

JS JOURNAL

October 1983



SAINSBURY'S
Select
the best of
BRITISH

NEWS NEWS NEWS



MP views 'Best of British'

THE Rt Hon Michael Jopling MP, Minister for Agriculture, Fisheries and Food, accompanied by chairman, Sir John Sainsbury, visited Coldham's Lane supermarket, Haverhill Meat Products Limited and Breckland Farms Limited on September 14.

The Minister observed all three elements in the food chain—agriculture, food production and distribution—and witnessed at first hand the promotional support being given to British fresh foods in the current 'Sainsbury's select the best of British' campaign.

After his visit the Minister said: 'I have been much impressed and greatly encouraged by what I have seen today. These three key elements in the food chain demonstrate an excellent combination of thorough efficiency and high quality and I have been most interested to see how Sainsbury's are able to feed consumer information directly back to the producers and farmers of Britain in



The Rt Hon Michael Jopling meets Vivien Anderson (centre) and Deborah Pierce from Coldham Lane.

classic marketing style.'

September 12 saw the launch of the four week promotion: 'Sainsbury's select the best of British.'

Promotion

This is the fourth year that JS has featured the promotion and this year both the range of foods covered and the

promotional support are greater than before.

JS has always been a strong supporter of the British food industry and in particular British agriculture—already 87 per cent of those foods sold by JS that can be produced here are British—and a number of years ago the company established a policy of supporting only British promotions.

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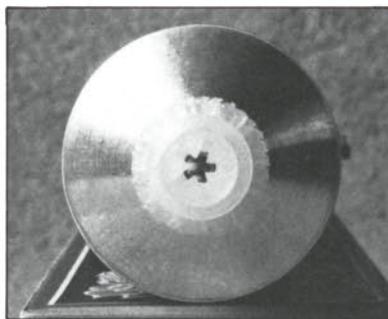
Cover story

Some of the foods forming part of the 'Sainsbury's select the best of British' promotion.

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Bob Wallis

BOB WALLIS, JS's senior meat buyer, died on Sunday September 18 after a short illness. He was 58.

His wealth of experience and his dedication to JS over more than 40 years were an inspiration to many in the company. He will be sadly missed by all his colleagues.

Bob Wallis joined JS at the age of 14 at the old Eastbourne branch in Cornfield Road and transferred to the meat department after only a few months, subsequently working as a trainee butcher in various branches.

At the age of 17 he volunteered for the Royal Marines and after demob returned to JS, working at a number of branches in the meat department. He was promoted to head butcher at Harrow branch.

He became assistant to the head meat buyer in 1964, a position he held until his death.

To the Smithfield meat market, which for many years was all but a second office for him, JS was Bob Wallis. In that charged atmosphere of wheeling and dealing Bob gained a reputation for integrity and JS straight dealing second to none. His skill in negotiation and his immense personality were respected and admired by all with whom he came into contact.

STOP PRESS STOP PRESS STOP PR

JS invests in American food chain

JS HAS AGREED with Shaw's, an American supermarket chain, located in New England, to acquire up to 25 per cent of its shares. JS will obtain at least 20 per cent of the company—at a cost of \$20.1 million—the exact share stake will depend on the outcome of an offer to existing Shaw's shareholders.

The cost of the investment will be paid for by borrowing in America and is additional to Sainsbury's investment programme which at £170 million last year, was greater than that of any other British retailer.

Shaw's is a very successful chain with 41 stores in the New England States of Massachusetts, New Hampshire and Maine. Over the past four years sales and earnings per share have grown by over 20 per cent per annum.

Shaw's has a strong competitive position in the region and in 1982 earned pre-tax profit of \$17 million on sales of \$640 million, the margin at 2.6 per cent being well above the US industry average. It is an unquoted family company.

Shaw's is well known for pioneering scanning and computer technology in its stores and has been the first to apply the new technology successfully for store

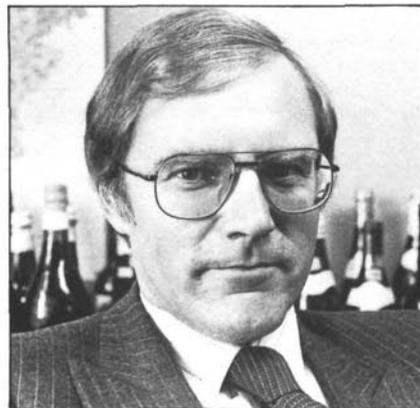
replenishment.

Two JS directors will become non-executive directors of Shaw's. Chairman, Sir John Sainsbury, commented:

'I am delighted that Sainsbury's is forming an association with a company as well managed and outstanding as Shaw's. This is Sainsbury's first investment overseas and comes after a careful search in the US for a highly successful company with good growth prospects. I am confident that we shall be able to work closely with Shaw's to assist them in continuing their expansion. We share very similar attitudes to our trade and I believe we will be able to learn much from each other.

'Although the investment in Shaw's is relatively modest in relation to our current capital programme, I believe it has long-term importance because of interchange of ideas and knowhow that it will stimulate. I know that it will be a two-way traffic and that both companies will benefit.

'The only other point to make of importance is to emphasise that the investment is being financed by a US loan and will not affect in any way the size of our UK investment programme or development plans.'



Allan Cheesman

Appointments

ALLAN CHEESMAN, previously head of the off-licence department, has been appointed departmental director—beer, wine and spirit departments.

In recent years the off-licence business has expanded greatly and JS is now the largest wine retailer in the country. It is therefore appropriate that JS now develops a management structure to reflect the greatly increased scale of business.

Following this appointment, Mike Conolly will transfer from marketing manager grocery division to head a new department responsible for beer, spirits and fortified wine buying.

Allan Webb, previously deputy manager in off-licence will head a new department responsible for table wine buying.



During his latter years with JS he saw through the transition from central market purchasing of lambs and sides of beef to buying directly from the abattoir and main groups in the meat business both in England and overseas.

JS Director, Bob Ingham, joined JS at the same time that Bob transferred to head office from the branches. He writes: 'If there is one single tribute that I could pay to Bob, it would be that it would be

hard to find someone in the company with more friends.'

A very large number of people attended the funeral in Cheltenham. Said Peter Davis, assistant managing director, buying and marketing: 'It says a great deal for Bob's standing in the business that the heads of nearly all the major meat firms were there.'

Bob leaves a wife and two children to whom we extend our condolences.



Mike Conolly



Allan Webb

BRANCH OPENINGS



NEW STORE for old. That's what the people of West Ealing were given on Tuesday, September 13.

On the previous Saturday evening Sainsbury's Broadway branch, just round the corner from the new site on Melbourne Avenue, closed its doors for the last time. On the Tuesday thousands of curious shoppers who filled the new branch to capacity, found it to be ten times larger than the old store with a sales area of 22,217 sq ft. The 118 space car

park brought many first-time customers.

When Chairman, Sir John Sainsbury, opened the doors at 9.30 am it was for a two-way greeting. He welcomed customers and they wished Sainsbury's the best of luck. Indeed the store was off to the best possible start.

Throughout the morning the pedestrianised frontage of the store was filled with shoppers forming a winding queue.

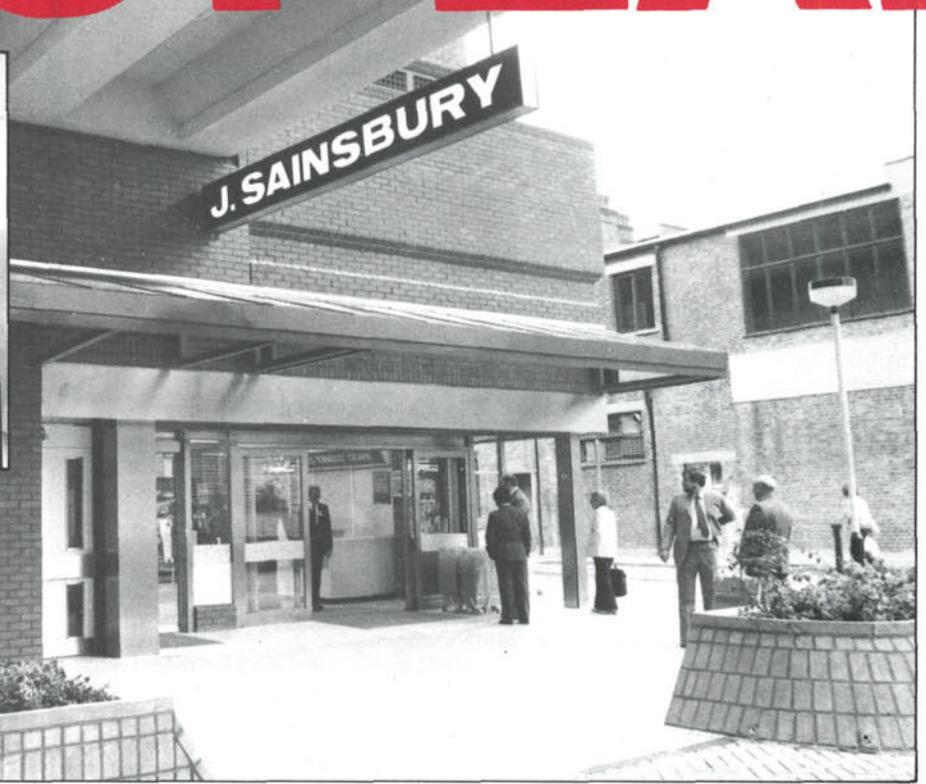
The doors regularly had to be closed to prevent a crush but those outside were

undeterred by the wait. They had heard all about the new Sainsbury's and wanted to see for themselves.

Some of the regular customers recognised staff from the Broadway branch. Fifty of the 317 staff had transferred from there. Twenty-five transferred from other stores and 242 new jobs were created.

Manager is Ray Clark, previously at Surbiton for three and a half years. 'Woking area must be shocked at losing

WEST EAL





Ron Yeates and myself at the same time, he told the *Journal* with a smile.

After 20 years with Sainsbury's (he's eager to point out that he joined at the age of 15) Ray was experiencing his third opening. 'This is my largest store as manager. The development is larger still. JS has built a library with offices and flats which will be run by the council.

'There's a desperate need for this store. The old branch was doing a massive trade in a very small area.'

ING



1. The bakery team.
2. Customers queued all morning.
3. Ray Clark and Sir John Sainsbury greet customers.
4. First light and the first customer arrives.
5. Things really do taste better here mum.



