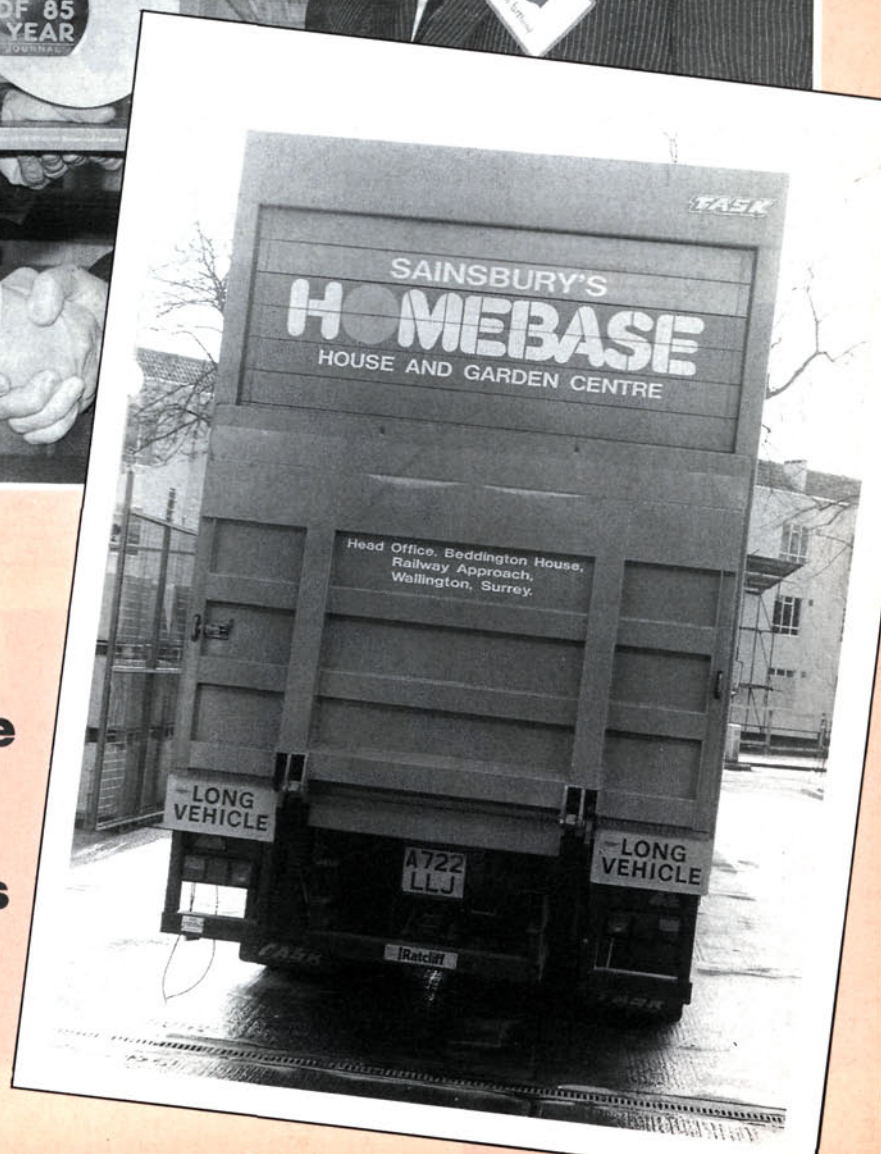


JS JOURNAL

May 1985



**Homebase is hardware
'Retailer of the Year'
—and the name travels
as new lorries
take to the road**



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Stamford House
Stamford Street
London SE1 9LL
Telephone: 01-921 6660

Associate editor
Yvonne Burke
Assistant editor
Ann Grain
Editorial assistant
Jane Heeney
Design
Alex Evans
Typesetting and Printing
Libra Press

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Cover story

General manager of Homebase, Dino Adriano, (left) and editor of the *Hardware Trade Journal*, Brian Farthing, with the award for Retailer of the Year which had earlier been presented to Homebase chairman, Gurth Hoyer Millar. See story on opposite page.

NEWS

Senior management appointments



John O'Sullivan



Bill Williams



Herbert Dow

Two new senior store managers have been appointed. They are John O'Sullivan, manager of Cromwell Road and Bill Williams, manager of Nine Elms. The position of senior store manager was created in March 1984 and there are now four, the original two being Terry Brown of Lords Hill and Richard Wilkinson of Coldhams Lane.

Herbert Dow has been appointed head of perishable food technology. This appointment recognises the continued growth of the company's work with suppliers in the control and development of JS products and will be parallel to the role of Malcolm Kane, head of non-perishable food technology within the scientific services division.

Campaign commendations

ONCE AGAIN THE JS press advertising campaign has had a most persuasive effect upon the judges in *Campaign* magazine's press advertising awards. JS ads picked up commendations in three sections—best written advertisement (Camembert), best alcoholic drinks advertisement and best colour retail stores advertisement (both Pink Champagne).

In *Campaign*'s twelfth year of press awards there were 3,277 entries, the largest number so far. The eleven judges represented both clients and agencies.

Chairman of the judges, John Hegarty, art director of advertising agency, Bartle Bogle Hegarty, said of the Sainsbury's campaign:

'Here was a campaign that dominated the press awards for the last four years. It showed how to persuade intelligently, wittily and distinctively. Outstanding advertising achieves its mark because of an indefinable relationship between an idea and its execution. When all the parts are put together, they add up to an even greater sum than their individual worth.'

'... a flick through the last four years press awards with particular attention to the Sainsbury's ads should show how to combine the skills of our business to produce stunning advertising.'

Sainsbury's traditional Normandy camembert. (Watch it like a hawk and eat it like a wolf.)

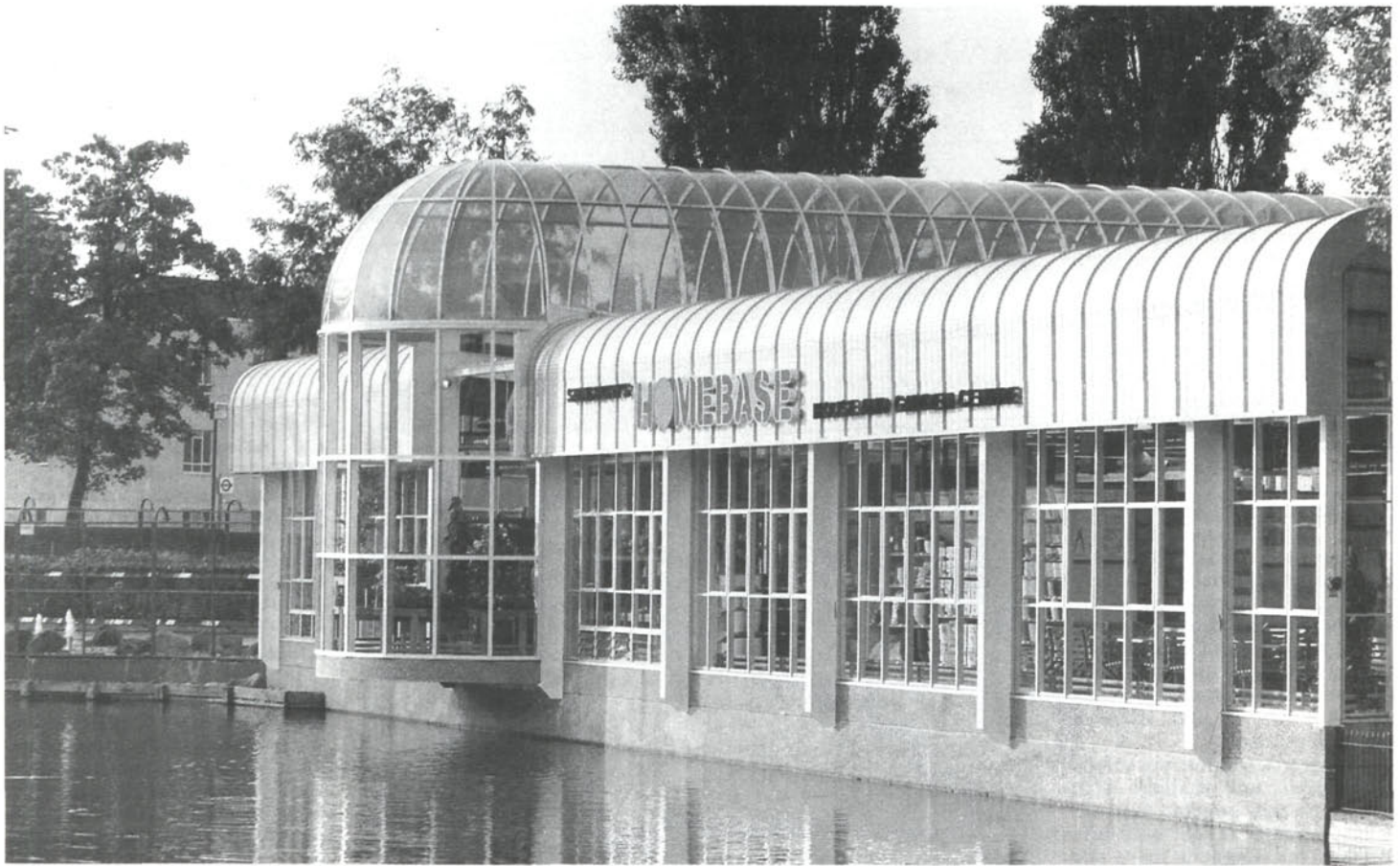
These days, camembert is made all over the world. In Iceland, Norway, Japan, Australia and Pretoria, California. There's even a Russian version called Zakousotchny. Admittedly though these pasteurised cheeses may be they're not the real thing. Camembert gets its name from a village in Normandy and it's from Normandy that traditional camembert still comes. Sainsbury's went to the small town of Igny-sur-Mer where the salty sea air gives a special character to the grassland and to the milk. The local co-operative still makes camembert in the traditional way using unpasteurised milk from local herds—a sure sign of quality. It's also a sign that you're buying a 'live' cheese with its own life cycle. A traditional camembert is one of the world's great cheeses but its perfection can be short lived. A classic cook book once described camemberts as romantic cheeses—



From Sainsbury's: the champagne they used to drink out of slippers. (Just slip us £6.45.)

It looks wonderfully wicked doesn't it? Pink champagne has a glamour that few other drinks can match. Yet no wine is more difficult to make. It requires a long hot summer so that the mature red grapes can be picked late. It needs expert timing. The skins of the grapes must be left in the juice for just so long (usually between 3 and 4 days) or what should be rose turns out red. The process is as painstaking as for all champagne but rather more unpredictable. Which explains why you pay a little more for pink champagne and why so few houses produce it. Our own pink champagne comes from the town of Epervay in the heart of the champagne district. Some thirty-seven champagne firms have Epervay addresses and one of the streets in the town is called the 'Avenue de Champagne'. Sainsbury's supplier is a small family concern that produces rose but champagne of exceptional quality. The colour is delicate, the bubbles animated, the taste refreshingly dry and crisp. It's difficult to ask more of any champagne. Particularly when we ask just £6.45 of you. Good wine costs less at Sainsbury's.

Homebase is best



Catford Homebase—singled out as an imaginative structure.

Homebase has won the 1985 Retailer of the Year Award.

Presented by the *Hardware Trade Journal* magazine on March 28 the award was sponsored by the magazine's selected panel of manufacturers. Homebase was judged top retailer for 1985 in the 'over £1m turnover category'.

Evidence of achievement in constant growth, positive approach to advertising and sales, good store layout and attractive presentation were only a few aspects selected by the panel as meriting the yearly award.

Commented Gurth Hoyer Millar, chairman of Homebase, 'We are very pleased to receive this award as Homebase has just this month celebrated its fourth year of entry into the UK DIY and gardening trade. We regard this award as a tribute to the efforts all our management and staff have made in establishing the success of Homebase.'

'OWN LABEL' LORRIES



What has wheels, is green and has the Homebase logo inscribed on it? Yes, Homebase's first ever 'own label' lorry.

Spotted at Catford branch for the first time, the new lorry is one of four to be used for distribution round the country.



Restoration award

When JS began working on the railroad it set the wheels in motion for a load of accolades to come steaming in.

By restoring the old Midland Railway station at Bath Green Park as part of the development of the supermarket and Homebase, JS architects saved in style a piece of Britain's heritage.

Now JS has been given a First Class Award by the Association

of Railway Preservation Societies. The annual awards are sponsored by publishers Ian Allen Limited and are judged by a panel of railway experts.

On February 26 in the board room of the British Railways Board in Marylebone Road, London, the BR chairman, Bob Reid, presented an inscribed plaque to company architect, Mike Dunkley.

Students step forward

IT WAS open house after shutting up shop at Bretton branch on March 19.

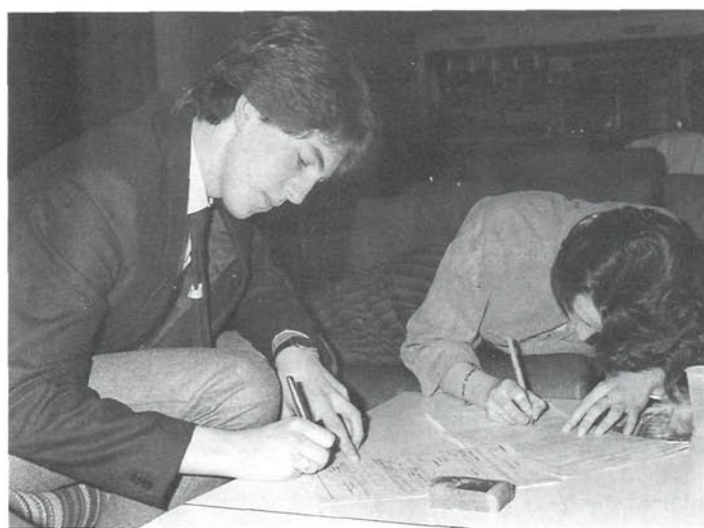
For the second year in succession students from local schools and colleges were invited with their parents to a careers evening. Student workers from the branch also attended.

Branch manager, Jim Walters, was host and assisting with the presentation from Romford area office were Peter Wolstenholme, area personnel manager; Frank Shipp, assistant area personnel manager; Joyce Chilvers, area personnel officer trainee scheme; Steve Palmer, area training manager and Gillian Handford, area training specialist.

Short talks were given to the students by the deputy branch manager, provisions manager, an assistant manager and an 'A' level trainee manager from Bretton. A film was shown and students asked questions.

Afterwards a buffet was served and parents and students were able to discuss possible management careers at JS with the Bretton management team and area office personnel.

The evening was a great success and several students were impressed enough to apply for places on the management training scheme.



Students listen to the talk (top) and apply (above).

JS talks to Townswomen

JS WAS WELL represented at the Essex Federation Townswomen's Conference in February when Cynthia Gillett, home economist, spoke to 200 delegates from guilds around Essex.

Not only did they enjoy the 'Value for Money' talk but delegates were also treated to a cooking demonstration given by Cynthia on the Best of British theme. Tendersweet bacon chops, Lincolnshire sausages, Bramley and Cox's apples, Cheshire cheese, Butter Bakewell pudding with almond roses and sparkling cider were featured.

PROPERTY

OUTLINE planning permission is being sought from Enfield Council for a 32,000 sq ft supermarket in **Waltham Cross**. The development would include a 520 space car park.

Work is due to begin on the 40,000 sq ft **Warwick** supermarket. It is scheduled to be completed by August 1986.

Sainsbury's planning application for a store at Tewkesbury Road, **Cheltenham**, has been called in by the Secretary of State for the Environment.

Elmbridge Council has rejected plans for a supermarket to be built in **Cobham**.

Work is due to begin on the Stanway store, **Colchester** this summer. It should be completed by November 1986.

