store has many advantages over the old, it is always worth remembering that stores such as Rye Lane were responsible for establishing the goodwill and good name of the company upon which it trades so successfully today.





Above: Runner-up, Terry Wright, manager, Edmonton.  
 Right: Runner-up, Colin Welch, student, Poole.  
 Below: Paul Miller, student, Pitsea.



Derek Wood.



Anne Keatley.

A WORLD OF DIFFERENCE separates the attitudes of the winners of the 1982 *JS Journal/SSA* photographic competition (*JSJ* December '82).

Top of the class in the **Nostalgia** section, **Derek Wood**, senior layout artist, screen printing, Blackfriars, has been interested in photography for about seven years, but in the last three has taken his hobby more seriously.

'I have a Zenith camera' he said, 'and use a telephoto lens. I now do all my own printing, and I'm getting more and more adventurous as I go along.'

In taking his winning picture, Derek was quite lucky in spotting exactly what he needed for inspiration. 'I saw an ad in the paper for an exhibition of memorabilia at the National Theatre. So I popped along, wandered around, and photographs presented themselves to me! As far as the prize money goes, I think I'll buy myself a new lens, probably a wide angle. I'm quite happy with the equipment I've got, but it is nice to experiment.'

At the other end of the scale, cream of the crop in the **Summertime Blues** section, **Anne Keatley**, BPO at Stratford, had never taken any black and white photographs previously at all!

'My husband is a very keen photographer' she said. 'He thought it was very funny, me entering a photographic competition—and we were both stunned when I won.'

'I took the picture during a weekend sailing on the Grand Union canal. We'd just got the propeller fouled in an old mattress, and had no idea how we'd get free!' With her prize money, Anne hopes to buy a camera—and enter a few more competitions!

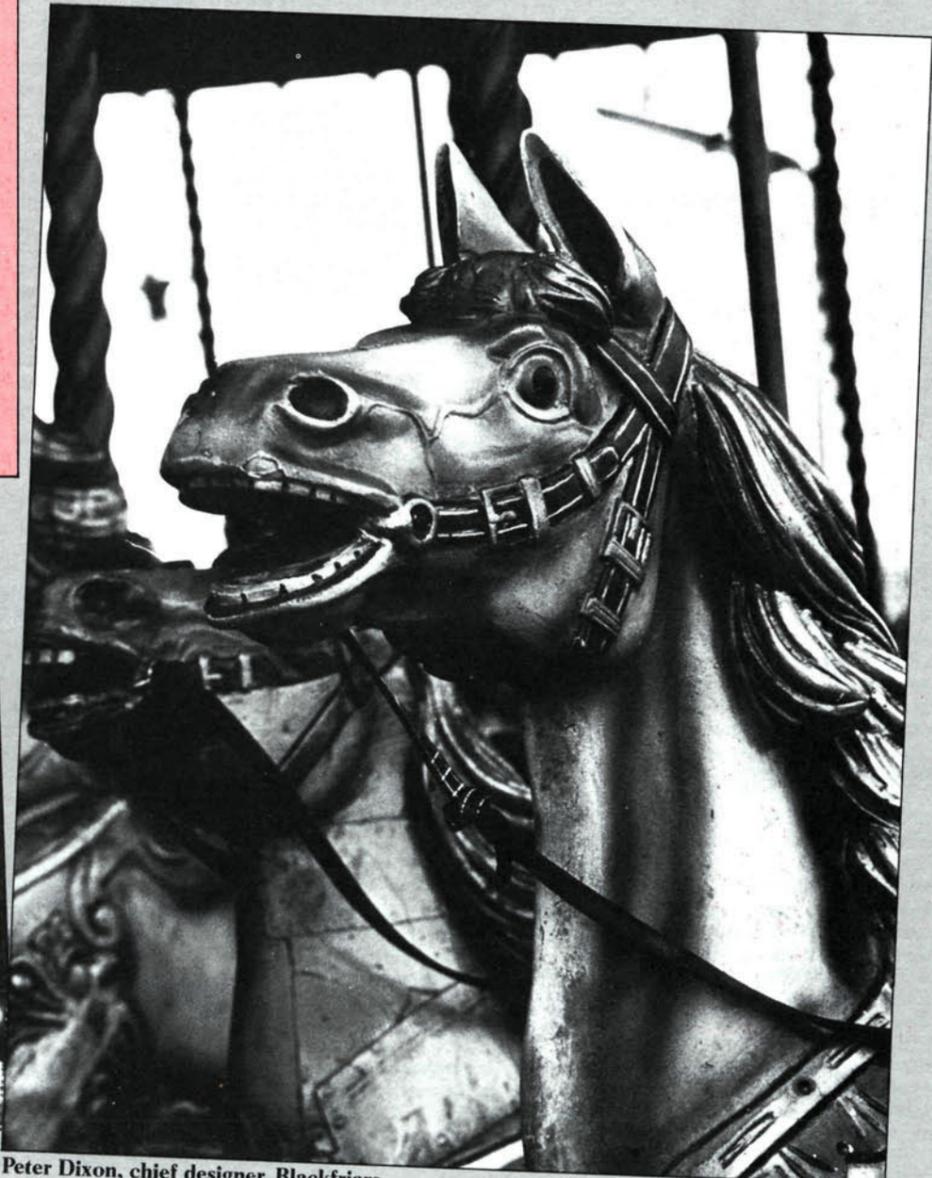
Congratulations once again to the winners. There were so many good photographs sent from all over the company it would have been nice to have been able to publish them all! But as there is so little space, here is a selection of favourites from the runners up and highly commended entries.



Runner-up, Martin Cox, student, Walton-on-Thames.



Sue Lane, personnel clerk, Charlton depot.



Peter Dixon, chief designer, Blackfriars.