DAVID CORBETT is a trainee manager at West Ealing and proud of his contribution to the opening: 'I worked on the laying out of the warehouse and now I have responsibilities concerned with ordering. I like the fact that I know what to do and I'm left to get on with it.'

David has spent a year training at Dunstable and Kingsbury. Before that he was a student at Luton Bury Park. Now he's moved into a house in West Ealing with other managers from the branch. 'I've worked with a number of them before.'

DAWN PEACOCK lives 'a short bus ride down the road' and is working at the branch on Thursdays, Fridays and Saturdays which she says suits her perfectly. 'I think my favourite job is working on the delicatessen counter. During training I was wary of the tills but now I'm used to them.'



SOME



JOE SHEERAN, trades assistant, has joined JS from another large supermarket chain where he was meat manager. 'I've been here for two months and I'm impressed with the efficiency. I've done it all before but not the JS way. There's a good relationship between management and staff and despite the fact that we're all new there's a friendly atmosphere already.'

'I went to Swiss Cottage branch for training and really enjoyed it. Now I'm looking forward to getting into a routine here and working towards management.'

BPO IS Maria Ardizzi (left of pic). Although she has personnel experience Maria spent five years as an air hostess. It's only now, however, that she sees her career as having taken off. 'I do feel that I'm learning all the time. Most of the recruiting took place in the old branch and we interviewed 800 people from 2,000 applicants. It's satisfying to at last see the whole thing come together.'



NEW



VALERIE COKE is a cheerful girl with a ready smile. She hopes to work in the tobacco kiosk often: 'I really like meeting people and you meet customers more directly there.'

'Everyone here is very friendly—staff and management.'

Valerie, who lives in West Ealing, was previously at college studying for a business certificate.

FACES

HOMEBASE OPENINGS



KING

SINGLEMINDED CUSTOMERS knew exactly what they wanted from the new Kingston Homebase, Sainsbury's 11th home and garden centre, which opened at 9.00 am on Monday September 12. Within half an hour one complete bathroom suite, a shed and a greenhouse had been sold. Homebase's reputation had obviously been established well in advance.

A solid queue had formed outside the store by 8.30 am and once the doors were opened every inch of the indoor and outdoor sales area, 37,000 sq ft in all, was bustling with activity. The 150-space car park was packed in under 40 minutes.

Gurth Hoyer Millar, Homebase chairman and Dino Adriano, director and general manager, attended the opening and greeted the first customer—Robert Standing from Surbiton, who had queued astride a stool, determined to oppose anyone who got in his way.

'I was first in the queue at the Surbiton opening when Sir John Sainsbury signed my receipt and today I intend to get the Homebase chairman to sign this receipt for putty. I don't really know if I need this putty, but I suppose it will come in handy.'

One trip to Kingston and shrivelled-up gardens will become dream oases. Millions of seeds and hundreds of garden implements should provide all the encouragement needed. The builders yard has a new cement-bay so building should be no problem now.

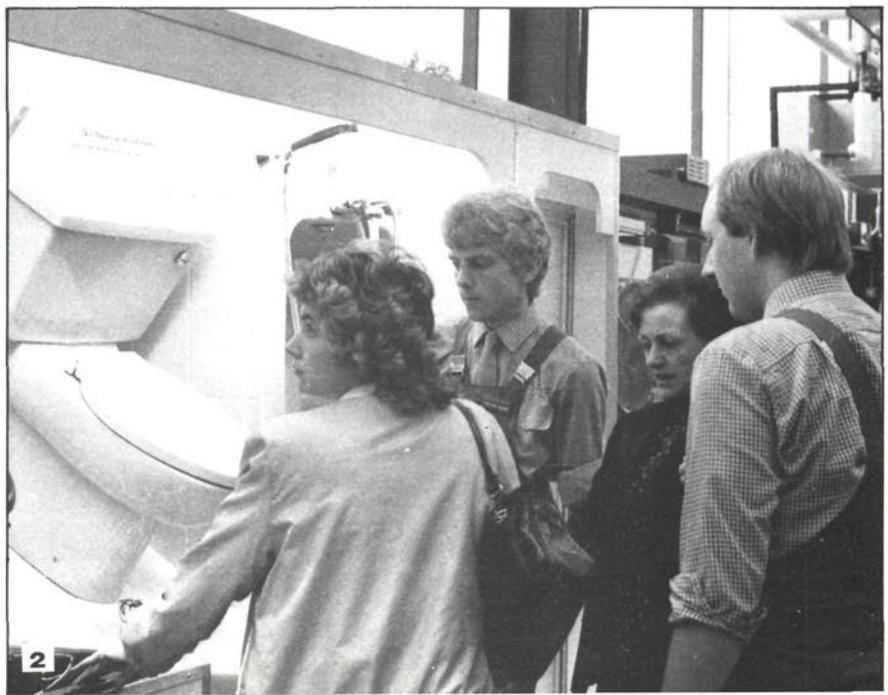
For the disabled, Kingston Homebase has installed special toilets and added parking facilities.

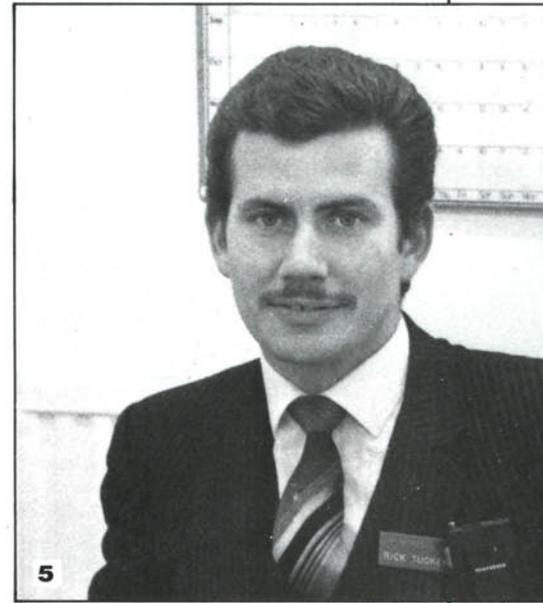
The opening of the store created 90 new jobs, full and part-time.

Heading the team and supervising all activities and shop floor personnel is Rick Tucker, previously manager of Croydon Homebase. 'I've got a really enthusiastic staff. They seem to enjoy everything about the job and have

thrown themselves into the opening.'

Sainsbury's long association with the Kingston/New Malden area since 1906 promises success for Kingston Homebase and judging by customer comments it will be seeing in the twenty-first century.





1. Customers arrived on a variety of wheels.
2. Do these come complete with seat belts?
3. In deepest garden centre.
4. On another plane? The wood-cutting service.
5. Manager, Rick Tucker.
6. A perfect match in the paint section.

GSTON



NEW PRODUCTS

Dishy dollops



YOU CAN now have perfect plaice, sensational scampi and even fetching fish fingers with Sainsbury's latest meal accompaniment—Sauce Tartare made with french mayonnaise.

In a handy 265g jar it is available in 214 branches at only 49p.

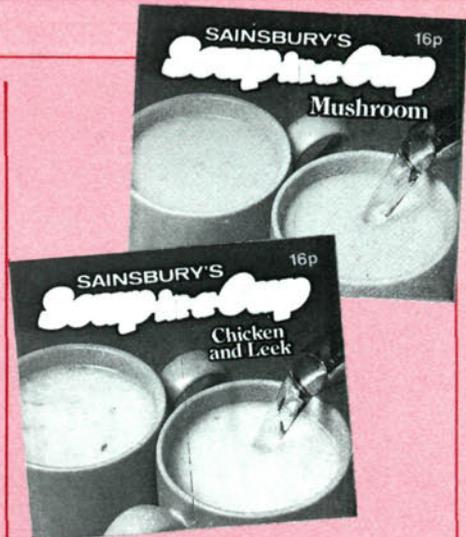
To enjoy in its prime Sauce Tartare should be stored in the refrigerator and used within one month of opening.

Salads are also in for a new lease of life with Sainsbury's French Mayonnaise, available now in a handy new tube.

A first for JS, the tube is ideal for outdoor meals as the novel nozzle lends itself to easy, no mess, dispensing of mayonnaise. The nozzle is shown as our **Mystery object** in the contents list on page two.

The mayonnaise promises to be ideal for party decorations, dressing up exotic salads and should make a perfect partner for cold seafood platters.

Made from fresh eggs, French Mayonnaise in a tube is competitively priced at 37p and is available in 43 stores.



Simple soup

SOUP UP your snacks with Sainsbury's Chicken and Leek or Mushroom Soup-in-a-Cup, two new additional flavours now available in convenient and attractive twin packs.

Instructions couldn't be simpler—empty contents into a cup, add 1/3 pint of boiling water and stir well.

For 16p two delicious cups of soup await you.

SHOULD time not be of the essence, prepare JS's new Golden Vegetable Soup Mix, now available in two sizes (57g/87g) for only 15½p and 21p.

In ten minutes you can have a piping hot bowl of vegetable soup, ideal for the approaching winter season.

All available in 147 branches.

SAINSBURY'S FRENCH Mayonnaise

MADE WITH FRESH EGGS

Tasty tartlets

SATISFY A sweet tooth by biting into one of JS's new Chocolate Cream Tartlets.

These irresistible biscuits have a light shortbread base, a deliciously rich chocolate cream filling and are topped with a coat of smooth plain chocolate.

Versatility gives the tartlets another plus. They are suitable at all times—light enough to have with your mid-morning cuppa, just the right size to satisfy hunger



between meals and cracking with your bed-time cocoa. Kids will love them at parties, for outings or with their packed lunch at school—but you'll probably

want to keep them for yourself!

New to Sainsbury's, Chocolate Cream Tartlets cost only 28p (125g pack) and are available in 157 branches.

Ice cream and chips!



FOR A TASTE of the States say howdy to four cool guys.

Sainsbury's American Style Dairy Ice Cream is a new way of finding yourself over the Atlantic without stepping out of the front door.

Made with dairy fresh cream, these tempting desserts come in four flavours—maple and walnut, toffee and almond chip, strawberry fruit and chocolate chip.

But as with all things distinguished by stars and stripes, these ice creams are bigger-bodied than most. They contain real walnuts, almonds, chocolate or strawberries.

At only 89p (500 ml), Sainsbury's American Style Ice Creams are available from 143 branches.

No doubt these pots will find themselves as popular as Mickey Mouse and Marilyn Monroe rolled into one!



Lotta bottle

NEEDING AN excuse for a dinner party? Sainsbury's can now provide you with not only one but four!