Outline planning permission is being sought from Kettering Council to build a supermarket on the edge of **Kettering** town centre. The development with 28,000 sq ft of sales area would include a 430 space car park and create 80 new jobs.

The company is to appeal against Maidstone Council's refusal of planning permission for a 49,500 sq ft supermarket to be built at **Newnham Court**.

Degree of honour

CHAIRMAN, Sir John Sainsbury, is to receive an honorary degree of DSc (Econ) from the University of London.

The University will confer the degree on Sir John at the Foundation Day Ceremony on November 13.

Royal report

THE VISIT by Queen Elizabeth, the Queen Mother to Cromwell Road on March 5 received press coverage in the United States on March 7.

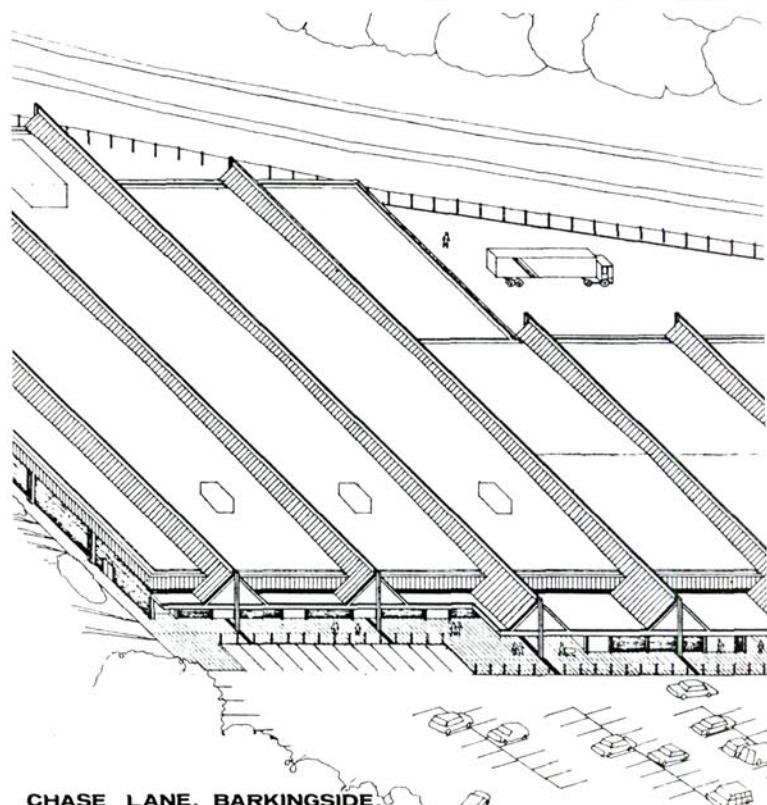
A photograph accompanied by a short caption appeared in 'USA Today' one of the world's largest circulation newspapers and America's first national newspaper.

Play away

SAINSBURY'S HAS donated a much needed £500 to the Yate Town Council Play-scheme. JS has recently opened a new contract depot in the town.

During the past years of expansion, the population in Yate has increased by 50 per cent and yet no new children's play areas have been provided. The council has felt for some time that the new housing developments require at least three play areas but funds have not been available.

Alan Mathias, director of main contractor depots north and Midlands, attended the presentation to town clerk, Susan Tubey, on March 21.



CHASE LANE, BARKINGSIDE.

A look into the future. A visual of the Barkingside store due to open.

National Gallery donation

A PRIVATE DONATION from Chairman, Sir John Sainsbury and his brothers, Mr Simon and Mr Timothy, will now make it possible for the long awaited extension to the National Gallery in Trafalgar Square to be built. The gift will ensure that the gallery remains one of the great art galleries of the world.

Reports of the donation appeared on the front pages of most daily newspapers and on TV and radio.

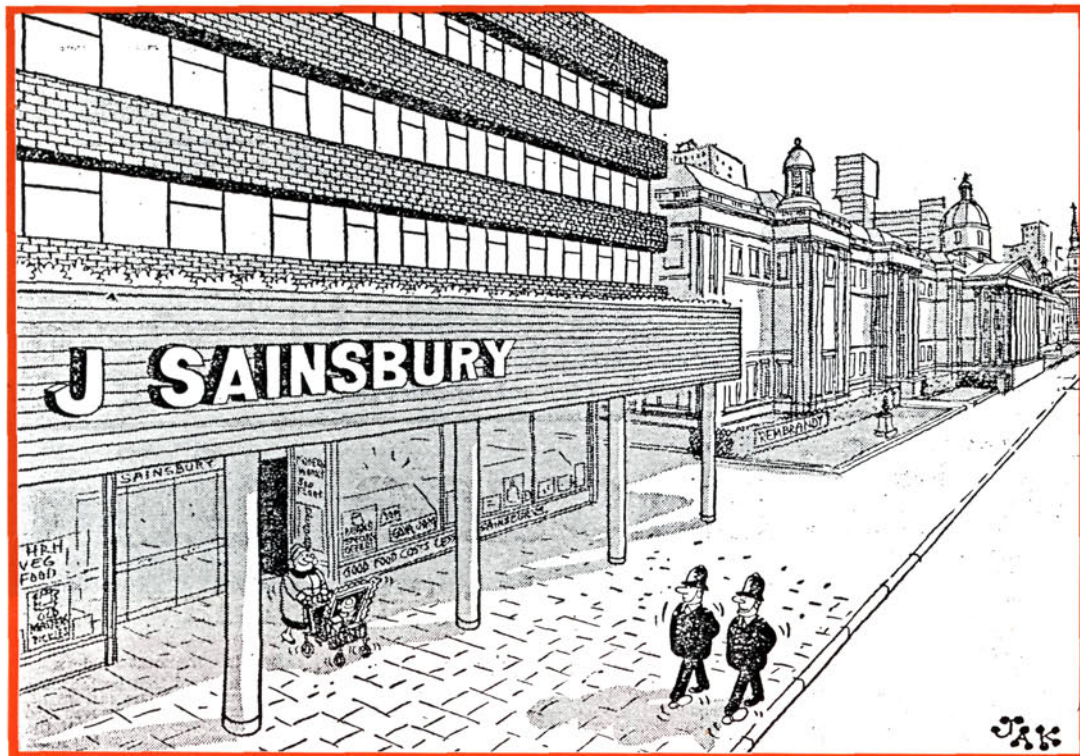
Whilst being most complimentary about the Sainsbury gift itself, the media took the opportunity of reviewing the troubled history of this site. Proposed schemes in the past had included paying for the new building by the inclusion in the development of commercial office space. But these earlier attempts came to grief. In particular, the Prince of Wales criticized a controversial extension design as 'a monstrous carbuncle'.

The donation will allow extra gallery space, space for special exhibitions and a lecture theatre amongst other facilities.

The following 'leader' from an article in *The Standard*—London's evening paper—on April 4 reflects the media reportage this donation received nationwide.

‘The Sainsbury gift . . . is the biggest single private donation in the history of the arts in Britain. As such, it will reassure and encourage those, including the

This cartoon by JAK appeared in The Standard on April 4.



Prince Charles not only approved it, he shops here.

Government, who believe private patronage must play an increasing role in keeping the arts alive and healthy. But it also offers reassurance that the long and sometimes painful saga of this

fight (empty since the blitz) is on course for a happy ending.

The Sainsbury family has an extremely good record of generosity in general and of careful support for the arts in

particular. They have asked for, and been given, a chance of a personal say in the design of the new building. Everyone will hope that the result will be a gallery London can welcome with pride.

Conference calls in

THERE WAS AN international gathering at Nine Elms on March 20 when 44 delegates of the CIES 1985 London conference visited the store. The CIES is an international organisation of multiple retailers whose annual conferences take place in various parts of the world.

Taking groups of visitors (and

interpreters where required) around the store were Bromley area director, David Clapham; district manager, John Spence and senior store manager at Nine Elms, Bill Williams.

Following a tour of the shop floor the delegates took part in a question and answer session over coffee in the staff restaurant.



Area director, David Clapham, with delegates.



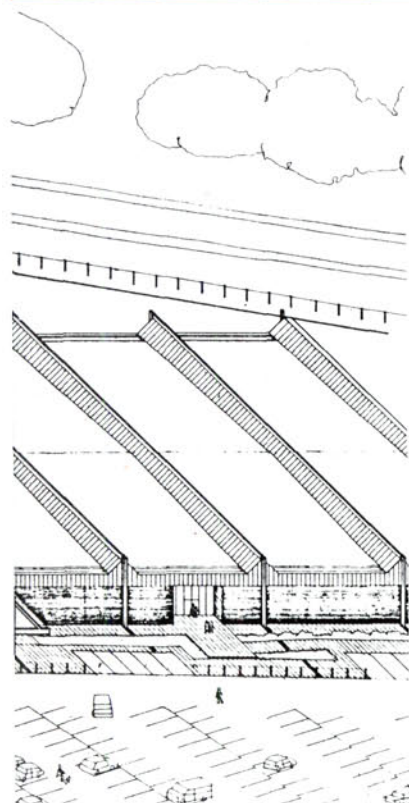
Tax man on wine

ROY EKINS is Sainsbury's new wine speaker. He joins William Foster who has been performing this service since June 1984.

A tax inspector from Formby in Liverpool, Roy Ekins has travelled extensively round wine growing regions and written three books on the subject.

He is a qualified member of the National Guild of Wine and Beer judges and has led many wine appreciation tasting groups.

Roy Ekins will be speaking to interested groups in the north-west, covering a 60 mile radius from Formby.



early next year.



CHADWELL

As a flurry of late snow fell in Essex the wraps were taken off the new Chadwell Heath store. Chairman, Sir John Sainsbury opened the doors to customers who poured in to find that the store is as impressive on the inside as it is from the outside.

CHADWELL HEATH

Opening date: March 19

Address: 97-131 High Street, Chadwell Heath, Essex

Manager: Robert Austin

BPO: Sue Littlejohn

Staff: 307

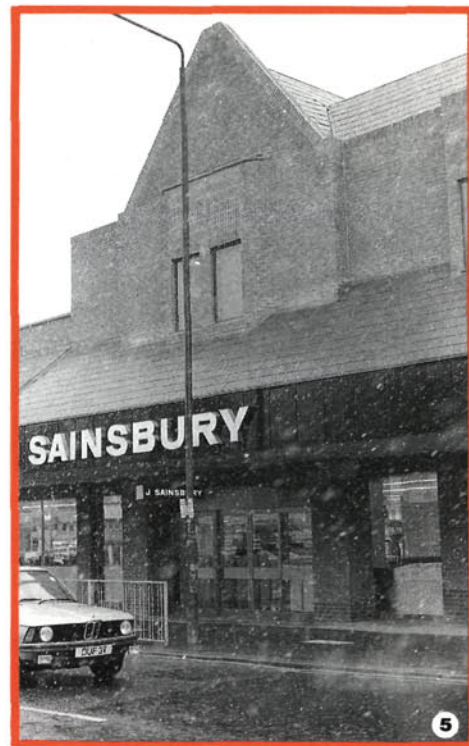
Opened by: Chairman, Sir John Sainsbury

Sales area: 26,480 sq ft

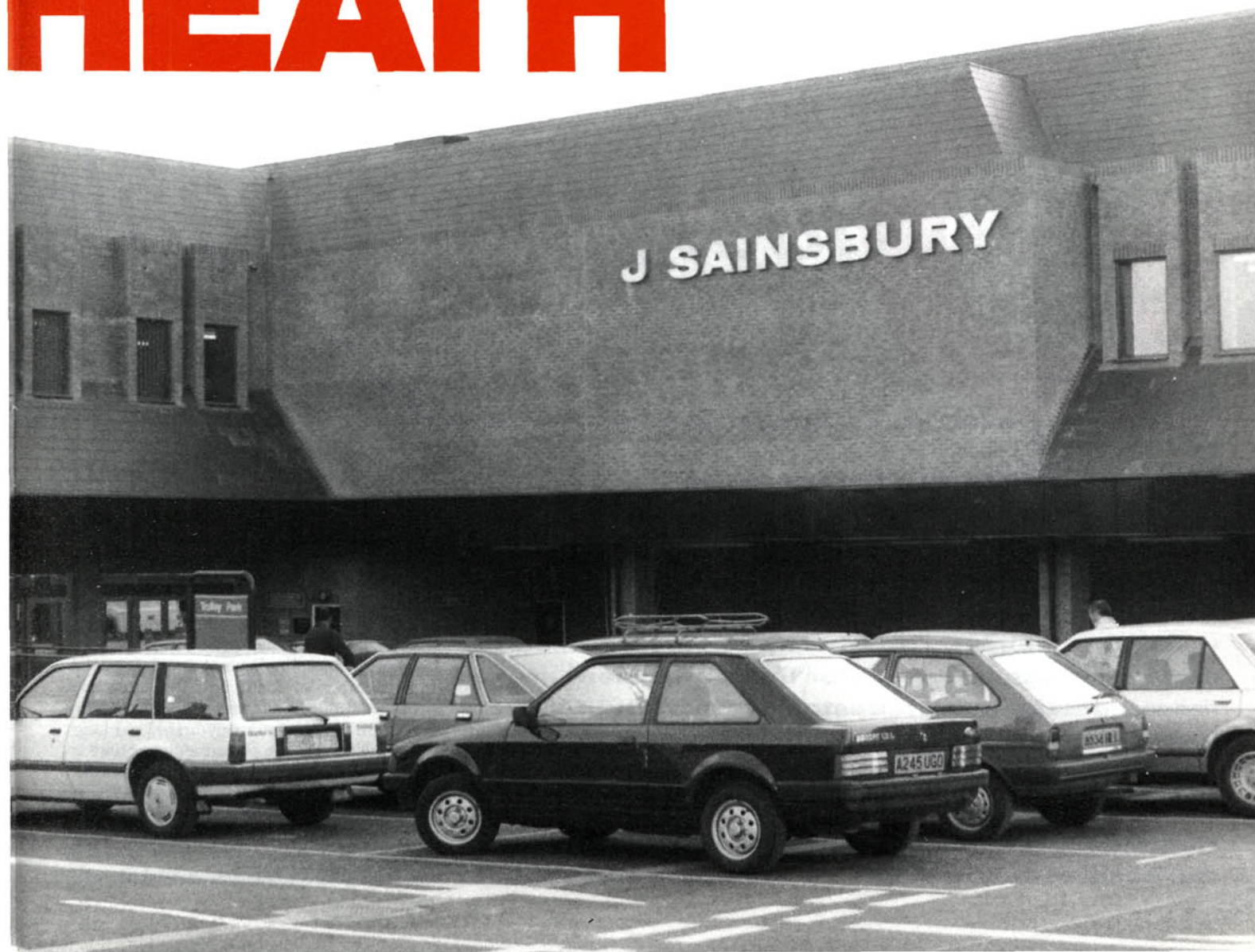
Car park: 313 spaces

1. Robert Austin (centre) and Sue Littlejohn with the management team.
2. Expedition cold room—a group of pioneers in the warehouse.
3. Chadwell Heath has three former YTS trainees who are now permanent members of staff. They are, left to right: Ian Constable, Lorna Buchanan.
4. Sir John talks with customers before opening the store.
5. Bright lights in the snow.
6. A view from the car park behind the store.





HEATH





Satisfying a healthy appetite for knowledge

There's a wealth of health around these days as Britons become increasingly aware of the content of food being served up to them by food retailers.

Doctors, scientists, nutritionists have all pointed out the need to forage for fibre, fade out fat and count the calories. The whole point is that a healthy diet will mean longer, fitter lives, and there are far more questions from customers wishing to know just exactly what they're eating.

On March 2 Robin Whitbread, as JS marketing director, spoke on the subject at the Society of Chemical Industry Symposium. His speech forms the basis of this article.

The changing shape of the British shopping list

Over the past ten years there has been a reduction in the consumption of bread, butter, eggs, beef and milk. On the other hand people are eating more cheese, margarine, poultry, fresh fruit and vegetables.

The changes in demand are influenced by a number of factors, some related to the quest for healthier living and some which are not. There are many more working women; lifestyles are changing; more time is spent on leisure (sport in particular) and there's less time for the preparation of food; more people take holidays abroad and want to try different products so this is reflected in the JS range.

One very successful new line which was



CHANGES IN CONSUMPTION OVER 10 YRS

INCREASES		DECREASES	
Fruit juice	+393%	Butter	-49%
Brown bread	+149%	Canned fruit	-38%
Ice cream	+138%	Salt	-31%
Yoghurt	+120%	Sugar	-30%
Frozen vegetables	+95%	White bread	-29%
Rice	+71%	Liquid milk	-24%
Fresh mushrooms	+66%	Canned soup	-23%
Margarins	+57%	Jams, jellies, marmalade	-22%
Breakfast cereals	+49%	Eggs	-22%
Poultry	+40%	Tea	-20%
Pickles & sauces	+35%	Mutton & lamb	-19%
Baked beans	+24%	Beef & veal	-15%
Fish (fresh, frozen, canned)	+13%	Bacon & ham (uncooked)	-14%
Coffee	+11%	Sausage	-14%
Fresh fruit	+7%	Potatoes	-13%

Source: MAFF (National food survey)

SAINSBURY'S Half Fat Cottage Cheese

Skimmed Milk Soft Cheese

This product contains less than half the fat of Sainsbury's standard cottage cheese.

227 gram 8 oz

NUTRIENTS	TYPICAL VALUES PER 100g (3 1/2 oz)
ENERGY	85 K/CALORIES 350 K/JOULES
PROTEIN	13.6g
CARBOHYDRATE	4.1g
FAT	1.5g
ADDED SALT	0.9g

Can only aid weight control as part of an energy (calorie) controlled diet
J Sainsbury plc Stamford Street London SE1 9LL

Above the new labelling as it appears on cottage cheese.

Left: Vitapint—the first low fat milk to be marketed in Britain.

Knowledge

introduced as a direct response to consumer demand for low fat milk was Vitapint. Launched in 1981, Vitapint was the first low fat milk to be marketed in this country. It maintained overall milk sales at JS at a time when national consumption of liquid milk was declining—20 per cent down over the past ten years.

Consumption of canned fruit has declined by 38 per cent in the last ten years, probably because the syrup is high in calories. Two years ago JS introduced, with good results, fruit in natural juice to complement the range of fruit in heavy and light syrup.

Related to these developments is the question of additives and preservatives. Are they all really necessary?

At a time when the consumption of jam is declining the trend has been slowed by, for example, offering a greater choice through

marmalade and jams with no artificial colouring and no preservatives. And JS yogurts will shortly be colour free as well as preservative free.

Putting a label on it

So a healthier selection is being offered to the discerning customer and the customer is looking for more information about the products he or she is buying.

Recent research carried out with shoppers shows quite clearly that the consumer is interested in whether food purchased is nutritious, whether it contributes to a balanced diet and what it contains.

JS is responding to this desire for knowledge by making it easier for customers to assess a food's nutritional value. January saw the introduction of nutritional labelling at JS.

JS nutritional labelling gives the following core items—energy, protein, carbohydrate and total fat. Regardless of the product the order will not change and they will be expressed as typical values per 100 g. For a number of products the typical values will also be expressed against the unit of consumption for example per biscuit, per pot of yogurt.

Consideration is also given as to how the product is most commonly consumed. Carrots need to be expressed both raw and boiled, typical values related to raw chicken become more meaningful when expressed as roasted and grilled.

Energy is measured in kilocalories and kilojoules—merely two forms of measurement but most people are more familiar with

the former.

Dietary fibre is also included where this is in excess of 1 gm per 100 g and also added salt and added sugar regardless of whether these are seen as negative or positive attributes of the product.

Vitamins will be listed if they provide at least 17 per cent of the recommended daily amount (RDA).

Where fat content is more than 10 g per 100 g, for example in single cream, total fat will be broken down into polyunsaturates and saturates.

The retailer has a responsibility to keep close to its customers, to determine what they understand and what they want to know.

In a recent poll by Bejam the family shopper was said to be confused by a mass of conflicting information although almost two thirds of those asked were making a deliberate attempt to improve the family diet.

JS has obviously got the timing right for food labelling that is understandable and presented in a standardised format.

The concept of 'healthier foods' has been with us for many years although without question they are today much more in demand and rate more importantly in the consumers' mind.

In 1892 shredded wheat first appeared on the market. An American, Henry Perky, initially produced this product for himself to aid his own digestion.



1



2



4



5



6



7



8



Friends are found once again

New recruits to the ever growing veterans family were overwhelmed at the warm reception they received at the 37th annual reception held once again at the Royal Lancaster Hotel on April 15 and 22.

During the welcoming address, Arthur Waller, chairman of the veterans group, asked all new arrivals to stand up and be counted. This they did and the applause they received must have resounded for miles and miles.

He then went on to speak about the visiting panel and of the consistently good work undertaken by the veterans panel and urged them to carry on. It was now time to tuck into a scrumptious tea.

After the meal Chairman Sir John Sainsbury, and, April 15, Lady Sainsbury, arrived to greet the happy family. 'It gives me great pleasure to be here and witness so many happy faces,' commented Sir John Sainsbury. 'I never cease to marvel at the remarkable organisation involved in bringing all of you together for these events. I would like to thank the group organisers on your behalf.'

The Chairman then gave a brief run down of activities at JS during the last year. 'We have opened stores in Canterbury and York, thus enabling both archbishops to shop at Sainsbury's from now on,' he commented.

He also spoke about the Queen Mother's visit to Cromwell Road and referred to her as the 'best loved veteran of the whole country'.

Following a brief mention of the awards received by JS this last year, Sir John and Lady Sainsbury made the lucky draw. All 11 winners also received a red carnation.

The day finally came to an end and veterans reluctantly made their way back home for yet another year.



1. Irene Donaghue receives a carnation from Lady Sainsbury.
2. Veterans arrive.
3. Winners left to right: Win Curdling, Doris Rudelforth and Mary Slater.
4. Left to right: Glyn Harrison; Harold Dyer, ex-chairman of the group; Max Justice, president.
5. Happy line up.
6. Contingent from Blackfriars.
7. Old photographs bring back memories.
8. Grace Springthorpe (right) enjoys the company.
9. Basingstoke depot table.

New look cookery books

Over the years Sainsbury's has sold over ten million cookery books encouraging customers to experiment with a wide range of national and international recipe ingredients. Recently the whole range has been redesigned and two brand new titles have also been produced in the new format.

The launch provided a very timely opportunity for the *Journal* to take a look at the different stages of production involved in publishing a cookery book.

A great many people and skills are involved in the making of a recipe book. At one end of the scale is book buyer, Pat Winson and at the other, designers, photographers, home economists, stylists and printers. In the middle are the publishers who act as the go between and co-ordinate the whole operation under guidance from Sainsbury's.

As far as a year or two in advance of publication the buyer and the publisher have a meeting to discuss suggested themes and possible authors. A list is compiled and the ball immediately starts rolling. For the time being it's in the hands of the publishers who will approach the various authors. A brief synopsis of the proposed book will then be produced within the next three or four months by the author. This will indicate the scope of the subject, how the author proposes to deal with his or her chosen subject and will also include a brief list of chapters or sections and a few sample recipes. The publishers are now able to put forward the synopsis together with a 'mock-up' of a cover.

Another meeting is now set up at which the synopsis and suggested designs are studied and commented upon in great depth. The managing editor from the publishers, the JS book buyer and a home economist will all be present and amendments will almost certainly be made. Areas for comment include the visual appeal of the cover design, the subject appeal and Sainsbury's requirements regarding different foods and their cooking methods.

The home economist will have tested each recipe to be published and polaroid photographs will also be available at this meeting to give everyone an idea of what each dish looks like.

Sainsbury's will confirm their requirements for a given publication and the date by which it must be on sale. The publishers now sign a binding contract with the author and plans forge ahead.

The author next produces a complete typescript of recipes plus introductory and connecting material. Copies are then sent to JS for approval and comment. Meanwhile the publishers will edit the top copy to eliminate errors and copies of these recipes will be sent out to freelance home economists to be tested for accuracy, timings and appearance. Once all queries are ironed out the publishers will discuss with the author requirements for photography and drawings.

There are over 70 recipes in any one cookery book and not all of them are photographed. The author will have a say about which ones he or she feels are the most photogenic and often his or her favourites will be shot.

The designer is now brought in and he will finally decide with the managing editor which recipes will definitely be photographed, having studied the polaroid

photos, and how the photos are to be laid out in the text.

The designer layouts are then discussed with the photographer, his stylist and the home economist who will prepare the food for photography. It is the stylist's job to buy the props for each photographic shot. He or she will obtain table cloths, crockery, candle sticks, flowers, cutlery, wine glasses and whatever else is felt to be necessary to present the food in a perfect setting. Depending on the nationality of the food, certain typical props might be used.

The overall style of the pictures has been finalised by this stage. The author's typescript is sent to the printers for photosetting, meanwhile the photography is underway in a specialised studio equipped with all the necessary lights and camera equipment. Five days are normally set aside for this purpose and an average of four shots are taken a day. Setting the scene and cooking the food takes up most time.

If explanatory diagrams are to be used the managing editor will now talk to a freelance designer and give precise instructions as to what is required.

Proofs of the script are checked by the publishers, JS and the author. Photographs are also sent to JS, already cut to the size required, together with a transparent overlay indicating where the copy will come in relation to the photograph.

Once colour transparencies have been approved they are sent with the cover artwork, to the printers to make proofs.

Each transparency is copied onto four pieces of film one for each of the four basic printing colours: cyan (blue), magenta, yellow and black. During this process the picture is enlarged or reduced and cropped to fit the size specified by the designers.

The end result of each picture is four pieces of black and white

film on which the image is reproduced as a collection of fine dots of varying sizes which convey the impression of continuous tone. One piece of film will be used to print yellow dots, one cyan dots, etc—the overall effect reproduces almost any colour in the spectrum.

Trial prints are made and returned to the publisher and JS. At this stage colour balance and sharpness can be altered. The printer will take the film and alter the dot structure to achieve the corrections required.

Next the designer takes over. He will take photographs, illustrations and copy and paste it all up to make page layouts.

The whole package is finally sent to the printers. Now a completely new stage begins.

At the printers the text which has now been reproduced on film is integrated with the colour separated film and is then transferred to a printing plate—a sheet of metal with a coating of photographic emulsion (1). This plate is exposed to ultra-violet light and the image becomes a pattern of letters and dots which will pick up ink on the press (2).

The plates are then wrapped around cylinders and the exact images of the pages on the plates pick up ink and this is transferred to a rubber-coated roller which presses the image onto the paper as the paper is fed through. This happens four times as each colour is printed separately.

A computer is attached to the printer and will make adjustments to colour intensity if the printed sheets alter from the standard sheet approved at the outset by the production manager. A selection of sheets is fed into the computer (3).

JS cookbooks are printed two at a time on one sheet and take about two days of continuous shift working to print.

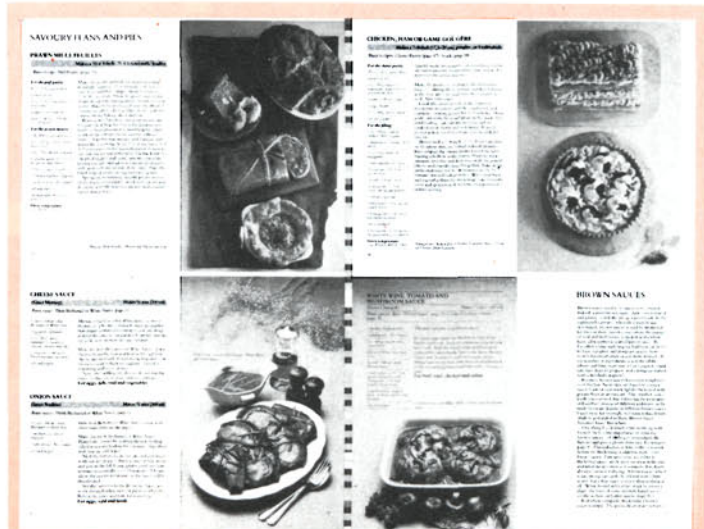
At the next stage the sheets are automatically folded by binding machines. They're collated into six sections of 16 pages each and sewn together with thread (4). This is the strongest form of binding possible for paperbacks.

The covers are now wrapped around both books (5) and glued at the spine. The guillotine (6) then cuts them into single books and trims them all round to give a finished book.