Start the evening off by making hangovers a thing of the past, with JS's new Low Alcohol Lager.

Brewed in Germany by a special process, Sainsbury's Low Alcohol Lager contains only 0.6 per cent alcohol—that's a fifth of the content of most other lagers—but tastes just like the 'real thing'. So now you can have your lager and drink it (in quantity!).

A first for Sainsbury's, Low Alcohol Lager sells at only 28p (33cl bottle) in 120 branches.

Probably the best low alcohol lager on the market!

AS AN aperitif or with the dessert, why not try Sainsbury's Wine of the

Month—Binger St. Rochuskapelle Spätlese.

Produced in the 'grosslage' around Bingen, on the Rhine, this wine has been made from grapes harvested after the normal picking period resulting in a natural sweetness and rich full flavour.

Priced at £2.98, Binger St. Rochuskapelle Spätlese is available in 179 branches and should be served slightly chilled.

A TOAST? For that special speech, when champagne is desirable but not affordable, serve a refreshing alternative—a sparkling wine made by the 'methode champenoise' method of production—Sainsbury's Cava, Spanish Sparkling Wine.

Rating a '2' on the Sainsbury's sweetness indicator scale, sparkling Cava is

not as dry as other 'methode champenoise' wines and has a distinctive fruity taste.

An economical Spanish wine, priced at only £2.99, it is available from 120 branches.

ROUND off the meal with Sainsbury's new Coffee or Chocolate Orange Cream Liqueur, an excellent alternative to the after dinner drink.

Both are made from a careful blend of fresh dairy cream and the finest ingredients.

The smooth, subtle taste of each is best appreciated slightly chilled and definitely on its own.

Sainsbury's Cream Liqueur, attractively bottled, is very good value at £4.95 and is available in most branches.

Send your invitations out now!

Dream slice



FOR A REALLY naughty way to celebrate a birthday, anniversary, new job or your budgie's coming of age, why not treat yourself to one of Sainsbury's new Dairy Cream Slices.

Joining the patisserie range, Dairy Cream Slice consists of three layers of light puff-pastry, two generous helpings of cream and a thick spread of raspberry jam. To top it all the slices are covered in a luxurious fondant icing!

At only 57p (pack of two), it won't be hard to think up an excuse for buying these fingerlicking cream slices, now available in 216 stores.

Flavour men

IT'S NEVER too late to get into the yogurt habit!

Chocolate flavoured Mr Uppity has recently joined ranks with the existing Mr Men yogurt range, now offering a choice of eight delicious flavours.

A low fat yogurt, this new recruit is free from preservatives and weighs 150g.

The army of Mr Men cost 14p each and are available from 231 branches.

AHANDY and economical way to purchase yogurts is to get them in packs of four. Previously these were only available in one flavour (black cherry or strawberry).

Sainsbury's have now launched a new variety pack comprising black cherry, strawberry, champagne rhubarb and peach melba flavours.

Everyone should be tempted by at least one, or all four, of these delicious fruity flavours.

At only 57p, Sainsbury's variety yogurt pack is available from 231 branches.

JUST THE JOB

A DOWN TO EARTH

The Journal puts on a hard hat to visit a Welsh store in the making and meets the JS man on site.

O

UT ON site the sun is bouncing off the white gravel. The river Usk is at high tide and flowing rapidly under the arched railway bridge. 'People envy me in the summer,' says Ian Wort, 'but in the winter it's a different story.'

Ian Wort is a JS clerk of works and this stretch of dusty, sometimes muddy site with its pillars of cement poking up like Roman remains will, next August, be Sainsbury's Newport branch.

Right now the familiar logo and colours on the surrounding boards are the only evidence of ownership. That and Ian himself. You could say he carries the name of Sainsbury's round with him.

He's in on the act from stripping to snagging and he explains what that means:

'The first stage in the life of a new store is the stripping of the site or demolition if there are structures to be cleared. The site must be fully prepared for building. At the very end of the building process the finishing touches left at the time of handover are noted on a "snagging list". It's up to me to chase those jobs.'

Being first on the scene gives Ian satisfaction. 'I feel like the bow of a ship, always up there breaking new waters. At the same time I'm not distanced from the heart of the company. I never feel more at the centre of things than at the handover of a new store. For those few weeks the clerk of works is the focal point—the contact between construction and trading.

It is difficult to fathom the intricacies of Ian's job. Those who envisage a clerk of works as some kind of portacabin Bob Cratchit should scan his job description. To sum up Ian's role is like attempting to précis a Wisden's almanac . . .

Ian makes constant inspections of work being carried out by contractors on JS building projects. He keeps an accurate record of that work and reports to head office. He instructs contractors and deals with queries and problems as they arise and liaises with the building services engineer.

There are lots of meetings, outbreaks of trouble shooting and a backcloth of constant surveillance for slipping of standards or instructions not being followed to the letter.



ARTH JOB



The Newport site with the river Usk flowing alongside.

Enough to keep anyone's hands full on one site but Ian, like the seven other clerks of work, is involved with between two and five sites at once. Each of the seven is responsible for an area of the country and Ian, whose home is in Basingstoke, takes care of the south west.

'I've covered around 30,000 miles this year and work keeps me away from home two to three nights a week. I might be in Cardiff one day, Newport the next and down to London the day after. But it's important to limit travel to prevent overtiredness so I make the most of telephones.'

The nearest project to home is the new vehicle workshop at Basingstoke depot. At the other extreme it's all the way to Cardiff. Having reached the snagging list stage with the newly opened Cardiff store, Ian starts next month on the Thornhill, Cardiff site.

Although home is Basingstoke, base is even further east at Blackfriars. 'I work for the company architect, Mike Dunkley, and report to head office every two weeks, maybe more often if special meetings are called. I do a lot of work from home and I have an office on each site. Yes, you could say I get around a bit.'

Ian revels in most aspects of the job but at the top of his incentive list he puts the constant challenge:

'Challenges can also bring frustration. At Cardiff, roofwork began at the same time as the wettest spring on record! But problems are never the same and that keeps the job interesting.'

Ian's favourite project was Bath: 'I enjoyed the extra work involved with restoring the old station. We had stone masons working on the site and there was a terrific contrast between modern and old architecture.'

Dragging Ian down from the extraordinary to the mundane we ask him to describe a typical day. 'There's no such thing as a typical day but I can tell you about yesterday.'

'I was up at 5.00 am and on the road from Basingstoke to Cardiff at 5.30 am. Cardiff is trading now so I liaised with the manager to sort out priorities and schedule those minor jobs still to be done by the contractor.'

'At 9.30 am I left Cardiff for Newport. Only a 15 minute drive. I arrived on site and carried out a general inspection.'

'A site meeting was held from 10.30 am until 2.00 pm with the architect, main contractor, consultants, structural engineer, quantity surveyor and plumbing specialist.'

'We all made reports and brought up queries. Quite a lengthy procedure.'

'At 2.00 pm there was time for a quick lunch before a site inspection with the architect and consultants. When they left I checked on the piling work which has just finished.'

Piles, it seems, are holes bored into the ground and filled with steel-strengthened cement. This explains a lot. Those roman columns dotted around the site are the tops of piles and the prongs protruding like metal flower stalks are steel reinforcements.

As the store rises from its foundations the steel rods are worked into the structure. This gives extra strength. If the store is partly two-storied the piles are wider at those points and, therefore, stronger.

Back to Ian's day which by now is

almost over: 'The piling work was fine and the rigs which bore them were loaded onto lorries to go. I left the site at around 6.00 pm and booked into the local hotel.'

Spanning a huge variety of problems each day, Ian survives on plenty of training and experience.

'I left school to apprentice with a building company for four years, attending night school at the same time to gain qualifications in plumbing, heating and ventilating. Then I became a foreman with another building company.'

'My next move was to join Sainsbury's as an engineer shortly after Basingstoke depot opened. I helped to set up the lamb, bacon, beef and cheese lines there.'

'Then I left JS and at college gained HNCs in building and building law. At the same time I worked for the ministry of public works in my first position as clerk of works.'

'In the early seventies I applied to JS again. I knew there was a colossal building programme and JS has an excellent reputation in the building world. I came back as clerk of works on the Christchurch site.'

What of the future? 'I'm happy with what I do,' says Ian, 'so I just want to carry on with more of the same.'

And what of the coming months? 'There are contracts in the pipeline for a couple of new stores in my area. No doubt I'll be kept busy.'

'In November we'll start to take down the old flour mill on the Swansea site.'

The mill job will be anything but run of the mill for Ian as the flour mill is a listed building and part of it is to be dismantled and sent to the science museum.

Ian gets involved in extensions too and on the horizon is the Worle branch project. 'It's going to be a complicated job because the store will be expanding from three of its four sides. Extensions are often tricky. Wimbledon took two years when we had some bad luck.'

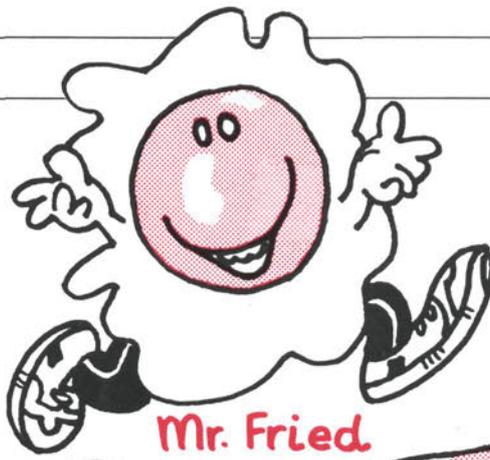
Ian is not superstitious. Bad luck or good luck the buildings go up and the JS reputation for quality building goes from strength to strength.



Ian with the site foreman.



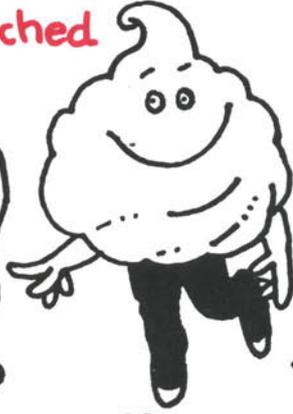
Mr. Poached



Mr. Fried



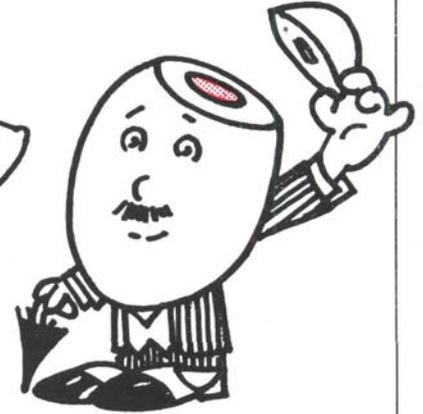
Mr. Omelette



Mr. Meringue



Mr. Quiche



Mr. Boiled

Go smash a Mr Man

NEWS FROM the ubiquitous Mr Men—the Roger Hargreaves characters which adorn JS own-label yogurt (see page 9). Their latest venture is more surprising. Mr Happy, Mr Grumpy, Mr Bump and the rest, will shortly be found on Deans Farm Eggs to be test launched in the Bishop chain of super-markets.

Asda results

THE ASSOCIATED Dairies Group comfortably cruised past City expectations and produced pre-tax profits of £77 million for the year to April 30, 1983. This 27 per cent increase was fuelled mainly by a strong performance by Asda Stores where profits were up 24 per cent, and the dairy and meat distributors, Associated Fresh Foods (AFF)—up 32 per cent. AFF do of course sell much of their output to the store chain.

Asda opened ten stores during the year, from Middlesbrough down to Taunton. Turnover was 18.5 per cent higher at £1,318 million compared to JS sales of £2,293 million. Inflation was about five per cent. Existing stores showed a 3.5 per cent growth in volume. Openings added ten per cent to sales.

Five new Asda stores are planned for this year and the group is investing heavily in computer systems. It has identified ten stores which will be equipped with electronic point of sales equipment over the next few years starting next summer.

The furnishings side—Allied Carpets and Wades furniture stores—had a better year with the massively loss-making Ukay chain closed. Allied Carpets' sales were nine per cent up at £65 million and Wades showed an eight per cent improvement to £47.7 million.

City experts are predicting pre-tax profits of something over £92 million for 1983/4.

Better butter?

THE YELLOW fats war is beginning to heat up—or should it be melt? The Milk Marketing Board and Anchor are trying several innovations to combat the continuing popularity of margarine.

The Dairy Crest subsidiary of the MMB

will soon be launching a soft butter which can be spread straight from the fridge. Because the production process requires the introduction of a small quantity of vegetable oil, the product cannot be called butter. It will instead be named 'Clover', will be heavily promoted in its test launch area of the Midlands and will be stocked by JS at 12 branches in that region.

The other development is the blending of butter with either black pepper or herbs and garlic. The blended butter will be sold in 125 and 250 gram 'chub' packs and advertised nationally in September. This Anchor product is now in stock at larger branches of Sainsbury's.

French connection

SO YOU thought that retailers in Britain had problems? Consider the trials of poor French supermarketiers trying to turn an honest centime or two.

Edward Leclerc, once described as the Freddie Laker of French capitalism, started his career in 1949 selling biscuits at a discount from his garden shed. He is now head of a group with a turnover of about £2.3 billion and profits of £240 million.

Whereas in the UK petrol may at times appear fixed by a cartel of oil companies, in France petrol prices are fixed by the Government. Leclerc offered petrol below the officially set maximum discount of ten centimes. In order to maintain its competitive position the equally large Carrefour hypermarket chain waded in with similar prices. By this time 58 legal actions had been taken out against Leclerc and many of his petrol stations had been vandalised by rival operators.

Under pressure from Jean Anroux, the French energy minister, Leclerc agreed

to bring his discounts into line with the ten centime maximum. Although cheaper petrol would help his Government's attempts to curb inflation, Monsieur Anroux thought that it could lead to higher consumption which would not be 'healthy'.

The Government's next move was to suspend Leclerc's licence to import petrol for six months. Although this sounds harsh, Leclerc remains sanguine—the licence only affects about ten per cent of his petrol supplies.

C'est l'essence, mais ce n'est pas la guerre.

Swop

THERE HAS been a surprising move between two JS competitors. Bejam and BHS have agreed to sell each other's products on a trial basis for a limited period. Bejam's frozen foods will be sold through two BHS stores in the south east. BHS will supply chilled foods to be sold at the Bejam stores in St Albans and Leicester.



Mr. Scrambled

Share option scheme

FULL TIME and part time employees who have worked at JS for three consecutive years are once again being offered the chance to save for JS shares under the Savings-Related Share Option Scheme.

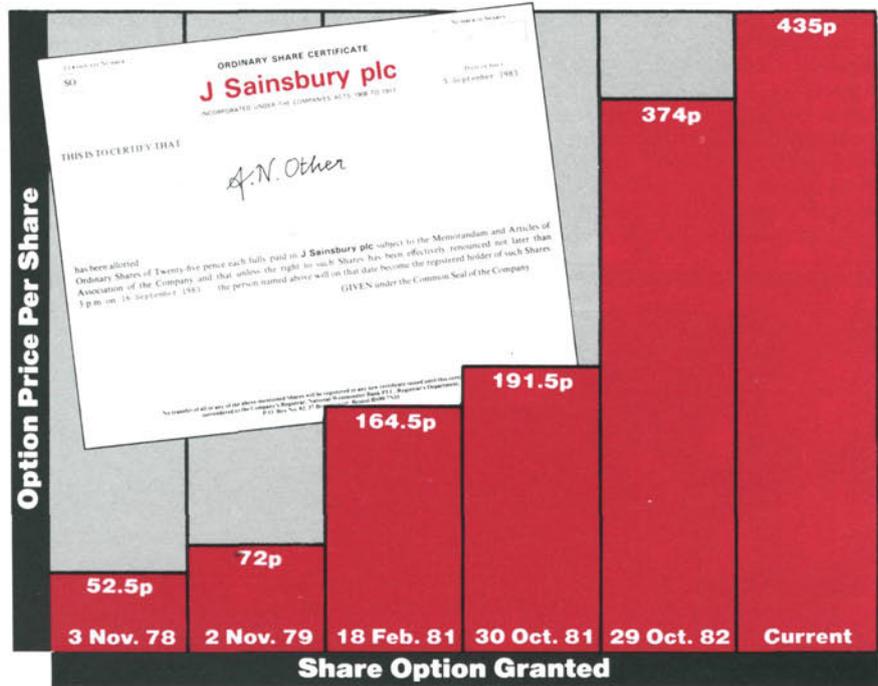
Offers were sent to around 17,000 eligible employees on September 30. Completed application forms must be returned to the company secretary's department no later than October 21.

Employees can save a total of up to £50 per month under the scheme (£20 per month for eligible part-timers) by taking out a save-as-you-earn savings account with a building society over a period of five years.

When the savings contract matures at the end of five years the saver is refunded all the contributions plus a tax free bonus equivalent to interest of more than eight per cent per annum. The money may then be used to purchase JS ordinary shares at an agreed price.

The agreed price is 90 per cent of the market price of JS shares on the day before the options are offered, i.e. September 29 this year. At the time of publication the JS ordinary share was around 435p.

There are currently approximately 5,500 JS employees in the scheme saving a total of £1.5 million a year towards six million JS shares. They are likely to make

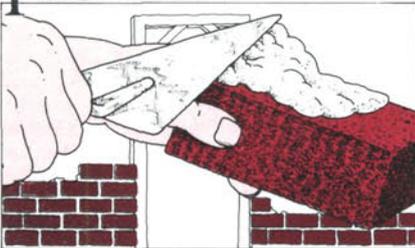


substantial gains at the end of each five year period even after allowances for any tax liabilities.

The table above shows the prices for outstanding options.

Employees who hold options granted in November 1978 will be able to exercise their options at the end of this year. Further details will be sent to the option holders in November.

PROPERTY



OPENINGS planned for this month are:

Bradford Greengates Supermarket and Homebase, 760 Harrogate Road, Bradford on Tuesday, October 11, at 9.30 am;

Beckenham Supermarket, 181 High Street, Beckenham on Tuesday, October 25, at 9.00 am.

Leatherhead Freezer Centre, Swan centre, Leatherhead, Surrey on Tuesday, October 11, at 9.00 am.

PLANS for a new Homebase in **Bath** to be built immediately next to the existing store, have been approved by the city's planning committee.

This will be Bath's first big DIY superstore and is expected to create around 90 jobs. It will consist of a 34,000 sq ft store, an outdoor garden centre and a car park with 400 spaces.

Planning permission is being sought for a new SavaCentre on the Odhams print plant site, **Watford**.

If consent is given, JS hope to create about 1,000 jobs in a store with 175,000 sq ft of retail space, 1,600 parking spaces

and a petrol station.

JS plans for a superstore in **Eltham** have been rejected by Greenwich council because of protest by local residents. However, the company may appeal against the decision and submit revised plans to the council.

Sainsbury's has been placed firmly on the map in **Hull**, where the city councillors have voted to name their newest road (which leads to a new JS supermarket) Sainsbury Way.

JS had suggested that the road be named Robert Lawrence Way, after the property manager of British Rail, the former owners of the site. However, after a conference at the Guildhall, it was Sainsbury Way that was proposed, seconded and voted in.

High praise

The design of the JS store in Lewes Road, **Brighton**, has won high praise from county councillors. Sainsbury's have successfully reflected the lines of the Lewes Road viaduct which used to cross the area where the store will be built.

Final plans to develop **Swansea's** dockland could go before the city council planning committee this month. The new shopping development will mean the demolition of Weaver's flour mill, which will take place later this year. Construction should commence in

spring 1984.

The company have announced plans for the building of a superstore in Warren Street, **Stockport**. Over 250 jobs are likely to be created and the branch will also provide underground and surface car parking. If final approval is obtained, as expected, development will begin in January 1984, with completion in July 1985.

Begun

Work has begun on a new JS store in Kingsmead Road, **Canterbury**. The store will cover 38,000 sq. ft., and have parking space for 330 cars. The opening is hoped for in November 1984.

The development will also include the widening of Kingsmead Road and the addition of a roundabout close to the store.

Richmond-upon-Thames Council's planning committee has turned down permission for a JS superstore on the St Clare Nursery site in **Hampton**.

The company is to appeal. The final decision will be made after a public inquiry held by the Department of the Environment.

Planning permission is being sought for a 42,500 sq. ft. Homebase with parking for 375 cars, in **Worcester**.

A new JS supermarket is to open at Thorley Park, **Bishop's Stortford**, early next year. Around 200 new jobs are to be created.

Saying it with flowers

THE MARJORIE PROOPS Bouquet of the Week was awarded to **Dartford** branch on August 23 in recognition of their total dedication to the Sue Bedwell Appeal (*JS* August 1983), collecting funds for multiple sclerosis sufferers.