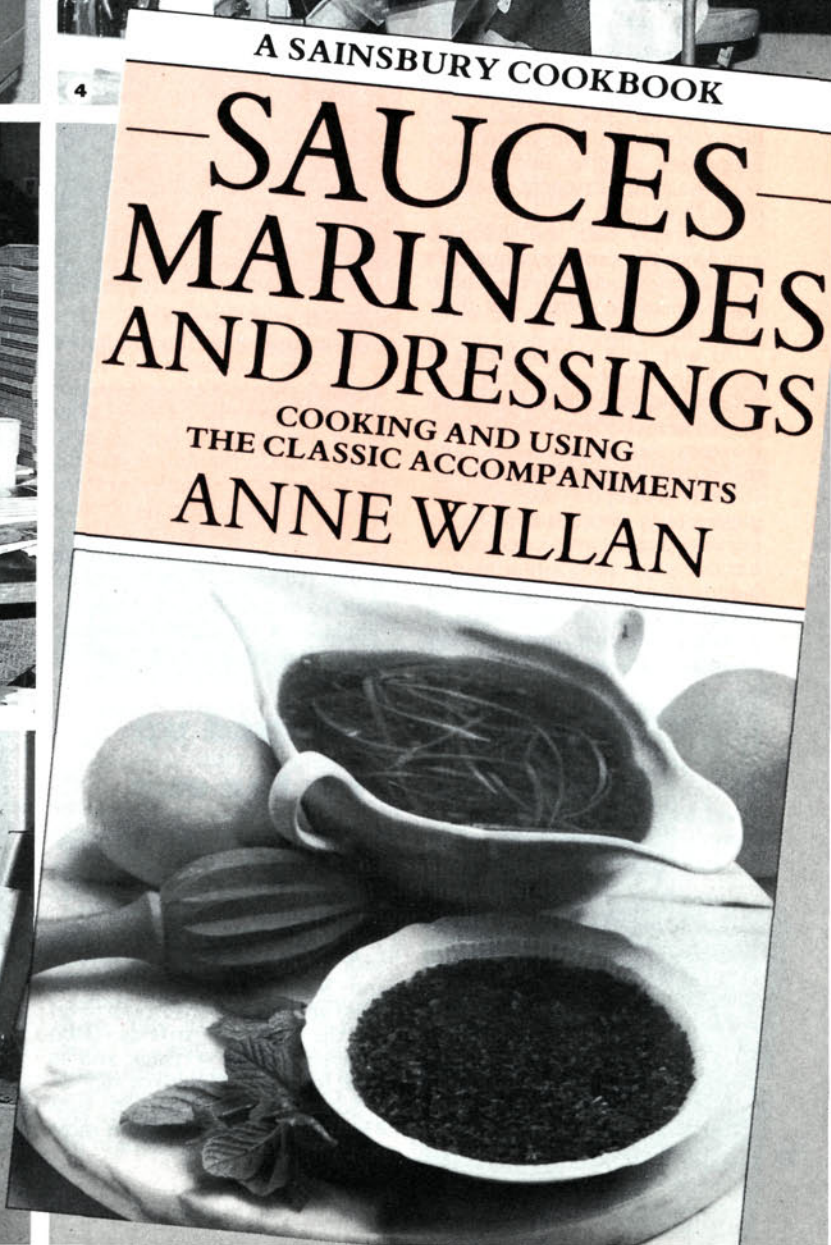
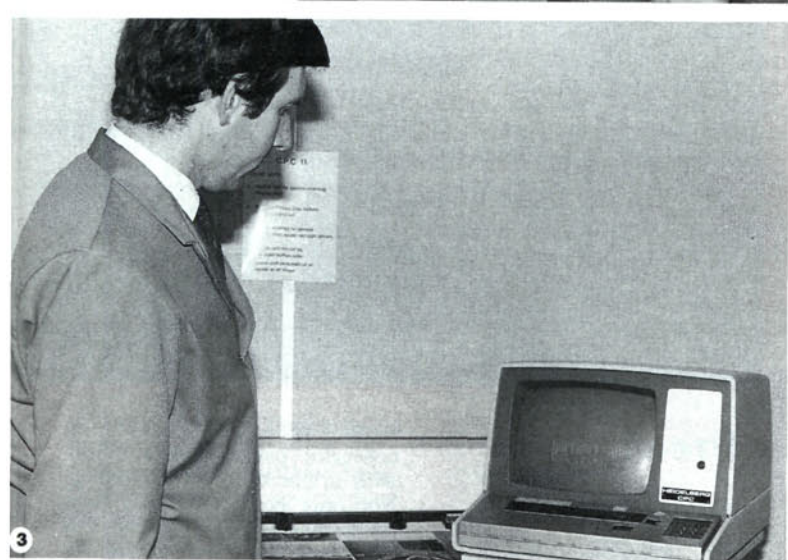
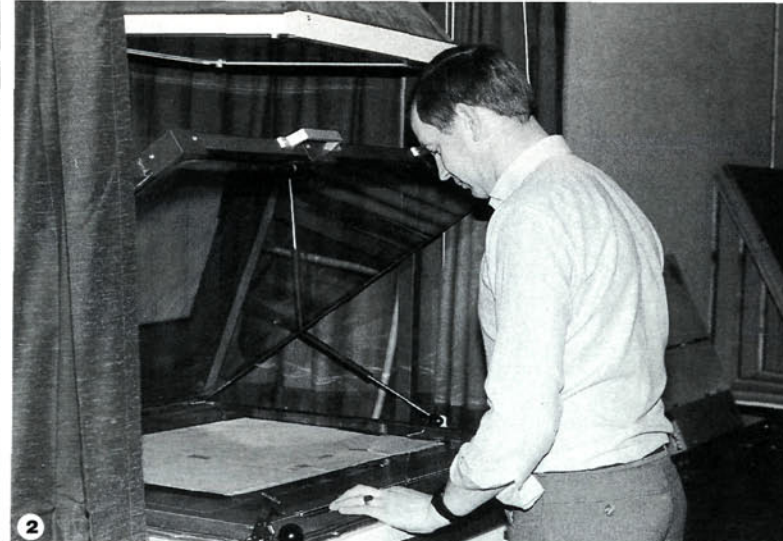
In the binding, as elsewhere, the process is monitored at every stage and sample copies are taken out and inspected to give the maximum quality control.

The books are then packed by hand into packs of 12 and boxed up ready for delivery.

The new titles, 'Sauces, Dressings and Marinades' and 'The Complete Pastry Book' are the first two to be printed in the new format. The existing range plus these two additions were relaunched on April 22.



One printed sheet which shows pages from two books.



NEW PRODUCTS



Appliance of science

SAINSBURY'S IS ALL set to become hair's best friend with the launch of two new hair-care ranges—the 'herbal' system and the 'scientific' system.

The herbal hair formulas, for all hair types, consist of extra mild formula shampoos and frequent use formula conditioners.

For normal hair, there is shampoo with extracts of Woodland Herbs. The special herb blend combines the stimulating properties of pine and juniper with the mild astringent qualities of birch extract.

For greasy hair, the shampoo combines the astringent qualities of Whitenettle and Horse Chestnut, to provide gentle, but thorough cleansing.

To help with the problems of dry hair, Sainsbury's extra mild formula shampoo uses the natural properties of Honey and Elder flowers to help tone and moisturise the hair.

Each shampoo has a complementary conditioner. Sainsbury's frequent use conditioner has been specially formulated to help with today's changing hair needs. Its light action makes it suitable for use after every shampoo without leaving the hair

lank and 'over conditioned'.

Sainsbury's herbal shampoos (49p, 200ml) and conditioners (59p, 200ml) are available from 195 branches.

The 'scientific system' is an easy three-step, scientifically formulated range incorporating two shampoos, a conditioning rinse and a deep conditioning cream.

Protein Shampoo with Silk, specially formulated to give hair extra body, contains silk amino acids which give fine or limp hair a deep gloss shine and bounce. The special characteristics of Panthenol (Pro Vitamin B5) contained in this unique formula help it to penetrate the hair shaft and so nourish and moisturise from within.

Protein Shampoo with Silk, specially formulated for dull or damaged hair contains protein with special properties which help repair and nourish hair damaged by colouring, heat treatment or perming. It gently cleanses the hair and restores its natural silky feel and shine.

Sainsbury's Protein Shampoos



with Silk cost 89p (200ml).

To complement the shampoos is Protein Conditioning Rinse with Silk (95p, 200ml) suitable for all hair types. To be used after every shampoo, it will help to reduce static, therefore making the hair easier to comb and style.

To complete the grooming routine is Sainsbury's Deep Conditioning Treatment with Silk at 99p (145ml). This will restore shine to dull or damaged hair.

Sainsbury's 'scientific' hair-care system is available from over 170 branches.

Souped up for the cup

THAT SUPER range of Sainsbury's Soup-in-a-Cup Specials has recently been extended to include three new varieties.

Barbecue Bacon and Tomato with Croutons (88g), Chicken and Mushroom with Croutons (98g) and Thick Mushroom (84g) are the welcome arrivals. Each comprises four servings and is ideal for a quick lunch or supper.

Soup-in-a-Cup Specials cost 43p and are available from most branches.



Great outdoors

COOL AND COLOURFUL—that's the best way to describe Sainsbury's new range of Picnicware now ready for summer outings.

To keep wine chilled and sandwiches fresh, JS has introduced three sizes of eye-catching Cool Bags. Family Cool Bag with Side Pockets, 20 litre capacity, £9.99; Cool Bag, 17 litres, £8.99 and the Barrel Cool Bag, 25 litres,

£7.99. They are made from colourful pastel shades fabric, with bright handles and piping. Not only are these Cool Bags indispensable for picnics, but they are also very useful for storage of drinks and ice cubes at parties and for carrying home frozen groceries.

Very attractive accessories in the range are the unbreakable glasses and tumblers. Dishwasher safe and shatterproof, there are three styles of glasses, which come with a red or grey design in packs of two—Picnic Wine Glasses, Long Drinks Tumblers





and Short Drinks Tumblers—at £1.99 per pack.

Essential equipment for dining al fresco is cutlery and JS have just the thing with the 12 Piece Cutlery Sets. In five colours—green, blue, pink, grey and red.

For keeping soups hot or drinks cold, Sainsbury's has two new Vacuum Flasks, both in red or grey designs. There is the one litre flask with two cups at £4.25 and the half-litre flask at £2.99.

Sainsbury's Picnicware Range is all made in Great Britain and is available from approximately 165 branches.

French collection

THE TOAST of the summer season is almost certain to be one of Sainsbury's new wines.

Burgundy is one of France's most prestigious vineyard areas, producing fine wines that enjoy a worldwide reputation. JS has two new wines from the region, both of which are Appellation Bourgoigne Contrôlée.

Sainsbury's Red Burgundy comes from a family company established over 100 years ago. The wine is full-bodied with the fruitiness characteristic of the Pinot Noir grape from which it is made. Ideally it should be served at room temperature with red meat dishes and cheeses.

Sainsbury's White Burgundy is from a small 150 year old family company. The wine is crisp and dry whilst having the fullness of flavour associated with the Chardonnay grape from which it is made. Lightly chilled, it is ideal with white meats, fish or enjoyed

Chocs away



THERE WILL be chocs around the clock with Hand-Made Chocolates from Sainsbury's, on sale from two selected in-store bakeries.

There are ten varieties including Truffles (in five flavours—Grand Marnier, Rum, Vanilla, Milk and Plain), Caramello, Wild Strawberry, orange straws,

Torrone and 'Three Nuts'. Each delicious chocolate is a hint of luxury at an affordable price. When purchased, the chocolates are attractively packaged in gold and brown cellophane bags or gold boxes.

Hand Made Chocolates cost £1.20 (per ¼lb) and are available from Nine Elms and Cromwell Road.

Tropical tipple

BRITISH SUMMER TIME has begun in the best possible way with the introduction of a new fruit drink especially geared to the warmer months ahead.

Sainsbury's Island Sun Drink is an exciting blend of banana, orange and pineapple juices. Tasty and refreshing on its own, mix with soda water and ice for a long, cool drink.



Island Sun Drink is a 'long life' product with extended keeping qualities but contains no preservatives.

Best served chilled the box costs 59p (1 litre) and is available from 175 branches.

Tear off a stripe



SAINSBURY'S HAS a new dynamic duo ready to attack domestic spillages.

'Stripes' is the name of the latest range of JS Kitchen Towels. In two unique colourways—red or green stripe on a white background—they will co-ordinate perfectly with the bold colours of the modern kitchen. With 70 sheets per roll 'Stripes' are soft and absorbent but strong too.

Sainsbury's Kitchen Towels cost 75p (with an introductory offer of 69p) and are available from approximately 190 branches.

The reds are coming

A NEW FRUITY foursome is ready to be picked from the yogurt ranks at JS.

Strawberry, Raspberry and Redcurrant, Champagne Rhubarb and Fruits of the Forest, make up this quartet. Its introduction extends this yogurt range to four, the others being Exotic Fruits, Strawberry and Black-cherry and the Variety Fruits pack.

The 'Red Fruits' pack of low fat yogurt costs 55p (4 x 150g) and is available from 129 branches.



as an aperitif.

Both of Sainsbury's Burgundys cost £2.95 (70cl).

Due to the success of the 'bottle-size' Claret JS has introduced a new 1½ litre size Claret, Appellation Bordeaux Supérieur Contrôlée. This magnum makes the perfect companion to parties, when there will be ample for the second glass!

The combination of Cabernet Sauvignon grapes used in its production together with the climate and soil of the Bordeaux region give a good balance of fruit and tannin.

At its best when served at room temperature, Sainsbury's Claret costs £4.29 (1½ litres).

Sainsbury's Pinot Blanc Alsace has an elegant dryness, with a fragrant bouquet. It comes from a region between the Vosges mountains and the River Rhine in north-east France, an area where wine production is strictly controlled by the French authorities.

Sainsbury's Alsace costs £1.98 (70cl). All these wines are available from 91 branches.



A NEW VINTAGE Selection wine for the spring is Chateau Maucailou 1981. Founded in 1875, Chateau Maucailou is situated between Margaux and St Julien in the Medoc region of Bordeaux. The principal vines grown on the gravelly soil are Cabernet Sauvignon and Merlot and the wine from these grapes is aged in new oak casks for 18 months before bottling.

Best served at room temperature, this medium-bodied red wine is ideal as an accompaniment to red meats or cheeses.

Chateau Maucailou 1981 costs £6.45 (75cl) and is available from 50 branches.

Woolworth results

WOOLWORTH HOLDINGS has surprised nearly everyone by announcing better results than anticipated for the 53 weeks to February 2, 1985. On increased sales of £1.66 billion (1983/84 £1.27 billion) trading profits, excluding the effect of profits on property sales, almost doubled from £29.4 million to £56.8 million. A major element in this increase was the inclusion for the first time of the results of the Comet electrical discount stores purchased by Woolworth during the year (£14.9 million profit). However, the Woolies star turn was undoubtedly the splendid performance of its 153 store B&Q DIY chain which produced trading profits of £28.6 million compared with £19.3 million last year while expanding rapidly at the same time (from 112 stores at the end of 1983/84).

The Woolworth high street stores turned in a somewhat less than wondrous performance with

a trading loss of £5.1 million compared with a profit of £7.6 million, although these figures were affected by a new and more realistic policy of head office charging the stores economic rents for their premises. Such a poor return on over £1 billion of sales remains the main problem facing Woolworth boss John Beckett. Along with continuing to dispose of its least profitable stores Woolworth sees that it must polish up the image of its outdated high street stores if any improvement is to be made.

The employment of outside design consultants, and a new marketing strategy are aimed at making a visit to Woolworths a less confusing matter. These and the move towards more out-of-town sites bear the forward looking hallmark of Mr Beckett's new management. There is some expectation of greater things from Woolworth's main stores in the future.

in Chris Ball who has spent the last five years reviving Unigate's liquid milk operation. The price paid by Northern is not cheap and includes £22 million for the loyalty of customers to their milkman. This works out at £44,000 per milk round. Does your milkman realise how much he is worth?

Art ad

AVID ITALIAN film buffs have long had their suspicions on the methods used by their most famous director Federico Fellini. His films always include at least one character so stupendously large that one feels normal feeding methods would be inadequate to sustain life in this form. So, how does an Italian film star stay in shape? The mystery may have been solved. FF has recently completed a one minute commercial for Italian pasta firm Barilla.

The ad, which took one day to film, was based on an original idea by the maestro himself. Local businessmen estimate his fee for this major contribution to the arts at £500,000. It's obviously good work if you can get it.

Brief budget

IN TERMS of advance speculation over its contents this year's Budget must be worth a place in the Guinness Book of Records. Last year the Chancellor of the Exchequer made fundamental changes to the system for taxing company profits and this year everyone expected even more reforms. In fact Mr Lawson's speech, a short one, contained few surprises.

The fear that pension funds would lose some or all of their beneficial tax status and the hope that Capital Gains Tax would be abolished were equally wide of the mark. The rumours that VAT would be considerably extended to food, books and newspapers, to name but a few, had raised the hackles of most parts of our consumer society. In the event only advertising in newspapers was brought within the VAT net.

JS business should benefit from the proposals made to increase personal tax allowances by double the rate of inflation and reduce employees' National Insurance contributions for wages up to £90 per week. These measures will give people more take home pay. Our costs, in common with the other major food retailers, will be reduced on balance by the reduction of employer's NI contributions on earnings up to £90 per week, although the benefit here will be reduced by the abolition of the upper limit on employers' NI contribution.

Eligible JS employees keen to avoid income tax on their profit sharing will find taking shares instead of cash even more attractive than before as a result of the Budget proposals. Such shares need only be held by the Trustees of the Profit Sharing Scheme for the employee for five years now to avoid tax. Previously it was seven years. The new

proposals will apply to shares already held by the Trustees.

The only reform to the existing tax system worth noting is the abolition of the much disliked Development Land Tax, which sought to tax the profits made through changing the use of land. This should result in more land being brought onto the market for development, which JS would welcome.

Big freeze

BEJAM, the food and freezer retailer, has again shown good results for the six months ended December 31, 1984. On sales of £175 million an increase of 12 per cent on the same period last year—Bejam's pre-tax profit rose to an impressive £9.4 million from £8.2 million.

Bejam now has 212 store and the average size of a new opening is 6,000 sq ft.

Regular readers of the Business News may note that Bejam has become one of the increasing band of retailers providing financial services to its customers; in this case life insurance is marketed to holders of Bejam's existing freezer repair and food insurance policies. This has obvious advantages to the housewife who can now presumably take out fully comprehensive cover on her food, freezer and that all purpose kitchen appliance, the husband, in one go.