An anonymous letter singling Dartford out appeared in the Daily Mirror, 'I would like to nominate for your bouquet, the personnel officer and staff of our local Sainsbury's. Your flowers would be

a big thank you from all MS sufferers.' Three days later the most amazingly colourful bouquet arrived via Interflora.

BPO, **Maureen Grace**, commented 'We were naturally very thrilled with the flowers but felt that Sue Bedwell would appreciate them more. So collectively, we decided to take them along to her. We also received a lovely letter from Marjorie Proops, congratulating us. We're delighted!'



I've got more
Rabbit than
SAINSBURY'S

Bunny girl

THIS LITTLE rabbit is definitely not for the pot.

Hayley Sworn's mum Sally was costume designer, make up artist and sign writer for her furry daughter's fancy dress debut.

And the bunny's daddy is a Robin! **Robin Sworn** is assistant manager in commodity profit and loss at **Streatham**.

Hayley, who is nearly two years old, missed the prize—but only by a whisker!

Giant fish on JS diet

THE ANGLING world was recently brought to a 'swimstill' following the landing of a massive 51 pound carp (no french fries thank you). It is the largest ever to be caught in Britain. Furthermore it was reported that Sainsbury's baits hooked the fish!

A photograph of JS's own-label sweetcorn and salted roasted peanuts appeared in an article called the 'Monster Carp', published in the *Angling Times* on August 31 and claiming them to be 'baits for a record carp'.

Who has been fishing for compliments?



THE SHUTTERS are down for entries in this year's photographic competition, the closing date was September 30!

Torture yourselves not, results will

appear in the November issue, once all entries have been judged by Christopher Angeloglou, picture editor of the Sunday Times, on October 5.

Only three weeks to bite your nails!

Meanwhile, on the theme of 'out of town' we have selected a favourite taken by **John Kernick**. This choice will not affect the final judging.



Conquering the quadrathon

SIXTH PLACE in the world's first Quadrathon, a race to beat all races, was the impressive result achieved by **Steve Till**, technical analyst, **Blackfriars (JSJ July 1983)**, after a sensational performance on August 20/21.

Steve took a total of 17 hours 23 minutes to complete the race and covered an amazing 160 miles, swimming, cycling, walking and running. 'I'm very pleased with the outcome' said Steve. 'I was the

second fastest in the walk and the marathon. Unfortunately, though, I was let down by the cycling. The country lanes were badly lit and I cycled straight into a pile of cement.'

A good back up team supported Steve all the way! 'They kept me fed and watered and gave me encouragement.'

Sponsorship money totalled £300 for the Eldon Physically Handicapped and Able Bodied Club.

With little time for soaking feet and resting weary limbs, Steve was immediately in training for the London to Brighton walk. That took place on September 2 and Steve came in third.

'It's been a fun year and I've enjoyed lots of different events but next year I'll be concentrating purely on walking.'

Although the age of 25 is proving an intensively competitive period for Steve he stresses the durability of walking for pleasure.

'One man who walked the London to Brighton this year was celebrating 50 years since first entering.



Raising more than the roof

SOLIHULL ROCKED around the clock on Saturday August 27, in aid of the Queen Elizabeth Ultrasonic Scalpel Appeal and raised £142.

Martin Player and **Jeff Keenan**, both students at the branch organised the rip roaring disco from start to finish including lighting and music. 'We've wanted to organise something for the staff for some time now, a charity disco seemed like a good idea. In fact it was so successful with 180 staff turning up, that we hope to make it an annual event.'

There's nothing like a good bop!

Ice cold in Ashford



ICE STATION Ashford was afloat and raring to go on Saturday, September 10, when for the second year running they entered the local carnival.

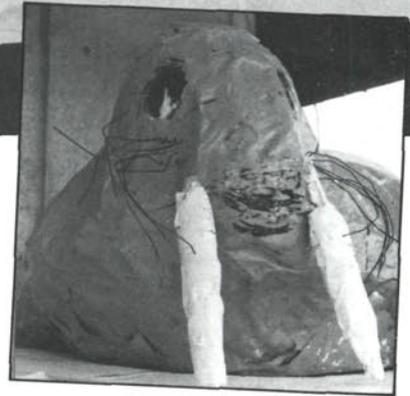
Brightly clad in furs and garters, 12 members of staff sat among the igloos, walrus and blocks of ice, perfectly recreated by **Rita Farnell, BPO.**

A couple of delectable penguins flapped around while a little Eskimo

fished for her lunch—a box of Sainsbury's fish fingers.

The aim of the carnival was two fold—to collect money for charity and to choose the winning floats, Sainsbury's was highly commended.

Even more praiseworthy was the effort put in by the staff, who not only made their own costumes but played the part so well and remained cool throughout!



Keep it in the family

SAINSBURY'S has been the scene of yet another fortuitous meeting, this time between **Gaynor Hilton**, previously canteen assistant and **Stephen Orr**, chef, both at **Basingstoke depot** (right).

September 3 was the day St Michael's the church and Sainsbury's the link!

Gaynor's family have a long association with the company—her father, Ted, worked 23 years at the depot; her uncle Bert Williams was Mr R J Sainsbury's chauffeur before moving to Running Horses Yard (retired after 40 years' service); her grandfather worked in the factory; her grandmother in a branch and finally her sister, Susan, works in the bacon department at Basingstoke depot.

Many JS friends and colleagues were present at the wedding to make it a memorable day for both Gaynor and Stephen.

LOVE BLOSSOMED among the baked beans when **Rob Brooks**, reception manager at **Perton** and **Tina Jenkins**, display assistant at **Wolverhampton**, met while working at Sainsbury's town centre store in Wolverhampton.

They were married on Saturday August 20. We would like to wish both happy couples all the best for the future.





Richard (left) and Robin (right) seek judgement from sniffer, John.

A dog's best friend

PAWS FOR thought for just a moment. Have you ever wondered how JS decides exactly what makes a first class tin of dog food? Doggy tests are all very well but the problems begin when handing out the canine questionnaires after tasting.

'How would you describe the texture of the food?' It's a tricky one for the average hound and some pedigree dogs (no names, no pack drill) are very highly strung. What is planned as an opinion poll often ends as a mopping up session.

Well just as a man's best friend is his dog, the *Journal* discovered that at Sainsbury's a dog's best friend is his man and in some cases it is difficult to

distinguish between the two!

Meet the group of cold-nosed, warm-hearted pet food buyers spotted sniffing an array of JS own label dog food. 'Firm, meaty, woof woof.'

Robin 'Fido' Lassiter, John 'Rover' Haywood and Richard 'The Beast' Beastall were emptying enough cans for a Cruft's canteen.

Richard, who has been banned from the sausage buying department, includes in his list of interests taking walks in local parks and visiting perpendicular monuments of architectural interest.

Robin is a friendly fellow with a reputation for rapid negotiation. When

he launches into a frenzy of scratching himself suppliers offer the earth in order to bring the meeting to a close.

John told the *Journal* about his holiday last year—sun, sand, good food. He was just a little perturbed, however, to be taken straight from the airport into quarantine for two months. 'I was very relieved to get back to the comfort of my own basket after that!'

The buyers assured the *Journal* that it is most important to see things from a doggy point of view—to get inside their minds.

But how does it taste? 'Good heavens, we don't eat the stuff. We aren't dogs you know.'

Lunchtime film menu

FOLLOWING last year's successful season of lunchtime films (*JS*/December 1982) held in the conference centre, Rennie House, head office training department are planning a further series of six to run from October to March 1984.

The films will again be of general business interest and will cover such subjects as marketing, negotiation (there will be a second showing, by popular demand, of the Penelope Keith/John Alderton film, 'The Art of Negotiation') and communication.

As usual all are welcome and the first film will be shown at 12.45 pm on October 18. Should anyone wish to suggest a film which might be of general interest, please ring **Carolyn Gray** on 7230.

Subject to choice

DO YOU FANCY a BA Hons, BSc or even an MA? If so, Birkbeck College, University of London, is just the place for you. According to **Gerry Lee**, accounts clerk at **Blackfriars**, you can take one made to measure.

Gerry began his degree in German literature four years ago. A copy of Floodlight—a courses guide—revealed the hidden treasures available at Birkbeck and Gerry embarked on the studies of his choice.

'Each subject requires a varying amount of years of detailed study. My course takes four years to complete. I attend college three evenings a week, from six till nine. All in all I put in about 20 hours of private study. A BA Hons will hopefully be the final reward.'

Gerry is also involved in union work. 'I've got a lot out of my responsibilities as treasurer, perhaps the greatest being many new friends. I might even go on to do an MA and stand for president!'

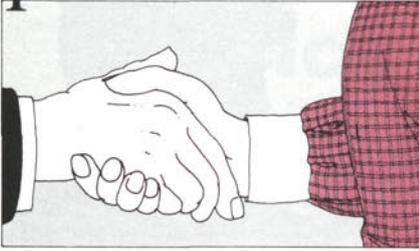
Romford aids

A CHEQUE for a staggering £62,523.31 was recently handed over by **Romford area office** to the 500 Group Cancer Research Campaign following the companywide fund raising effort launched in January 1982.

Staff determination and various ingenious methods resulted in several branches in the area individually collecting £5,500 in the year, leading to this fantastic total.

Commented **Allan Grimwood**, area administration manager, Romford area office: 'Branches were so motivated, it doesn't surprise me that we managed to raise the highest total in all areas. Imaginations definitely ran riot.'

PEOPLE



APPOINTMENTS

E C Byrne, formerly deputy manager of Lewisham, has been appointed manager of Balham.

R S Davies, formerly manager of Wembley, has been appointed manager of Hornchurch.

D Johnstone, formerly deputy manager of Harlow, has been appointed manager of Boreham Wood.

G Love, formerly manager of Peckham, has been appointed manager of Beckenham, for the opening.

D Milburn, formerly deputy manager of Rugby, has been appointed manager of Coventry.

D L Robb, formerly manager of Balham, has been appointed manager of Peckham.

C E Turner, formerly deputy manager of Central Basingstoke, has been appointed manager of Bridgwater.

R Woolliscroft, formerly manager, of Boreham Wood, has been appointed manager of Wembley.

K Goodbun, formerly manager of Pinner, has been appointed manager of Oxhey.

N J Lake, formerly manager of 68

Croydon, has been appointed manager of Central Croydon.

N J Newbery, formerly deputy manager, has been appointed manager of 68 Croydon.

J O'Sullivan formerly manager of North Cheam, has been appointed manager of Cromwell Road for the opening.

L J Sherwood, formerly manager of Lewisham, has been appointed manager of North Cheam.

R Simmons, formerly manager of Central Croydon, has been appointed manager of Lewisham.

C S Taylor, formerly deputy manager of Kingsland Road, has been appointed manager of Leytonstone.

L Wright, formerly manager of Leytonstone, has been appointed manager of Debden.

HOMEBASE APPOINTMENTS

B Ward, formerly deputy manager at Nottingham, has been appointed store manager of Oldbury, for the opening.

B Todd, formerly deputy manager of Leeds, has been appointed manager at Bradford, for the opening.

T Edwards, formerly manager of invoice passing department, Streatham, has been appointed manager of invoice passing at Homebase head office.

RETIREMENTS

William McQuillan, training administration officer at Blackfriars, has retired

after 43 years' service with JS.

He began his career with the company in the poultry department and two years later moved to the factory as despatch clerk. In 1959 William was appointed personnel assistant to the factory manager and the following five years was promoted to personnel officer.

In 1972 he moved to branch operations training department (BOTD), then assisted in setting up the training services department before returning to BOTD as administration officer.

Frank Gold, return sales manager, Blackfriars, has retired after 41 years with JS.

He joined the company at the factory and in 1971 was appointed administration manager. A year later he was made manager of the fresh pork trading department and in 1976 was promoted to return sales manager.

Gladys Muczynski, senior office clerk at Sidney Street, Cambridge, has retired after 33 years' service with JS.

Cyril Hall, meat manager at Ashford, has retired after 30 years with JS.

He began his career as senior butcher at Hastings and in that same year transferred to Bexhill. During the next three years he did a lot of relief work at Eastbourne, Brighton and Hove.

In 1956 Cyril was promoted to assistant meat manager at Bexhill and six years later moved to Ashford as meat manager. Following self-service training, he returned to new Ashford in the same capacity.

Ken Wiltshire, deputy meat manager at Shirley, has retired after 29 years

Carefree days for Cookie

A CARRIAGE clock, a set of three suitcases, a picnic hamper and a barbecue put Jack Cook, provisions manager at Dorking, on the right track for a leisurely retirement after 46 years' service with JS.

Often known as 'Cookie', Jack joined the company as a junior porter at Dorking, 'I got to know most if not all the customers in the town. A lot of them still remember me from then.'

Not long after joining he became a poultry learner. Two years later, in 1941, Jack was called up and made history by taking part in the landing at Anzio.

After the war he returned to Dorking as a leading salesman and, in 1966,

became manager. 'I had always aspired to manager but am very glad that I had to work my way up to it. It gives me the greatest joy to have started from the bottom. It's a privilege and an eye-opener to see the changes from the days of the long white apron and hand sliced bacon to today's self service stores with their massive turnover of pre-packed goods.'

Friends

When Dorking manual closed, Jack moved to Brighton for self-service training and he spent the following four years at Guildford. In 1972 he returned to Dorking where he spent the last 11 years as reception manager and finally produce manager. 'I had a marvellous time at JS and made friends for life. My retirement party was tangible proof of that.'

Despite 46 good years, retirement was very welcome. 'I've started mine off well . . . I'm decorating my daughter's house while she's away on holiday. I think she feels I need to be kept busy.'

Jack is definitely going to be kept busy with the gardening. 'All my plants are grown from seed and this naturally involves a lot of hard work.'

Nevertheless his main energies are spent running the district's scout shop and fulfilling his duties as badge secretary.

'I've also been offered several part-time jobs, but as yet have decided to accept none. I'm going to enjoy myself first.'



Cookie in his early days at JS.

service with JS.

Arvids Kampa, a butcher at Oxford branch, has retired after 27 years with JS.

Wally Jones a painter at Blackfriars, has retired after 23 years' service with JS.

He joined the company as a painter/cleaner in the old works department at Blackfriars and in 1974 he moved to the Woking area office as a painter. After a brief illness Wally returned to Blackfriars in 1976.

Don Wallis, senior store service assistant at Guildford, has retired after 22 years' service with JS.

Arthur Ireland, a driver at Basingstoke depot, has retired after 19 years' service with JS.

He joined the company at Basingstoke as a cleaner and in 1965 became a driver.

Phil Bailey, part-time supermarket assistant at Brighton, has retired after 14 years' service with JS.

She began her career at London Road, Brighton, and then went on to do a lot of relief work at several branches including Gerrards Cross, Beaconsfield and Hove. After a gap of 22 years Phil returned to

Brighton.

Doris Phillips, supermarket assistant at Crawley, has retired after 14 years' service with JS.

Joan Haines, senior supermarket assistant at Woking, has retired after 11 years' service with JS.

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

Mrs E Dyett (10 years)

Mrs J Etheridge (9 years)

Mrs L Pells (9 years)

Mrs J Pound (9 years)

Mrs E Basset (5 years)

Mr L Brown (5 years)

Mrs O Poole (4 years)

LONG SERVICE

Maurice 'Bish' Bishop, manager at Chislehurst, has completed 25 years' service with JS.

He began his career as a junior salesman at Morden and in 1962 was promoted to senior leading salesman, doing relief at various branches including

Ewell, Norbury and Thornton Heath.

Four years later Maurice was made assistant manager at Streatham. He then became a produce specialist in 1968 and three years later moved to Cheam as grocery manager. After two years as deputy manager at Sutton and then North Cheam, Maurice managed Balham, Bromley and finally Chislehurst.

Connie Piggott, area clerical specialist, Bromley area office, has completed 25 years with JS.

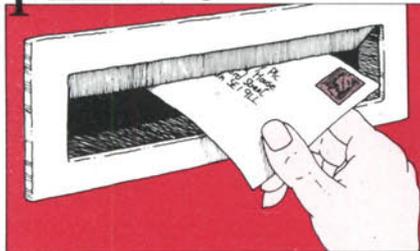
She joined the company at 73 Croydon as a clerk. In 1969 Connie was promoted to clerical supervisor for the four training branches in Brighton and Croydon. She has been in her present position since 1973.

John Spall, produce manager at Harold Hill, has completed 25 years' service with JS.

He joined the company at Sutton and over the years has worked at Woodford, Romford and Brentwood.

Jim Windsor, senior store service assistant at Chesham, has completed 25 years with JS.

FEEDBACK



Letters are welcome
and should be
addressed to the editor

Press-ing points

From: Tony Gayfer, engineering adviser.

Lewisham is my nearest JS branch and I was surprised to learn in May of proposals to build a branch hardly a mile away in Lee Green.

Enquiries of neighbours showed that this was already common knowledge, together with near-unanimity as to the reasons why. The latter coincided with more recent and wholly unsolicited comments from JS colleagues who neither live in the area nor would seem to have much scope for inside information in these directions.

The SE London press have just announced that Lewisham, a major part of the barely five-years-old Riverdale Centre and reputedly one of our top trading branches, is to be closed—this is wholly consistent with the rumours I have cited above.

Does the company feel able to comment on this—hopefully—unusual situation?

Geoffrey Haynes, estates manager, replies:

It is correct that we are keen to obtain further representation in this area of

South East London and have applied for planning consent for a new store at Lee Green.

The assumptions made by the SE London Press, are entirely wrong—there is no question of Lewisham Branch closing.

Poetic praise

Poem from: Miss H Hipkiss, customer at Kings Heath.

There is a place called Sainsbury
At which I like to shop,
And anytime I want good food
It's to that place I pop.

The assistants are obliging
And give a friendly smile,
So why not go to Sainsbury's
And give that place a trial.

Selling bread and jam and fishpaste
And tasty bacon too,
Their motto is 'good food costs less'
And I believe it's true.

Of course the prices vary
As to what you want to buy,
But to save the pence while shopping
It's always worth a try.

Now I will write no further
But stop this little rhyme,
For I want to go to Sainsbury's
And be there in good time.

Happy 21st

From: Dave Davies, veteran.

I thought I would remind everyone that Hoddesdon Depot has come of age.

It was on Monday, October 29, 1962 that we first opened the depot and on the following Monday made our first deliveries to the branches.

Fred McManus was depot manager and Henry Hall and myself were the supervisors. The majority of warehouse-

men were locally employed and some came from Harlow.

When we arrived at the depot the workmen hadn't finished. We had no water, no toilets and no canteen, so for water and toilets we had to go across the field (it's all roads and buildings now) to the builders yard. For lunch we would get into cars and go to the 'local'.

The first week was spent in teaching the men how to use the machines and also our method of assembling orders. After a week we were all ready for deliveries. Of course the orders were small to begin with. In fact I can well remember on Friday nights the order for Cowley was laid on the floor of the van.

We suffered with a very bad winter to start, so much so that bananas had to be kept in the 'warm room' and loaded on the vehicle just before pulling away.

Times have changed. Mac, Henry and myself are now retired but looking back one can say they were happy days and full of fond memories.

Congratulations Hoddesdon on your 21st birthday and may the next 21 years prove to be as successful.

Don't forget –
last copy
date for the
November issue is
October 7

Correction

APOLOGIES to Rosina Coe, supermarket assistant at Stevenage, who was mistakenly included in the retirements column in JS/ September.

Rosina has not retired, but has completed 30 years' service.

Women's work



WOMEN AT Sainsbury's! Whatever next? It took a war to establish a feminine front in the foreign territory behind the counter at JS.

In 1914, Britain was a channel away from trenches and shells but was made aware of the enormity of World War I not least through revolutionary changes like women at work in the high street.

As men left their jobs to board troop ships to France, women began to fill traditionally masculine roles in factories and shops.

The photograph above of Mare Street, Hackney, reflects that time. It was sent to the archives by Cynthia Gillett, a JS home economist.

Cynthia received the photograph from Emily Rowbottom (far left) who, as Emily Grayling, joined Sainsbury's in 1914.

An archives letter sheds light on the conditions under which women were recruited.