Milk moves

MARCH witnessed a significant realignment within the UK dairy industry. Northern Foods of Hull paid Grand Metropolitan £51 million for the north of England division of Express Dairies. This moved Northern into third place in the UK liquid milk league with eight per cent behind the Co-op's 30 per cent and Unigate's 24 per cent. The deal included 500 milk rounds and four dairies in

Lancashire, Yorkshire, Cheshire and Derbyshire. Northern expects to be able to squeeze more than last year's £5.5 million operating profit from the division, especially after it is integrated into the existing Northern network. They seem to have the man for the job



Eat your vegetables

The battle for hearts and stomachs is warming up with salvos being fired by the Vegetarian Society and the nation's butchers. The Society has recently appointed a new chief executive, Peter Cox, who has declared his determination 'to make meat a thing of the past by the end of the century'.

He claims that on present trends half of the population will be vegetarian by 1991. The meat industry questions these findings and is now concentrating on establishing a firm base for its products in the schools—the 'get them early' approach. The effectiveness of this must be questionable, as anyone who can remember school meals must know!

Cooking up an idea for the children

SELLING OF a different kind by staff from **Bracknell** resulted in over £400 being raised for the children's charities.

SSA committee members **Mary Bax, Ann Evans, Sheila Cook and Pam Staines** held a jumble sale in the Princess Square precinct on February 16. All of the jumble, including games, shoes, books, records and clothes were donated by the staff. Also on sale was a selection of home baked buns, pastries and cakes.

The staff have been running the jumble sale for a couple of years and as well as raising funds for the children's charities, they have also donated to cancer research.



The Bracknell ladies with a satisfied customer.



L to r: Office manager, Helen Hooper; Cyril Southerby; Pam Turner; Millie; Hilda Southerby; Nigel Bacon and grocery manager, George Kemp.

Customer's centenary

HOW'S THIS for customer loyalty? Millie Binns a customer at **New Malden** has been shopping at Sainsbury's for fifty years! But Millie was already fifty herself when she first walked into J Sainsbury's in New Malden because she's now 100 years old. And she still shops regularly at the store on the High Street.

To mark her 100th birthday on April 9 her friends at Sainsbury's gave her a very special shopping trip. When she arrived at the store with neighbours, Cyril and Hilda Southerby, a birthday cake was wheeled out and manager, **Nigel Bacon**, presented Millie

with a bouquet, Champagne and Sherry.

She was overwhelmed as management, staff and even a few customers sang 'happy birthday to you'.

Cook, **Maggie Davis**, iced the cake: 'It's a Sainsbury's Genoa—her favourite.' **Pam Turner**, chief display, did most of the organising. 'She's a lovely lady who's very capable and knows exactly what she wants when she comes shopping. She often chats up the butchers to make sure she gets the best.'

New Malden opened in 1921 and was extended in 1961.



Help for the hospital

THE PRESENTATION of a cheque for £441 to Farnborough Hospital on April 2 was the culmination of three months hard fundraising undertaken by **West Wickham**.

Since Christmas last year each department in the branch had taken it upon themselves to either donate or buy items to be raffled. It was then up to **Ursula Harman** and **Mary Buckley**, both

supermarket assistants, to sell as many tickets as possible.

Commented **Audrey Johns**, BPO: 'I don't know what we would have done without our two ticket sellers. It was thanks to them we sold so many tickets enabling the branch to make this donation. The beauty of raising money this way is that it involves everybody, because if you're not donating, you're buying.'

The money will go towards purchasing a replacement scanner for the medical ultrasound unit at Farnborough Hospital.



Moroccan markets are highly competitive places and it seems traders are not averse to a little plagiarism.

This advertising slogan—'Quality better than Sainsbury's Prices cheaper than Tesco'—now appears to be promoting the sale of local pottery. Last year it was spotted in another Moroccan market proclaiming the value of local coffee. This photograph was passed to the *Journal* by Sir Robert Sainsbury and was taken in Agadir by a relative.



Bill Allen, SSA functions organiser (second from left) presents a cheque for £1000, money raised by the Miss JS raffle, to Variety Club's chief barker, John Ratcliff (left). Also in the picture is John's wife Marsha and actor, David Lodge. The presentation took place at a Variety Club Dinner.

Where's the fire then?

THERE MAY be no smoke without fire but it certainly isn't the case that there are no firemen without fire as Maggie Hussey, BPO at Crosby, discovered recently.

She was chatting to a friend who is chef to the Southport Fire Brigade and she asked him how he found time to do his shopping. 'It's simple,' he told her. 'I just give the firemen my menus and off they go to Sainsbury's in the fire engine.'

Over at Southport, manager, David Facer confirms that the shopping trip is a regular



spectacle. 'The firemen park their engine just outside, one stays in the cab and two come in to do the shopping, dressed in uniforms complete with helmets and bright yellow trousers. Customers look around to see where the fire is but staff are used to it by now.'

Southport's famous cartoonist, Bill Tidy, loved the story and produced these delightful cartoons for the *Journal*.



He's a scholar of science

REPAIRING COMPLICATED electronic equipment has earned Saturday student at **Bedminster**, David Whitrow a scholarship to Bangor University, North Wales.

Mr Fix-it, as he is known to his chums at school, beat 1,200 contestants to win one of six national scholarships offered by computer firm, Ferranti, to study electronic engineering.

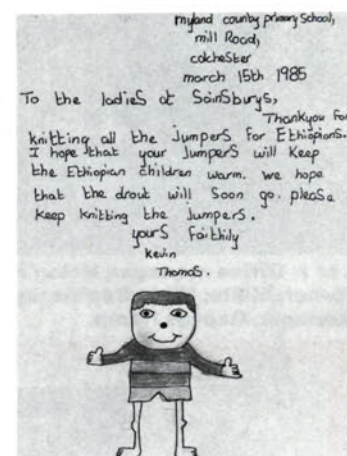
At present, David is studying physics, maths and chemistry at 'A' level.

Knitters band to aid

ENGAGED IN furious activity, staff from **Lexden** branch recently knitted a total of 70 jumpers for the famine victims of Ethiopia.

The Women's Royal Voluntary Service has been collecting the jumpers from the branch and a local primary school packing them up ready for delivery.

Encouraging the knitters to keep up the good work is Kevin Thomas, from the primary school, who wrote the following letter:



High fliers are dropped

SKY-HIGH AMBITIONS prompted three members of staff from **Wellingborough** to throw themselves from a plane recently.

Firmly strapped into their parachutes, Jane Wildman, cashier instructor, Christine Kelland, supermarket assistant and Gary Holly, butcher, jumped over Peterborough Parachute Centre, in aid of the NSPCC.

Following one day's training, the big event posed no problems for Jane and Gary while Christine had a problem finding the exit in the plane and then met 'terra firma' bottom first!

Their daring venture raised £300.

Sunday June 16



Have a nice Family Day

FOOTBALLERS, netballers, athletes and superstars are all busy training for Family Day, coming soon on June 16.

The committee is still co-ordinating the vast job of organisation, and spectacles and entertainments are lining up to ensure the day is a smash hit.

There are many new events and one to look out for is the Training Ship Stirling Field Gun Crew. The crew comprises two teams which race against each other while manhandling field guns. During the race the guns are dismantled and reassembled combining great skill with physical strength and dexterity. It's a spectacular sight so make sure you're there on the day to enjoy it.

Look out for next month's *Journal* which includes the Family Day programme.

The finals frontier



PERISHABLES proved indestructible on Sunday, March 23 when the finals of the Griffin football cup 1984-85 were played out at the Griffin Ground in Dulwich.

The head office team was well matched against the Charlton perishables warehouse team and it began to look as though extra



time would have to be played to reach a score. But Charlton's Dean Cassell made it 1-0.

Trophies were awarded after the match by Brian Sparrow, a Crystal Palace full back. On the left he can be seen presenting referee, Chris Fuller, with his commemorative trophy.

Treading the boards in 'Anger'

FOLARIN HASSAN, student at Putney, was once again the leading light in his school's annual drama production (see JSJ May 1984). This year, the play was John Osborne's 'Look Back in Anger' a great contrast to last year's musical comedy, 'Happy End'. Folarin took on the daunting role of Jimmy Porter, the anti-hero and epitome of the 'angry young man' of the fifties.

The play revolves around the life and attitudes of Jimmy Porter, a challenging role with several very long and powerful speeches.

So how did Folarin manage to learn all those lines, in between studying for History and Economics 'A' levels? Quite simply: 'As we rehearsed, the lines just seemed to stick. I'm lucky as I have a good memory.'

The well-learned lines gave Folarin and his co-stars some well-earned praise from those amongst the audience, including local press.

After leaving school this summer, Folarin hopes to go on to drama college. He already has one good reference for a placement there—his role of Jimmy Porter, to which he can look back with pride.



Making it on the market

MARKET STALL OPERATORS must be a hardy breed with a plentiful supply of thermal underwear according to a handful of Cambridge and Haverhill YTS trainees.

During the two coldest days in February, seven trainees sold books, records, clothes and bric-a-brac, all donated by staff. And having put their culinary



expertise to the test a few days earlier, also sold a wide range of home-made cakes, buns and biscuits.

The result was two very successful days of bartering at Cambridge market and a total of £124 was raised for the NSPCC.

Stars of stage and screen

ALL THE world's a stage or at least it is up in Leeds!

For the second year running a few 'amateur dramatic' staff decided to 'do it again' for charity and take part in the pantomime called 'Aladdin'.

Marian Perkins, bakery assistant, played not one part but two, that of Nabbem and Wisheewashee, Steve Morris, checkout

manager, was Widow Twankey and Adrian Pennock, supermarket assistant, Coppem.

'Aladdin' was performed in the local church hall on February 11, 12 and 13 and on each night was sold out. A total of £276 was raised.

The pantomime is now available on video, price £8.00 or £3.00 if a tape is provided.



Flipping well lost it

THE CARELESS toss of a pancake cost four ladies of Horsham branch a winning place in the local pancake relay race, held on February 19.

Jayne Riley, Julie Taylor, Lyn Weller and Melody Tanner (supermarket assistants) were up amongst the leaders when the slip of a frying pan (by someone who shall remain nameless) vanquished all hopes of victory.

However, the team managed to walk away with heads held high—the event was supposed to be fancy dress, but of a dozen teams, it was apparent that only the Horsham ladies had made a real effort. They went dressed as the 'Weetabix' kids, wearing heavy, home-made cardboard outfits.

The four had great fun and are now putting their heads together to come up with a novel costume idea for next year's race.



Basingstoke bowls promoted

BOWLS HAVE BEEN successfully rolling for a year at the Griffin Bowls Club, Basingstoke depot and now it's time for a few rounds of applause.

It's the 'A' team who are in the limelight at the moment. They were recently promoted to the second division in the Basingstoke and District Bowls League after becoming runners-up in the third division. 'We missed the first place by half a point,' commented club secretary, Terry Allen. 'But the achievement was pleasing considering most of the players are only first year novices. It was a great honour for me to receive the bannerette on behalf of the team.'

Individually members received trophies presented to them by Jack Spencer, Hampshire county coach for 20 years.

Cassie shows her class at Crufts

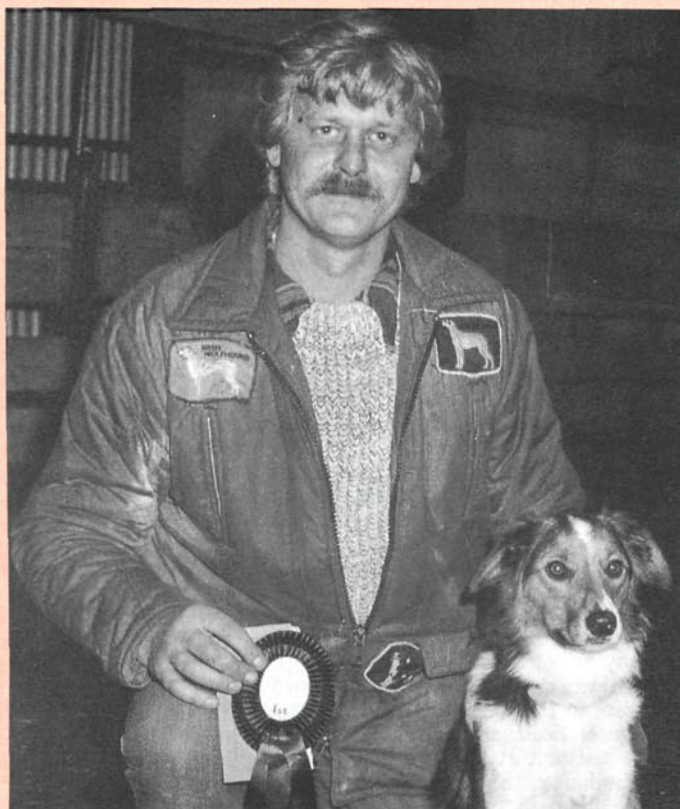
1985 LOOKS sure to be a year of celebration for **Susan Thumwood** (checkout supervisor at **Nine Elms**) and her family. Not only has Susan become engaged to **Nine Elms** provisions manager, **Elliot Pilcher**, but one of the family's dogs, a Collie called Cassy, recently became Supreme Obedience Champion Bitch at Cruft's.

Cassy (kennel name Kingsfold Cass) belongs to Susan's father Ray (right with Cassy), who has only been in the doggy business for the past seven years. He takes up the story:

'I never really thought about training dogs until my wife, Margaret, bought an Irish Wolfhound called Sheba. Being a huge dog (who usually took Margaret for walkies!) training was necessary, but after just a few months of classes, Margaret couldn't cope on her own, so I offered to take Sheba to training myself. I thought I would find lots of ladies trotting around with pretty little dogs, but this was not the case. All sorts of people were there with a variety of dogs and within a few weeks I was converted.

'I bought a Great Dane called Tanya and began training in earnest. With Tanya, I was introduced to the competitive side of "dogging".

'Soon I was well and truly taken with competitions and I



bought Cassy—this Collie pup was quite a contrast to a fully grown Great Dane!

We started serious training when she was just six months old and she won her first beginners class at the 21st annual Guide Dog Show.

'Getting to Cruft's is a very complicated process. You have to win many different classes, losing as few points as possible.

Cassy loves to work in front of crowds and really pulls out all the stops every time.'

Cassy finally qualified for Cruft's in July 1984. The big day was February 8—five years of hard work was soon going to be put to the ultimate test. Cassy worked brilliantly to win the Obedience Championships.

Photo Sutton Advertiser.



Pedal pushers

THAT EXERCISE cycle has been at it again! Those roving wheels found themselves recently at **North Cheam** where 20 members of staff saddled up to raise £700 for the NSPCC.

Two outstanding pedal-pushers were tradesmen, **Neil Davies** and **Neil Fowler**, who each cycled 19 kilometres.

Dance for his life

AFTER FIGHTING and winning his battle against cancer, **Michael Zwager**, provisions manager at **Stevenage**, recently organised a charity disco in aid of cancer research.

In gratitude to all his friends, colleagues and relatives for their constant support, Michael invited them to attend the fun disco and at the same time to help him raise money from raffle tickets and donations.

A total of £775 was collected and donated to the Professor Peckham/Bob Champion research fund.

Winning with words

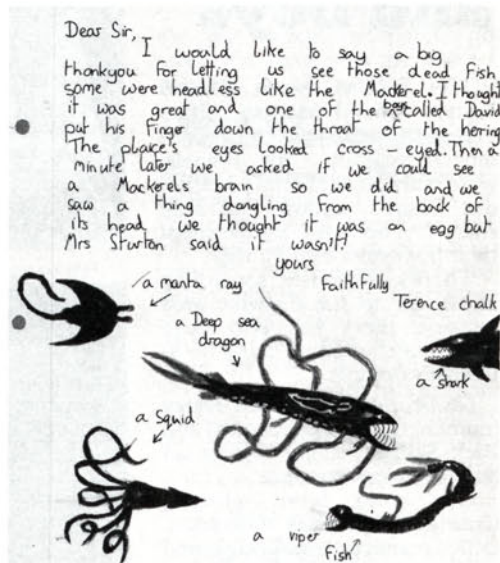
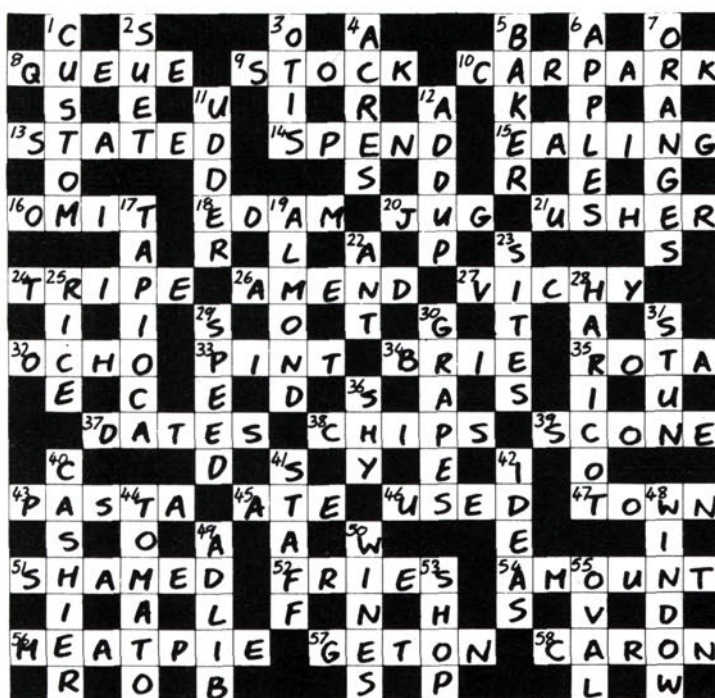
Winners of the crossword competition which appeared in the February Journal are:

Janet Greenyer, accounts VDU clerk, directs department, Streatham.

Graham Stoggles, leading store service assistant, Ipswich.

Sylvia Turner, part time office clerk, Bradford Greengates.

Gift vouchers to the value of £5.00 are being despatched to these crossword masterminds. For everyone else, here is the solution.



When Shelton Lower School, Bedford, asked for fish heads for its five to nine year olds to examine, Kempston Sainsbury's presented them with a haul.

After intensive scientific research, the children wrote to the branch to express their thanks.

PEOPLE

Appointments

Philip Myers, formerly senior departmental manager at York Homebase, has been appointed manager at Bradford Homebase.

Retirements

Bill Hanlon, assistant meat manager at Stamford Hill, has retired after 38 years with JS.

He began his career with the company at Stamford Hill manual branch as a butcher. Bill worked in several north and east London branches including Enfield, Kentish Town (where he became meat manager) and Walthamstow.

Wally Lawrence, warehouseman at Charlton depot, has retired after 35 years' service with the company.

He joined JS in the Stamford House warehouse and worked in several departments until transferring to Charlton depot.

Eddie Fisher, administration clerk at Buntingford depot, has retired after 31 years with JS.

Pat Mills, warehouseman, returns and empties at Basingstoke depot, has retired after 30 years' service with the company.

He joined JS in the Stamford House warehouse and worked in several departments before transferring to Basingstoke depot in 1964.

Else Watson, part time supermarket assistant at Winchester, has retired after 22 years with JS.

She began her career with the company as display assistant at the old Southampton store. In 1967, Else transferred to Winchester where she remained until her retirement.

Dot Oakman, office manager at Sidney Street, Cambridge, has retired after 21 years' service with JS.

Mavis Vanes, chargehand in the bacon department at Basingstoke depot, has retired after 21 years with JS.

She joined the company as a checkout operator at Harold Hill. In 1966, Mavis moved to Basingstoke depot.

Dick Fiffeld, chargehand motor vehicle technician at Buntingford depot, has retired after 17 years with JS.

Barbara 'Biccy' Read, part time supermarket assistant at Walton-on-Thames, has retired after 17 years' service with the company.

Bob Rouse, refrigeration supervisor at Coventry area office, has retired after 16 years with JS.

He began his career with the company as refrigeration engineer. Bob was made refrigeration supervisor in 1974.

Margaret Ford, senior supermarket assistant at Wealdstone, has retired after 15 years' service with the company.

Greta Greenhalgh, checkout manager at Victoria, has retired after 14 years with JS.

Phoebe Bullock, part time senior supermarket assistant at Burton-on-Trent, has retired after

13 years' service with the company.

Stanley Chillington, leading store serviceman at Solihull, has retired after 13 years' service with the company.

Eileen Dear, supermarket assistant at Kingston, has retired after 13 years with JS.

Jessie Cutbill, checkout instructor at Kingston, has retired after 12 years with JS.

Cora Goldbourne, part time skilled supermarket assistant at Wembley, has retired after 12 years' service with the company.

Lil Philpott, skilled supermarket assistant at Bridgewater, has retired after 12 years with JS.

Jessie Smith, senior supermarket assistant at Surbiton, has retired after 12 years' service with the company.

Pip Amos, supermarket assistant at Kingston, has retired after 11 years with JS.

Nancy Bubb, deputy office manager at Northampton, has retired after 11 years' service with the company.

Dorothy Dampier, part time supermarket assistant at Christchurch, has retired after 11 years with JS.

Rose Sorrill, supermarket assistant at West Bromwich, has retired after 11 years' service with the company.

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

Molly Holmes, St Stephens (10 years).

Eileen Pike, Surbiton (10 years).

Irene Addison, Tottenham (7 years).

George Modell, Streatham office (7 years).

Stanley Clunn, Newcastle-under-Lyme (6 years).

Norman Salmon, Newcastle-under-Lyme (6 years).

Joyce Blower, Debden (5 years).

Jean Dopson, Chislehurst (4 years).

Dot Wilder, Chislehurst (4 years).

John Strang, Churchill Square (3 years).

Connie Bradley, Chislehurst (1 year).

Long service

Tony Purchase, senior merchandiser, branch merchandising at Blackfriars, has completed 40 years with the company.

He joined JS as a clerk in the accounts department at Ewell and two years later transferred to the factory at Blackfriars. After a period in engineers accounts, Tony joined the new branch equipment department and in 1962, transferred to stores buying. He was promoted to senior buyer in branch equipment and in 1980. Tony moved to branch merchandising in his present position.

Alan 'Atty' Atkins, returns operator at Buntingford depot, has completed 25 years' service with JS.

He joined the company at the Blackfriars factory and in 1968 moved to Buntingford depot as non-perishables warehouseman. Alan transferred to the returns department three years ago.

Andy Cardwell, assistant manager, non-distribution stock department at Streatham office, has completed 25 years with the company.

John Copelin, assistant meat manager at Winton, has completed 25 years' service with JS.

He began his career with the company as a trainee butcher at Southbourne. John transferred to Winton branch and was made assistant meat manager in 1978.

Greg Drury, meat manager at Derby, has completed 25 years with the company.

He joined JS as a trainee butcher at Oxford and three years later moved to Coventry as senior leading butcher. Greg joined Beeston in 1970 and after two years was made assistant meat manager. He became meat manager in 1974 and seven years later, Greg moved to Derby.

Ronald Head, driver at Basingstoke depot, has completed 25 years' service with JS.

Len Hodder, driver at Buntingford depot, has completed 25 years with the company.

Doreen Lamb, secretary, veterans welfare section at Blackfriars, has completed 25 years' service with JS.

She began her career with the company as a clerk in the sales office and one year later joined

Wedding belles and boys

BOTH FROM North Cheam branch, **Cheryl Morgan** (office manager) and leading departmental assistant **Gary Francis**, were married at St Paul's Methodist Church, Crawley on February 2. The lucky couple spent their honeymoon in Tunisia.

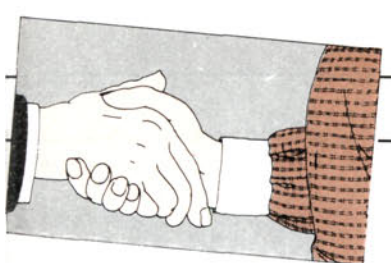
There's obviously something in the air in the Crawley area because there has also been some match-making going on at Crawley branch.

On February 23, **Louise Jerrey** (number three on checkouts) and **Rick Staines** (senior tradesman butcher) were married.

One week later, another Crawley couple took their vows. Office manager, **Pam Bridger** and leading departmental assistant, **Arthur Maidman** married on March 2.

Top left: Pam and Arthur. Top right: Louise and Rick. Right: Gary and Cheryl.





FEEDBACK

Football facts

From: Dave Davis, veteran, London N19.

I was interested to read in the *Journal* Gary Crowe's letter regarding a JS football league as it reminds me of what there used to be in the past.

When branches had mid-week early closing there was a mid-week league on Wednesdays and Thursdays with a cup competition incorporated.

I worked at Blackfriars and being a qualified referee I controlled quite a number of these games and refereed the finals at Dulwich in 1950 and 1951 and still have the plaques that were presented. There was great enthusiasm and good support.

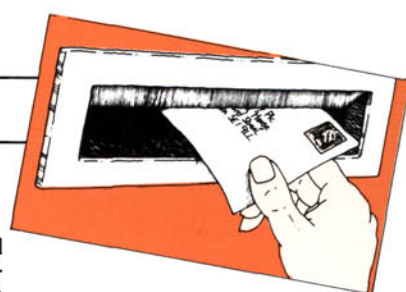
I am still active in the referee football world but not on the pitch and I'm sure that if Gary can get this competition going

and properly organised he will find the London Football Association very helpful in trying to obtain qualified men to control their matches.

Best of luck Gary and I hope to read of your progress in future *Journals*.

Ed: Time to get the facts. Things aren't nearly as bleak as Gary suggests. Apart from various branches, depots etc, getting involved in local football leagues (eg the Basingstoke depot team takes part in the Basingstoke league), there is a Sainsbury's league which is played out every Sunday in season at the Griffin Ground in Dulwich.

This league comprises 12 teams in divisions one and two, with six teams in each division. See page 19.



just £15 was taken off. In all my years at JS, 25 per cent of £128 was a lot more than £15.

Bill Allen, SSA functions organiser, replies:

It is possible to save up to 25 per cent on these holidays but the amount varies according to the time of year the holiday is taken. This was explained to SSA members when they forwarded their booking form to the SSA office.

The lovely lady on bread

From: Irish Nash, part time supermarket assistant, Wood Green.

After many years at the same JS branch, Wood Green, one cannot help being involved with certain customers and their children. One little boy is exceptional. His name is David. When he was a baby his mother used to bring him shopping regularly in his pram and we learned he was a handicapped child. The doctors said he would never sit up, but his mother, full of determination and willpower thought differently. Not only did he sit up after long anxious months of waiting with anticipation but he also walks and rides a tricycle.

He is now seven and a half years old and didn't get on at school at all so his loving and patient mother teaches him herself. She has taught him to type and on a card he sent to one of our ladies—Pat Terry—he typed the following: 'To the lovely lady on bread. Thank you for your friendly smile and kind word you have with me when I come in, love David.'

Wild bananas

From: Florence McAndrew, branch security.

Whilst I was working in Chesham last week, I heard a three or four year old come running up to his mother waving a bag of bananas. As he approached her he said, 'Mummy the man has locked them up but I don't think he has priced them'. His mother had obviously given them to him to take to the weighing point.

Letters are welcome and should be addressed to the editor

Last copy date for the June issue is May 10.

personnel in the branch health section. When the personnel department was re-organised, Doreen became section leader in the office destined to go to Ealing as an area office (it subsequently became Uxbridge AO) and helped set up the personnel section. In 1970, after a period back at Blackfriars, Doreen moved to Romford area office where she was personnel section supervisor. She returned to Blackfriars in 1975 and two years later joined the veterans welfare section. Doreen became secretary of the section in 1978.

Jock McNeil, assistant meat manager at Bury St Edmunds, has completed 25 years with JS.

He joined JS at Bury on its opening and became assistant meat manager in 1973. Jock has worked relief on many East Anglia and Hertfordshire stores including Kings Lynn, Hitchin and Letchworth.

Jennifer Mephram, senior clerk at High Wycombe, has completed 25 years' service with JS.

She began her career with the company at Amersham as a junior clerk. In 1953, Jennifer was made chief clerk. She worked relief in several stores including Gerrards Cross, Ruislip, Pinner and Oxford.

Marie Palmer, senior supermarket assistant at Woking branch, has completed 25 years with the company.

Phil Woodham, transport supervisor at Hoddesdon depot, has completed 25 years' service with JS.

He joined the company as a warehouseman at Blackfriars and shortly afterwards transferred to Buntingford depot as a driver. After a period, Phil moved to Hoddesdon depot and became transport supervisor in 1978.

Obituary

Denys Masters, manager, productivity services department at Charlton depot, died suddenly on March 4, aged 42.

He had been with the company since 1968.

Raymond Pettifer, driver at Basingstoke depot died suddenly on March 17, aged 41.

He had been with the company for 12 years.

David Pocock, leading store service assistant at Christchurch, died suddenly on April 1, aged 45.

He had been with the company since 1977.

Ian Watts, departmental manager in training at Fareham, died suddenly on March 23, aged 39.

He had been with the company for two months.

Made to feel at home

From: Elanor Crampton, student, Salford College of Technology.

Having just completed a month's professional practice placement with your company I felt inspired to write and express my gratitude to all the staff of the home economics department in Rennie House who made it possible.

The team are very hardworking yet they still maintain the presence of mind to be helpful and cheerful throughout the day and to help the unsure student who is trying to absorb so much information and make some (still unsuccessful!) mayonnaise.

I thoroughly enjoyed my placement and found it extremely rewarding. My thanks and best wishes go to all who made it that way.

No 'hard cheese'

From: Jean Brown, customer, Portsmouth.

Having completed my month's shop in the store today, I was offered assistance to the car park, a regular, much appreciated service. I glanced round on leaving the counter and in doing so remarked to the assistant that last month I had left a packet of cheese. My remark was heard by a supervisor who immediately remarked 'Oh, we'll have a look in the "lost" book'. This charming lady proceeded to search through many items until she found one she believed to be mine. I was then astonished when she gave me a refund of 80p.

I was so overwhelmed by this gesture that I felt I must write and thank your assistants.

I have been a Sainsbury shopper for some 20 years now and despite two other large

stores on my doorstep I still prefer to shop in your stores—beautifully clean and no piped music!

I find your service first class and pay tribute to all who work hard to achieve this.

Saucy cat



From: Mrs C J Mayes, customer at Orpington.

You know how fussy cats can be, But from this picture you can see Our kitten, Leeanna is so glad We give her beans or she'd be sad We hope that this will make you laugh

Not all kittens are quite so daft And what this poem really means Leeanna loves those Sainsbury's beans!

Holiday discounts

From: A J Bridle, Veteran, Shoreham, Sussex.

I would like to point out an error in an article in the February issue of the *JS Journal*. It states on page five 'savings of 25 per cent can be made on Ladbroke Holidays'.

My wife and I decided to take this offer up as we are veterans and to my surprise, when our bill came back, out of a £128 holiday,

Shop local



FEW CAN resist the charms of an old photograph and new additions to the Archives photo library are particularly valued for the way in which they evoke a detailed image of days gone by. Two recent additions to the collection present an interesting contrast, and add a little to our picture of JS's past.

The first (on the right), a posed photograph of the new branch at 79 Angel Lane, Stratford, was sent to the Archives by Mrs Elphick, a customer at Folkestone and grand-daughter of the bowler-hatted manager in the picture. The Angel Lane branch, which opened in 1907, traded until June 1968 when it closed for the redevelopment of Angel Lane, which became the Stratford Centre.