A prospective saleswoman's home was inspected for cleanliness by a representative from Blackfriars. If she was

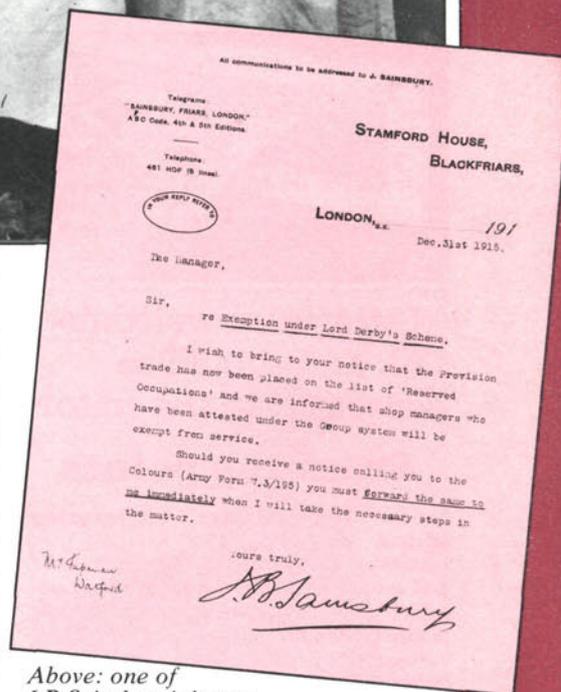
considered suitably houseproud she would be employed and pay was good—20 shillings per week less one and three-pence for tea and one shilling for laundering the provided overalls.

The duties of a saleswoman were at first a little vague—to '... attend to customers at the counter and take orders, to make oneself generally useful in the shop. . .'

These instructions led to confusion in the branches. On October 6, 1914, Mr J B Sainsbury wrote: 'Some of these young women are being kept at the butter and other departments. This is not exactly in accordance with my idea which was that we should have one on either side of the shop, and for her to make herself generally useful just where she thinks she can be of most service . . . it will be time enough later on when we find it necessary to depute special work.'

AS the war progressed and showed little sign of being 'over by Christmas', staffing problems became acute. On September 5, 1914, the branch management department wrote: 'five men at one of our branches . . . informed their manager late on Thursday evening that they had joined the colours and were starting first thing the following morning.'

Managers could be excused active service under the Lord Derby scheme and J B Sainsbury instructed his managers to apply for exemption on the grounds that 'there is no-one to fill your position . . . women cannot do your work . . . we have released more men per shop than



Above: one of J B Sainsbury's letters sent to managers in 1915. Bottom left: a woman at work behind the counter.



any other trader,' and 'being solely occupied in the distribution of food it is important in the interests of the public that the businesses should remain open.'

Women working for Sainsbury's were expected to live at home and return there for lunch unlike the men who lived in JS hostels. No rings or jewellery were permitted and hair was to be kept neat and tidy and off the face.

When the war ended some of the men returned and some of the women went back to their homes. But the floodgates were open and even if the flood began only as a trickle the wartime working ladies had gained more ground than Emily Pankhurst chaining herself to the railings of parliament.



MP views 'Best of British'

THE Rt Hon Michael Jopling MP, Minister for Agriculture, Fisheries and Food, accompanied by chairman, Sir John Sainsbury, visited Coldham's Lane supermarket, Haverhill Meat Products Limited and Breckland Farms Limited on September 14.

The Minister observed all three elements in the food chain—agriculture, food production and distribution—and witnessed at first hand the promotional support being given to British fresh foods in the current 'Sainsbury's select the best of British' campaign.

After his visit the Minister said: 'I have been much impressed and greatly encouraged by what I have seen today. These three key elements in the food chain demonstrate an excellent combination of thorough efficiency and high quality and I have been most interested to see how Sainsbury's are able to feed consumer information directly back to the producers and farmers of Britain in



The Rt Hon Michael Jopling meets Vivien Anderson (centre) and Deborah Pierce from Coldham's Lane.

classic marketing style.'

September 12 saw the launch of the four week promotion: 'Sainsbury's select the best of British'.

Promotion

This is the fourth year that JS has featured the promotion and this year both the range of foods covered and the

promotional support are greater than before.

JS has always been a strong supporter of the British food industry and in particular British agriculture—already 87 per cent of those foods sold by JS that can be produced here are British—and a number of years ago the company established a policy of supporting only British promotions.

STOP PRESS STOP PRESS STOP PR

JS invests in American food chain

JS HAS AGREED with Shaw's, an American supermarket chain, located in New England, to acquire up to 25 per cent of its shares. JS will obtain at least 20 per cent of the company—at a cost of \$20.1 million—the exact share stake will depend on the outcome of an offer to existing Shaw's shareholders.

The cost of the investment will be paid for by borrowing in America and is additional to Sainsbury's investment programme which at £170 million last year, was greater than that of any other British retailer.

Shaw's is a very successful chain with 41 stores in the New England States of Massachusetts, New Hampshire and Maine. Over the past four years sales and earnings per share have grown by over 20 per cent per annum.

Shaw's has a strong competitive position in the region and in 1982 earned pre-tax profit of \$17 million on sales of \$640 million, the margin at 2.6 per cent being well above the US industry average. It is an unquoted family company.

Shaw's is well known for pioneering scanning and computer technology in its stores and has been the first to apply the new technology successfully for store

replenishment.

Two JS directors will become non-executive directors of Shaw's. Chairman, Sir John Sainsbury, commented:

'I am delighted that Sainsbury's is forming an association with a company as well managed and outstanding as Shaw's. This is Sainsbury's first investment overseas and comes after a careful search in the US for a highly successful company with good growth prospects. I am confident that we shall be able to work closely with Shaw's to assist them in continuing their expansion. We share very similar attitudes to our trade and I believe we will be able to learn much from each other.'

'Although the investment in Shaw's is relatively modest in relation to our current capital programme, I believe it has long-term importance because of interchange of ideas and knowhow that it will stimulate. I know that it will be a two-way traffic and that both companies will benefit.'

'The only other point to make of importance is to emphasise that the investment is being financed by a US loan and will not affect in any way the size of our UK investment programme or development plans.'



Allan Cheesman

Appointments

ALLAN CHEESMAN, previously head of the off-licence department, has been appointed departmental director—beer, wine and spirit departments.

In recent years the off-licence business has expanded greatly and JS is now the largest wine retailer in the country. It is therefore appropriate that JS now develops a management structure to reflect the greatly increased scale of business.

Following this appointment, Mike Conolly will transfer from marketing manager grocery division to head a new department responsible for beer, spirits and fortified wine buying.

Allan Webb, previously deputy manager in off-licence will head a new department responsible for table wine buying.

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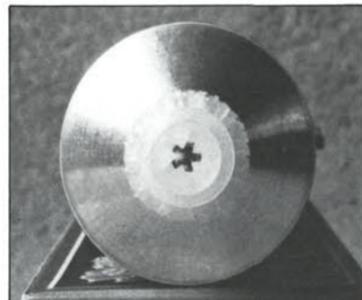
Cover story

Some of the foods forming part of the 'Sainsbury's select the best of British' promotion.

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Bob Wallis

BOB WALLIS, JS's senior meat buyer, died on Sunday September 18 after a short illness. He was 58.

His wealth of experience and his dedication to JS over more than 40 years were an inspiration to many in the company. He will be sadly missed by all his colleagues.

Bob Wallis joined JS at the age of 14 at the old Eastbourne branch in Cornfield Road and transferred to the meat department after only a few months, subsequently working as a trainee butcher in various branches.

At the age of 17 he volunteered for the Royal Marines and after demob returned to JS, working at a number of branches in the meat department. He was promoted to head butcher at Harrow branch.

He became assistant to the head meat buyer in 1964, a position he held until his death.

To the Smithfield meat market, which for many years was all but a second office for him, JS was Bob Wallis. In that charged atmosphere of wheeling and dealing Bob gained a reputation for integrity and JS straight dealing second to none. His skill in negotiation and his immense personality were respected and admired by all with whom he came into contact.



During his latter years with JS he saw through the transition from central market purchasing of lambs and sides of beef to buying directly from the abattoir and main groups in the meat business both in England and overseas.

JS Director, Bob Ingham, joined JS at the same time that Bob transferred to head office from the branches. He writes: 'If there is one single tribute that I could pay to Bob, it would be that it would be

hard to find someone in the company with more friends.'

A very large number of people attended the funeral in Cheltenham. Said Peter Davis, assistant managing director, buying and marketing: 'It says a great deal for Bob's standing in the business that the heads of nearly all the major meat firms were there.'

Bob leaves a wife and two children to whom we extend our condolences.



Mike Conolly



Allan Webb

BRANCH OPENINGS



NEW STORE for old. That's what the people of West Ealing were given on Tuesday, September 13.

On the previous Saturday evening Sainsbury's Broadway branch, just round the corner from the new site on Melbourne Avenue, closed its doors for the last time. On the Tuesday thousands of curious shoppers who filled the new branch to capacity, found it to be ten times larger than the old store with a sales area of 22,217 sq ft. The 118 space car

park brought many first-time customers. When Chairman, Sir John Sainsbury, opened the doors at 9.30 am it was for a two-way greeting. He welcomed customers and they wished Sainsbury's the best of luck. Indeed the store was off to the best possible start.

Throughout the morning the pedestrianised frontage of the store was filled with shoppers forming a winding queue.

The doors regularly had to be closed to prevent a crush but those outside were

undeterred by the wait. They had heard all about the new Sainsbury's and wanted to see for themselves.

Some of the regular customers recognised staff from the Broadway branch. Fifty of the 317 staff had transferred from there. Twenty-five transferred from other stores and 242 new jobs were created.

Manager is Ray Clark, previously at Surbiton for three and a half years. 'Woking area must be shocked at losing

Ron Yeates and myself at the same time,' he told the *Journal* with a smile.

After 20 years with Sainsbury's (he's eager to point out that he joined at the age of 15) Ray was experiencing his third opening. 'This is my largest store as manager. The development is larger still. JS has built a library with offices and flats which will be run by the council.

'There's a desperate need for this store. The old branch was doing a massive trade in a very small area.'

WEST EALING



DAVID CORBETT is a trainee manager at West Ealing and proud of his contribution to the opening: 'I worked on the laying out of the warehouse and now I have responsibilities concerned with ordering. I like the fact that I know what to do and I'm left to get on with it.'

David has spent a year training at Dunstable and Kingsbury. Before that he was a student at Luton Bury Park. Now he's moved into a house in West Ealing with other managers from the branch. 'I've worked with a number of them before.'

DAWN PEACOCK lives 'a short bus ride down the road' and is working at the branch on Thursdays, Fridays and Saturdays which she says suits her perfectly. 'I think my favourite job is working on the delicatessen counter. During training I was wary of the tills but now I'm used to them.'



SOME



JOE SHEERAN, trades assistant, has joined JS from another large supermarket chain where he was meat manager. 'I've been here for two months and I'm impressed with the efficiency. I've done it all before but not the JS way. There's a good relationship between management and staff and despite the fact that we're all new there's a friendly atmosphere already.'