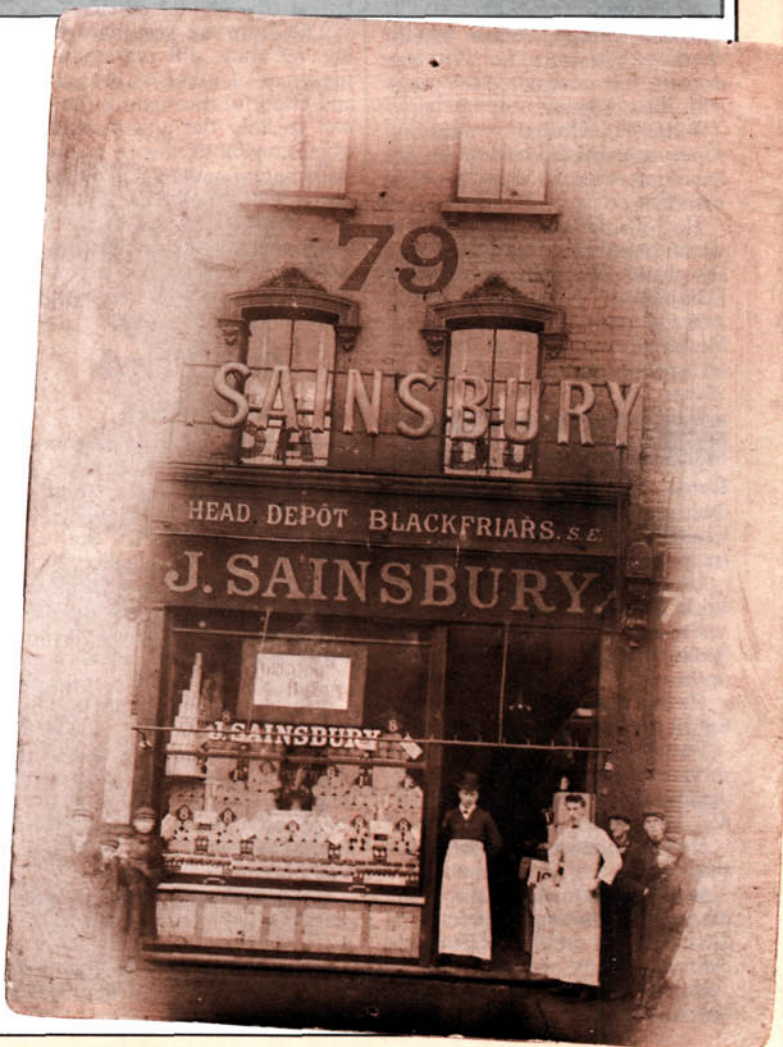
The assistant wears the single-breasted style of uniform which was replaced in 1907 by the more familiar double-breasted coat. This was a small branch and the range of goods on sale was fairly limited. The window display is devoted entirely to butter, and although the bar across the window is evidence that meat and poultry were also sold here the little shop had only one counter down its length, instead of the more customary two.

The clientele seems to be more than a little curious about the

presence of a camera. Angel Lane was not a prosperous area, but a narrow market street, and is a good example of the earlier style of JS trading, which was predominantly in such working class areas.

The World's Best Provision Market at 61/63 High Road, Wood Green, presents quite a contrast. Although opened a year earlier this shop has more in common with branches in more affluent suburbs as Balham, Lewisham and Croydon. The photo, above, dating from 1924, shows a much larger and more prosperous branch with a full range of game, dairy produce, fresh meat and provisions on show. The displays outside tempt a distinctly well-heeled group of customers into the well-lit interior. The branch is evidently busy since few of the staff are available to appear in the photograph.

These two pictures illustrate well JS's adaptability even in the early years, to the needs of different localities. The high elaborate fascia and extensive range of merchandise of the Wood Green store contrast markedly with the rather spartan fascia of the Stratford shop. Yet both had an important place in their respective locality establishing a tradition of quality and competitiveness of equal standing in each.



Students step forward

IT WAS open house after shutting up shop at Bretton branch on March 19.

For the second year in succession students from local schools and colleges were invited with their parents to a careers evening. Student workers from the branch also attended.

Branch manager, Jim Walters, was host and assisting with the presentation from Romford area office were Peter Wolstenholme, area personnel manager; Frank Shipp, assistant area personnel manager; Joyce Chilvers, area personnel officer trainee scheme; Steve Palmer, area training manager and Gillian Handford, area training specialist.

Short talks were given to the students by the deputy branch manager, provisions manager, an assistant manager and an 'A' level trainee manager from Bretton. A film was shown and students asked questions.

Afterwards a buffet was served and parents and students were able to discuss possible management careers at JS with the Bretton management team and area office personnel.

The evening was a great success and several students were impressed enough to apply for places on the management training scheme.



Students listen to the talk (top) and apply (above).

Degree of honour

CHAIRMAN, Sir John Sainsbury, is to receive an honorary degree of DSc (Econ) from the University of London.

The University will confer the degree on Sir John at the Foundation Day Ceremony on November 13.

Royal report

THE VISIT by Queen Elizabeth, the Queen Mother to Cromwell Road on March 5 received press coverage in the United States on March 7.

A photograph accompanied by a short caption appeared in 'USA Today' one of the world's largest circulation newspapers and America's first national newspaper.

Play away

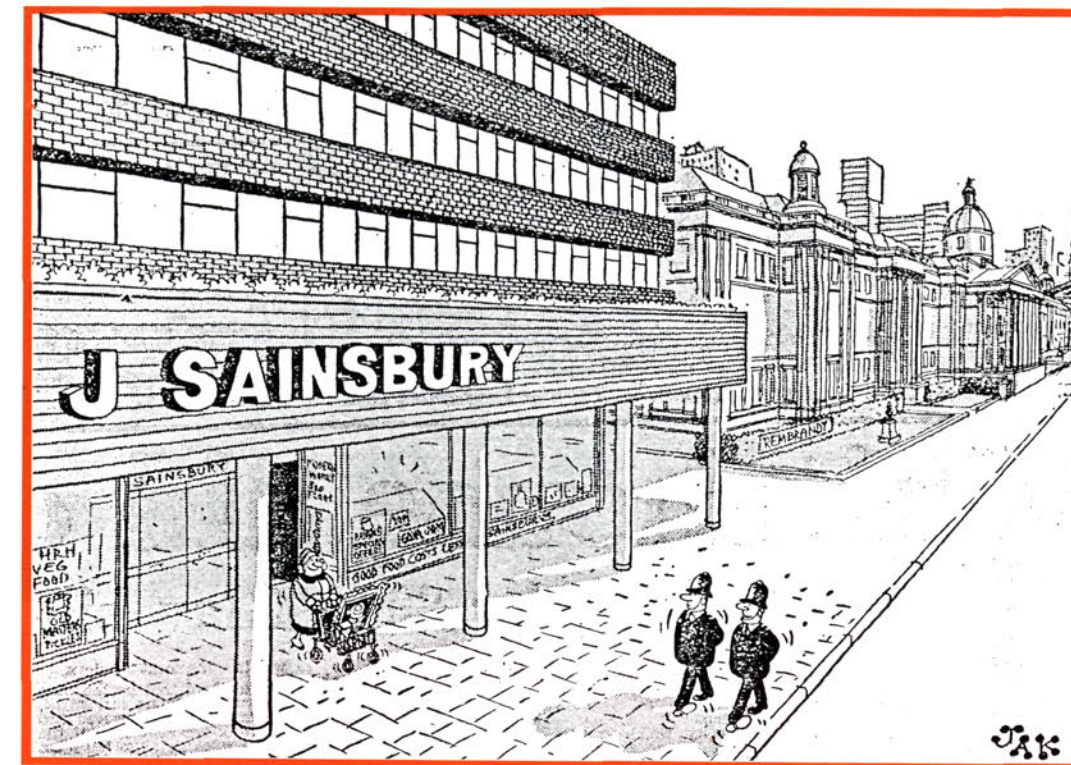
SAINSBURY'S HAS donated a much needed £500 to the Yate Town Council Play-scheme. JS has recently opened a new contract depot in the town.

During the past years of expansion, the population in Yate has increased by 50 per cent and yet no new children's play areas have been provided. The council has felt for some time that the new housing developments require at least three play areas but funds have not been available.

Alan Mathias, director of main contractor depots north and Midlands, attended the presentation to town clerk, Susan Tubey, on March 21.

National Gallery donation

This cartoon by JAK appeared in The Standard on April 4.



Prince Charles not only approved it, he shops here.

A PRIVATE DONATION from Chairman, Sir John Sainsbury and his brothers, Mr Simon and Mr Timothy, will now make it possible for the long awaited extension to the National Gallery in Trafalgar Square to be built. The gift will ensure that the gallery remains one of the great art galleries of the world.

Reports of the donation appeared on the front pages of most daily newspapers and on TV and radio.

Whilst being most complimentary about the Sainsbury gift itself, the media took the opportunity of reviewing the troubled history of this site. Proposed schemes in the past had included paying for the new building by the inclusion in the development of commercial office space. But these earlier attempts came to grief. In particular, the Prince of Wales criticized a controversial extension design as 'a monstrous carbuncle'.

The donation will allow extra gallery space, space for special exhibitions and a lecture theatre amongst other facilities.

The following 'leader' from an article in *The Standard*—London's evening paper—on April 4 reflects the media reportage this donation received nationwide.

'The Sainsbury gift... is the biggest single private donation in the history of the arts in Britain. As such, it will reassure and encourage those, including the

Government, who believe private patronage must play an increasing role in keeping the arts alive and healthy. But it also offers reassurance that the long and sometimes painful saga of this

fight (empty since the blitz) is on course for a happy ending.

'The Sainsbury family has an extremely good record of generosity in general and of careful support for the arts in

particular. They have asked for, and been given, a chance of a personal say in the design of the new building. Everyone will hope that the result will be a gallery London can welcome with pride.'

JS talks to Townswomen

JS WAS WELL represented at the Essex Federation Townswomen's Conference in February when Cynthia Gilett, home economist, spoke to 200 delegates from guilds around Essex.

Not only did they enjoy the 'Value for Money' talk but delegates were also treated to a cooking demonstration given by Cynthia on the Best of British theme. Tendersweet bacon chops, Lincolnshire sausages, Bramley and Cox's apples, Cheshire cheese, Butter Bakewell pudding with almond roses and sparkling cider were featured.

PROPERTY

OUTLINE planning permission is being sought from Enfield Council for a 32,000 sq ft supermarket in **Waltham Cross**. The development would include a 520 space car park.

Work is due to begin on the 40,000 sq ft **Warwick** supermarket. It is scheduled to be completed by August 1986.

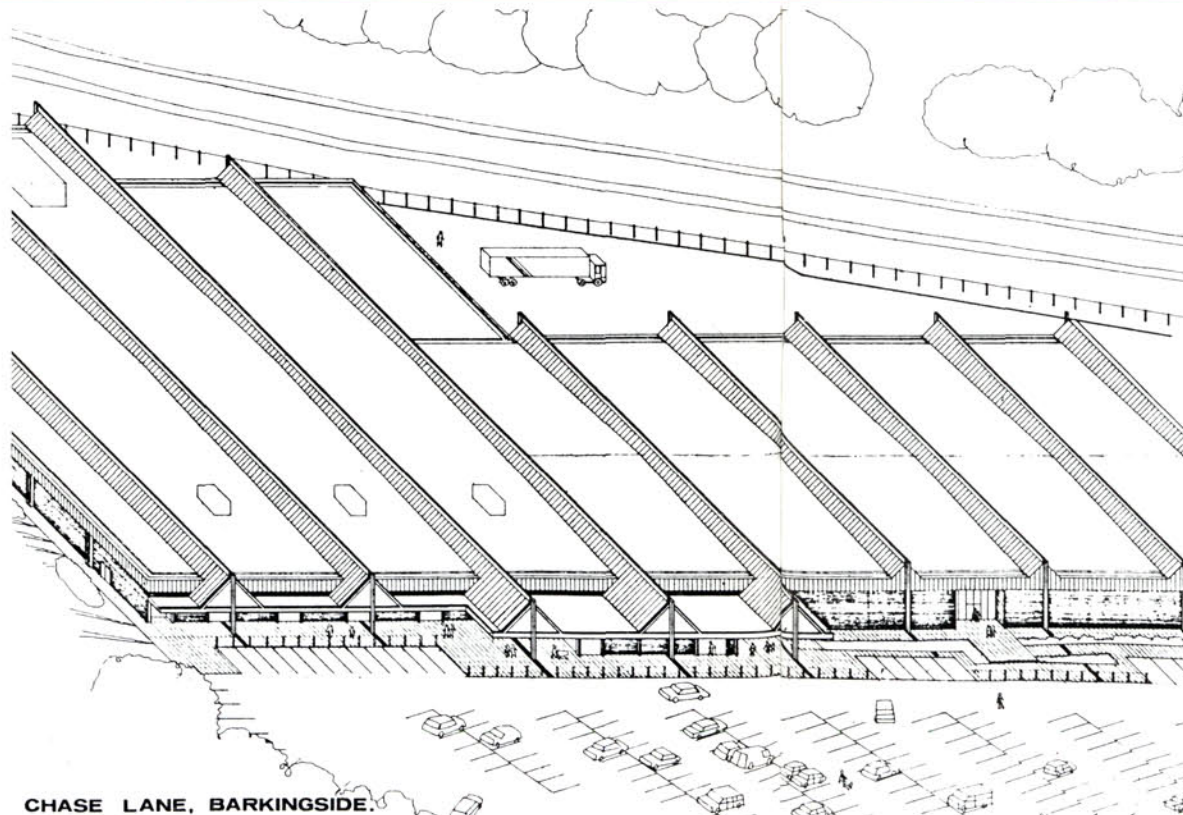
Sainsbury's planning application for a store at Tewkesbury Road, **Cheltenham**, has been called in by the Secretary of State for the Environment.

Elmbridge Council has rejected plans for a supermarket to be built in **Cobham**.

Work is due to begin on the Stanway store, **Colchester** this summer. It should be completed by November 1986.

Outline planning permission is being sought from Kettering Council to build a supermarket on the edge of **Kettering** town centre. The development with 28,000 sq ft of sales area would include a 430 space car park and create 80 new jobs.

The company is to appeal against Maidstone Council's refusal of planning permission for a 49,500 sq ft supermarket to be built at **Newnham Court**.



CHASE LANE, BARKINGSIDE.

A look into the future. A visual of the Barkingside store due to open early next year.



Tax man on wine

ROY EKENS is Sainsbury's new wine speaker. He joins William Foster who has been performing this service since June 1984.

A tax inspector from Formby in Liverpool, Roy Ekens has travelled extensively round wine growing regions and written three books on the subject.

He is a qualified member of the National Guild of Wine and Beer judges and has led many wine appreciation tasting groups.

Roy Ekens will be speaking to interested groups in the north-west, covering a 60 mile radius from Formby.

Conference calls in

THERE WAS an international gathering at Nine Elms on March 20 when 44 delegates of the CIES 1985 London conference visited the store. The CIES is an international organisation of multiple retailers whose annual conferences take place in various parts of the world.