'I went to Swiss Cottage branch for training and really enjoyed it. Now I'm looking forward to getting into a routine here and working towards management.'

BPO IS Maria Ardizzi (left of pic). Although she has personnel experience Maria spent five years as an air hostess. It's only now, however, that she sees her career as having taken off. 'I do feel that I'm learning all the time. Most of the recruiting took place in the old branch and we interviewed 800 people from 2,000 applicants. It's satisfying to at last see the whole thing come together.'



NEW



VALERIE COKE is a cheerful girl with a ready smile. She hopes to work in the tobacco kiosk often: 'I really like meeting people and you meet customers more directly there.'

'Everyone here is very friendly—staff and management.'

Valerie, who lives in West Ealing, was previously at college studying for a business certificate.

FACES

1. The bakery team.
2. Customers queued all morning.
3. Ray Clark and Sir John Sainsbury greet customers.
4. First light and the first customer arrives.
5. Things really do taste better here mum.



1. Customers arrived on a variety of wheels.
2. Do these come complete with seat belts?
3. In deepest garden centre.
4. On another plane? The wood-cutting service.
5. Manager, Rick Tucker.
6. A perfect match in the paint section.

KINGSTON

SINGLEMINDED CUSTOMERS knew exactly what they wanted from the new Kingston Homebase, Sainsbury's 11th home and garden centre, which opened at 9.00 am on Monday September 12. Within half an hour one complete bathroom suite, a shed and a greenhouse had been sold. Homebase's reputation had obviously been established well in advance.

A solid queue had formed outside the store by 8.30 am and once the doors were opened every inch of the indoor and outdoor sales area, 37,000 sq ft in all, was bustling with activity. The 150-space car park was packed in under 40 minutes.

Gurth Hoyer Millar, Homebase chairman and Dino Adriano, director and general manager, attended the opening and greeted the first customer—Robert Standing from Surbiton, who had queued astride a stool, determined to oppose anyone who got in his way.

'I was first in the queue at the Surbiton opening when Sir John Sainsbury signed my receipt and today I intend to get the Homebase chairman to sign this receipt for putty. I don't really know if I need this putty, but I suppose it will come in handy.'

One trip to Kingston and shrivelled-up gardens will become dream oases. Millions of seeds and hundreds of garden implements should provide all the encouragement needed. The builders yard has a new cement-bay so building should be no problem now.

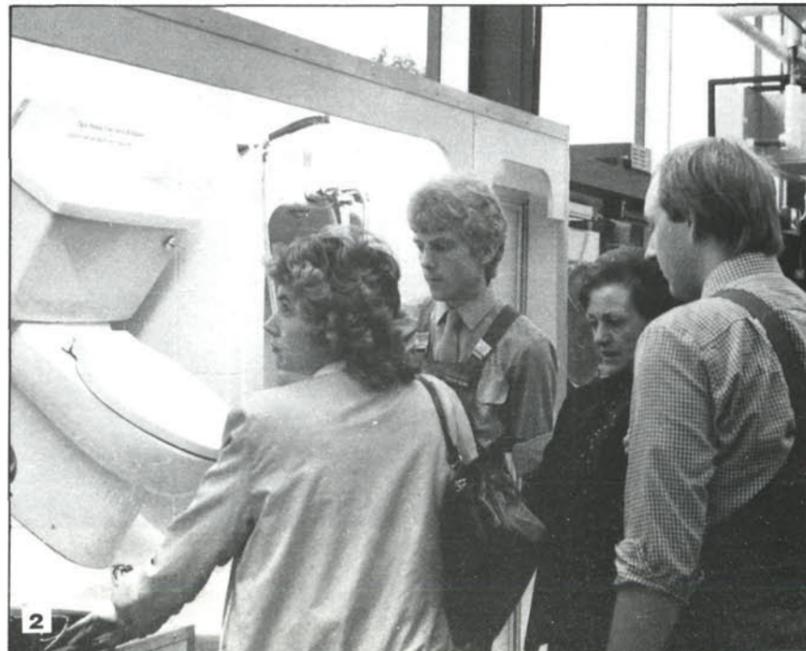
For the disabled, Kingston Homebase has installed special toilets and added parking facilities.

The opening of the store created 90 new jobs, full and part-time.

Heading the team and supervising all activities and shop floor personnel is Rick Tucker, previously manager of Croydon Homebase. 'I've got a really enthusiastic staff. They seem to enjoy everything about the job and have

thrown themselves into the opening.'

Sainsbury's long association with the Kingston/New Malden area since 1906 promises success for Kingston Homebase and judging by customer comments it will be seeing in the twenty-first century.



A DOWN TO EARTH JOB

The Journal puts on a hard hat to visit a Welsh store in the making and meets the JS man on site.

OUT ON site the sun is bouncing off the white gravel. The river Usk is at high tide and flowing rapidly under the arched railway bridge. 'People envy me in the summer,' says Ian Wort, 'but in the winter it's a different story.'

Ian Wort is a JS clerk of works and this stretch of dusty, sometimes muddy site with its pillars of cement poking up like Roman remains will, next August, be Sainsbury's Newport branch.

Right now the familiar logo and colours on the surrounding boards are the only evidence of ownership. That and Ian himself. You could say he carries the name of Sainsbury's round with him.

He's in on the act from stripping to snagging and he explains what that means:

'The first stage in the life of a new store is the stripping of the site or demolition if there are structures to be cleared. The site must be fully prepared for building. At the very end of the building process the finishing touches left at the time of handover are noted on a "snagging list". It's up to me to chase those jobs.'

Being first on the scene gives Ian satisfaction. 'I feel like the bow of a ship, always up there breaking new waters. At the same time I'm not distanced from the heart of the company. I never feel more at the centre of things than at the hand-over of a new store. For those few weeks the clerk of works is the focal point—the contact between construction and trading.'

It is difficult to fathom the intricacies of Ian's job. Those who envisage a clerk of works as some kind of portacabin Bob Cratchit should scan his job description. To sum up Ian's role is like attempting to précis a Wisden's almanac...

Ian makes constant inspections of work being carried out by contractors on JS building projects. He keeps an accurate record of that work and reports to head office. He instructs contractors and deals with queries and problems as they arise and liaises with the building services engineer.

There are lots of meetings, outbreaks of trouble shooting and a backcloth of constant surveillance for slipping of standards or instructions not being followed to the letter.



The Newport site with the river Usk flowing alongside.

Enough to keep anyone's hands full on one site but Ian, like the seven other clerks of work, is involved with between two and five sites at once. Each of the seven is responsible for an area of the country and Ian, whose home is in Basingstoke, takes care of the south west.

'I've covered around 30,000 miles this year and work keeps me away from home two to three nights a week. I might be in Cardiff one day, Newport the next and down to London the day after. But it's important to limit travel to prevent overtiredness so I make the most of telephones.'

The nearest project to home is the new vehicle workshop at Basingstoke depot. At the other extreme it's all the way to Cardiff. Having reached the snagging list stage with the newly opened Cardiff store, Ian starts next month on the Thornhill, Cardiff site.

Although home is Basingstoke, base is even further east at Blackfriars. 'I work for the company architect, Mike Dunkley, and report to head office every two weeks, maybe more often if special meetings are called. I do a lot of work from home and I have an office on each site. Yes, you could say I get around a bit.'

Ian revels in most aspects of the job but at the top of his incentive list he puts the constant challenge:

'Challenges can also bring frustration. At Cardiff, roofwork began at the same time as the wettest spring on record! But problems are never the same and that keeps the job interesting.'

Ian's favourite project was Bath: 'I enjoyed the extra work involved with restoring the old station. We had stone masons working on the site and there was a terrific contrast between modern and old architecture.'

Drugging Ian down from the extraordinary to the mundane we ask him to describe a typical day. 'There's no such thing as a typical day but I can tell you about yesterday.'

'I was up at 5.00 am and on the road from Basingstoke to Cardiff at 5.30 am. Cardiff is trading now so I liaised with the manager to sort out priorities and schedule those minor jobs still to be done by the contractor.'

'At 9.30 am I left Cardiff for Newport. Only a 15 minute drive. I arrived on site and carried out a general inspection.'

'A site meeting was held from 10.30 am until 2.00 pm with the architect, main contractor, consultants, structural engineer, quantity surveyor and plumbing specialist.'

'We all made reports and brought up queries. Quite a lengthy procedure.'

'At 2.00 pm there was time for a quick lunch before a site inspection with the architect and consultants. When they left I checked on the piling work which has just finished.'

Piles, it seems, are holes bored into the ground and filled with steel-strengthened cement. This explains a lot. Those roman columns dotted around the site are the tops of piles and the prongs protruding like metal flower stalks are steel reinforcements.

As the store rises from its foundations the steel rods are worked into the structure. This gives extra strength. If the store is partly two-storied the piles are wider at those points and, therefore, stronger.

Back to Ian's day which by now is

almost over: 'The piling work was fine and the rigs which bore them were loaded onto lorries to go. I left the site at around 6.00 pm and booked into the local hotel.'

Spanning a huge variety of problems each day, Ian survives on plenty of training and experience.

'I left school to apprentice with a building company for four years, attending night school at the same time to gain qualifications in plumbing, heating and ventilating. Then I became a foreman with another building company.'

'My next move was to join Sainsbury's as an engineer shortly after Basingstoke depot opened. I helped to set up the lamb, bacon, beef and cheese lines there.'

'Then I left JS and at college gained HNCs in building and building law. At the same time I worked for the ministry of public works in my first position as clerk of works.'

'In the early seventies I applied to JS again. I knew there was a colossal building programme and JS has an excellent reputation in the building world. I came back as clerk of works on the Christchurch site.'

What of the future? 'I'm happy with what I do,' says Ian, 'so I just want to carry on with more of the same.'

And what of the coming months? 'There are contracts in the pipeline for a couple of new stores in my area. No doubt I'll be kept busy.'

'In November we'll start to take down the old flour mill on the Swansea site.'

The mill job will be anything but run of the mill for Ian as the flour mill is a listed building and part of it is to be dismantled and sent to the science museum.

Ian gets involved in extensions too and on the horizon is the Worle branch project. 'It's going to be a complicated job because the store will be expanding from three of its four sides. Extensions are often tricky. Wimbledon took two years when we had some bad luck.'

Ian is not superstitious. Bad luck or good luck the buildings go up and the JS reputation for quality building goes from strength to strength.



Ian with the site foreman.