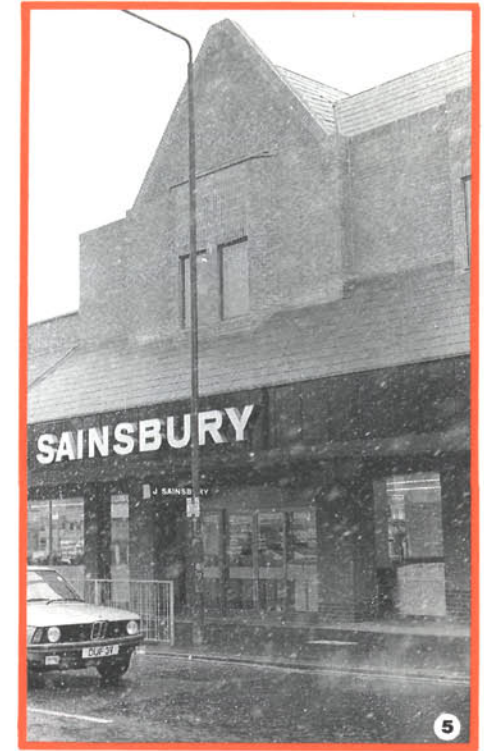
Taking groups of visitors (and

interpreters where required) around the store were Bromley area director, David Clapham; district manager, John Spence and senior store manager at Nine Elms, Bill Williams.

Following a tour of the shop floor the delegates took part in a question and answer session over coffee in the staff restaurant.



Area director, David Clapham, with delegates.



CHADWELL HEATH

As a flurry of late snow fell in Essex the wraps were taken off the new Chadwell Heath store. Chairman, Sir John Sainsbury opened the doors to customers who poured in to find that the store is as impressive on the inside as it is from the outside.

CHADWELL HEATH

Opening date: March 19

Address: 97-131 High Street, Chadwell Heath, Essex

Manager: Robert Austin

BPO: Sue Littlejohn

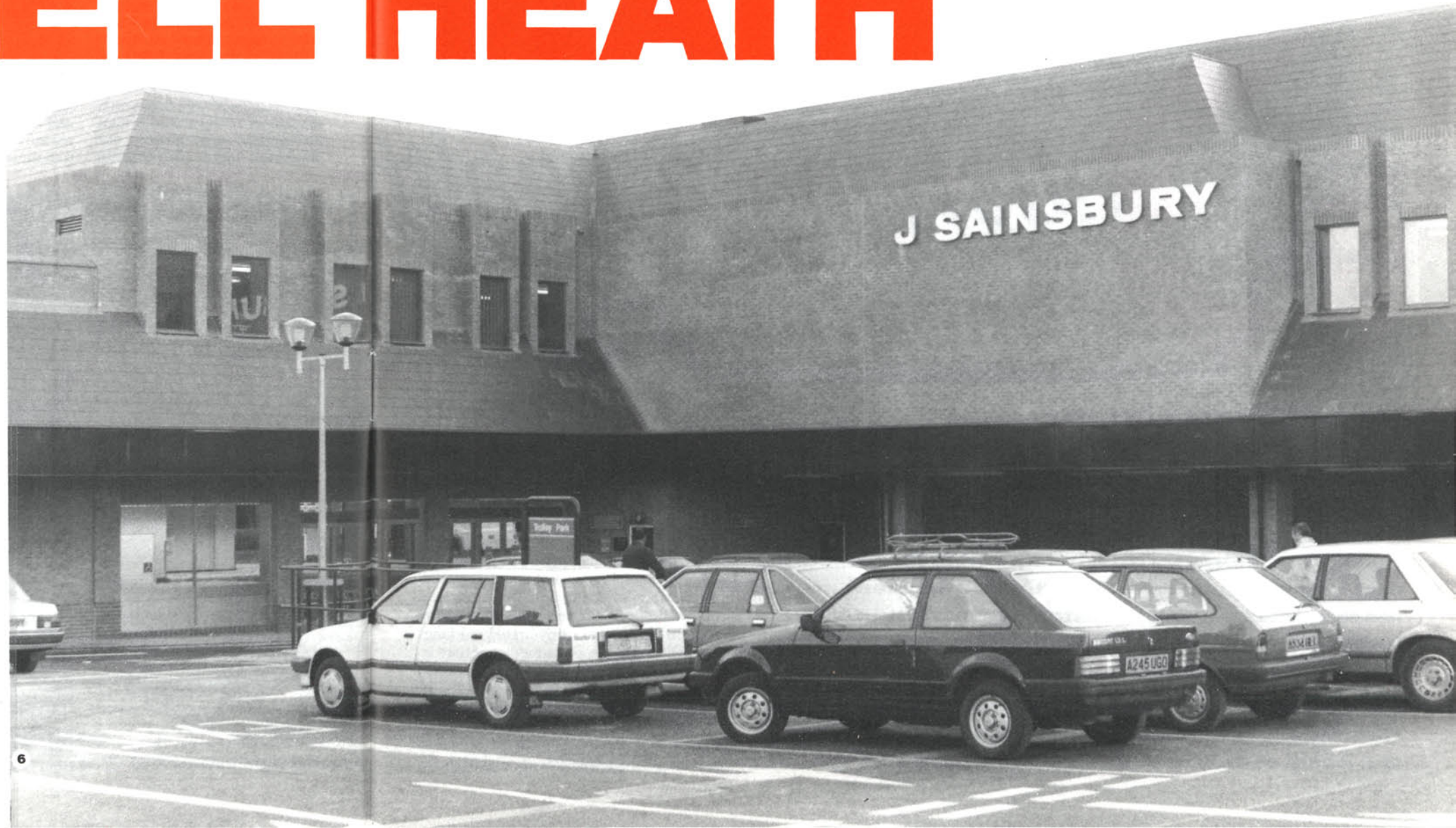
Staff: 307

Opened by: Chairman, Sir John Sainsbury

Sales area: 26,480 sq ft

Car park: 313 spaces

1. Robert Austin (centre) and Sue Littlejohn with the management team.
2. Expedition cold room—a group of pioneers in the warehouse.
3. Chadwell Heath has three former YTS trainees who are now permanent members of staff. They are, left to right: Ian Constable, Lorna Buchanan.
4. Sir John talks with customers before opening the store.
5. Bright lights in the snow.
6. A view from the car park behind the store.



Satisfying a healthy appetite for knowledge

There's a wealth of health around these days as Britons become increasingly aware of the content of food being served up to them by food retailers.

Doctors, scientists, nutritionists have all pointed out the need to forage for fibre, fade out fat and count the calories. The whole point is that a healthy diet will mean longer, fitter lives, and there are far more questions from customers wishing to know just exactly what they're eating.

On March 2 Robin Whitbread, as JS marketing director, spoke on the subject at the Society of Chemical Industry Symposium. His speech forms the basis of this article.

The changing shape of the British shopping list

Over the past ten years there has been a reduction in the consumption of bread, butter, eggs, beef and milk. On the other hand people are eating more cheese, margarine, poultry, fresh fruit and vegetables.

The changes in demand are influenced by a number of factors, some related to the quest for healthier living and some which are not. There are many more working women; lifestyles are changing; more time is spent on leisure (sport in particular) and there's less time for the preparation of food; more people take holidays abroad and want to try different products so this is reflected in the JS range.

One very successful new line which was

introduced as a direct response to consumer demand for low fat milk was Vitapint. Launched in 1981, Vitapint was the first low fat milk to be marketed in this country. It maintained overall milk sales at JS at a time when national consumption of liquid milk was declining—20 per cent down over the past ten years.

Consumption of canned fruit has declined by 38 per cent in the last ten years, probably because the syrup is high in calories. Two years ago JS introduced, with good results, fruit in natural juice to complement the range of fruit in heavy and light syrup.

Related to these developments is the question of additives and preservatives. Are they all really necessary?

At a time when the consumption of jam is declining the trend has been slowed by, for example, offering a greater choice through

marmalade and jams with no artificial colouring and no preservatives. And JS yogurts will shortly be colour free as well as preservative free.

Putting a label on it

So a healthier selection is being offered to the discerning customer and the customer is looking for more information about the products he or she is buying.

Recent research carried out with shoppers shows quite clearly that the consumer is interested in whether food purchased is nutritious, whether it contributes to a balanced diet and what it contains.

JS is responding to this desire for knowledge by making it easier for customers to assess a food's nutritional value. January saw the introduction of nutritional labelling at JS.

JS nutritional labelling gives the following core items—energy, protein, carbohydrate and total fat. Regardless of the product the order will not change and they will be expressed as typical values per 100 g. For a number of products the typical values will also be expressed against the unit of consumption for example per biscuit, per pot of yogurt.

Consideration is also given as to how the product is most commonly consumed. Carrots need to be expressed both raw and boiled, typical values related to raw chicken become more meaningful when expressed as roasted and grilled.

Energy is measured in kilocalories and kilojoules—merely two forms of measurement but most people are more familiar with



CHANGES IN CONSUMPTION OVER 10 YRS

INCREASES		DECREASES	
Fruit juice	+39%	Butter	-49%
Brown bread	+14%	Canned fruit	-38%
Ice cream	+13%	Salt	-31%
Yoghurt	+12%	Sugar	-30%
Frozen vegetables	+9%	White bread	-29%
Rice	+7%	Liquid milk	-24%
Fresh mushrooms	+6%	Canned soup	-23%
Margarine	+5%	Jams, jellies, marmalade	-22%
Breakfast cereals	+4%	Eggs	-22%
Poultry	+4%	Tea	-20%
Pickles & sauces	+3%	Mutton & lamb	-19%
Baked beans	+2%	Beef & veal	-16%
Fish (fresh, frozen, canned)	+1%	Bacon & ham (uncooked)	-14%
Coffee	+1%	Sausage	-14%
Fresh fruit	+7%	Potatoes	-13%

Source: MAFF (National food survey)

Sainsbury's Half Fat Cottage Cheese

Skimmed Milk Soft Cheese

This product contains less than half the fat of Sainsbury's standard cottage cheese.

227 gram 8 oz

NUTRIENTS	TYPICAL VALUES PER 100g (3 1/2 oz)
ENERGY	85 K/CALORIES 350 K/JOULES
PROTEIN	13.6g
CARBOHYDRATE	4.1g
FAT	1.5g
ADDED SALT	0.9g

Can only aid weight control as part of an energy (calorie) controlled diet
J Sainsbury plc Stamford Street London SE1 9LL

Above the new labelling as it appears on cottage cheese.

Left: Vitapint—the first low fat milk to be marketed in Britain.

the former.

Dietary fibre is also included where this is in excess of 1 gm per 100 g and also added salt and added sugar regardless of whether these are seen as negative or positive attributes of the product.

Vitamins will be listed if they provide at least 17 per cent of the recommended daily amount (RDA).

Where fat content is more than 10 g per 100 g, for example in single cream, total fat will be broken down into polyunsaturates and saturates.

The retailer has a responsibility to keep close to its customers, to determine what they understand and what they want to know.

In a recent poll by Bejam the family shopper was said to be confused by a mass of conflicting information although almost two thirds of those asked were making a deliberate attempt to improve the family diet.

JS has obviously got the timing right for food labelling that is understandable and presented in a standardised format.

The concept of 'healthier foods' has been with us for many years although without question they are today much more in demand and rate more importantly in the consumers' mind.

In 1892 shredded wheat first appeared on the market. An American, Henry Perky, initially produced this product for himself to aid his own digestion.



Friends are found once again

New recruits to the ever growing veterans family were overwhelmed at the warm reception they received at the 37th annual reception held once again at the Royal Lancaster Hotel on April 15 and 22.

During the welcoming address, Arthur Waller, chairman of the veterans group, asked all new arrivals to stand up and be counted. This they did and the applause they received must have resounded for miles and miles.

He then went on to speak about the visiting panel and of the consistently good work undertaken by the veterans panel and urged them to carry on. It was now time to tuck into a scrumptious tea.

After the meal Chairman Sir John Sainsbury, and, April 15, Lady Sainsbury, arrived to greet the happy family. 'It gives me great pleasure to be here and witness so many happy faces,' commented Sir John Sainsbury. 'I never cease to marvel at the remarkable organisation involved in bringing all of you together for these events. I would like to thank the group organisers on your behalf.'

The Chairman then gave a brief run down of activities at JS during the last year. 'We have opened stores in Canterbury and York, thus enabling both archbishops to shop at Sainsbury's from now on,' he commented.

He also spoke about the Queen Mother's visit to Cromwell Road and referred to her as the 'best loved veteran of the whole country'.

Following a brief mention of the awards received by JS this last year, Sir John and Lady Sainsbury made the lucky draw. All 11 winners also received a red carnation.

The day finally came to an end and veterans reluctantly made their way back home for yet another year.



1. Irene Donaghue receives a carnation from Lady Sainsbury.
2. Veterans arrive.
3. Winners left to right: Win Curdling, Doris Rudeforth and Mary Slater.
4. Left to right: Glyn Harrison; Harold Dyer, ex-chairman of the group; Max Justice, president.
5. Happy line up.
6. Contingent from Blackfriars.
7. Old photographs bring back memories.
8. Grace Springthorpe (right) enjoys the company.
9. Basingstoke depot table.

NEW PRODUCTS



Appliance of science

SAINSBURY'S IS ALL set to become hair's best friend with the launch of two new hair-care ranges—the 'herbal' system and the 'scientific' system.

The herbal hair formulas, for all hair types, consist of extra mild formula shampoos and frequent use formula conditioners.

For normal hair, there is shampoo with extracts of Woodland Herbs. The special herb blend combines the stimulating properties of pine and juniper with the mild astringent qualities of birch extract.

For greasy hair, the shampoo combines the astringent qualities of Whitenettle and Horse Chestnut, to provide gentle, but thorough cleansing.

To help with the problems of dry hair, Sainsbury's extra mild formula shampoo uses the natural properties of Honey and Elder flowers to help tone and moisturise the hair.

Each shampoo has a complementary conditioner. Sainsbury's frequent use conditioner has been specially formulated to help with today's changing hair needs. Its light action makes it suitable for use after every shampoo without leaving the hair

lank and 'over conditioned'.

Sainsbury's herbal shampoos (49p, 200ml) and conditioners (59p, 200ml) are available from 195 branches.

The 'scientific system' is an easy three-step, scientifically formulated range incorporating two shampoos, a conditioning rinse and a deep conditioning cream.

Protein Shampoo with Silk, specially formulated to give hair extra body, contains silk amino acids which give fine or limp hair a deep gloss shine and bounce. The special characteristics of Panthenol (Pro Vitamin B5) contained in this unique formula help it to penetrate the hair shaft and so nourish and moisturise from within.

Protein Shampoo with Silk, specially formulated for dull or damaged hair contains protein with special properties which help repair and nourish hair damaged by colouring, heat treatment or perming. It gently cleanses the hair and restores its natural silky feel and shine.

Sainsbury's Protein Shampoos



with Silk cost 89p (200ml).

To complement the shampoos is Protein Conditioning Rinse with Silk (95p, 200ml) suitable for all hair types. To be used after every shampoo, it will help to reduce static, therefore making the hair easier to comb and style.

To complete the grooming routine is Sainsbury's Deep Conditioning Treatment with Silk at 99p (145ml). This will restore shine to dull or damaged hair.

Sainsbury's 'scientific' hair-care system is available from over 170 branches.

Souped up for the cup

THAT SUPER range of Sainsbury's Soup-in-a-Cup Specials has recently been extended to include three new varieties.

Barbecue Bacon and Tomato with Croutons (88g), Chicken and Mushroom with Croutons (98g) and Thick Mushroom (84g) are the welcome arrivals. Each comprises four servings and is ideal for a quick lunch or supper.

Soup-in-a-Cup Specials cost 43p and are available from most branches.



Great outdoors

COOL AND COLOURFUL—that's the best way to describe Sainsbury's new range of Picnicware now ready for summer outings.

To keep wine chilled and sandwiches fresh, JS has introduced three sizes of eye-catching Cool Bags. Family Cool Bag with Side Pockets, 20 litre capacity, £9.99; Cool Bag, 17 litres, £8.99 and the Barrel Cool Bag, 25 litres,

£7.99. They are made from colourful pastel shades fabric, with bright handles and piping. Not only are these Cool Bags indispensable for picnics, but they are also very useful for storage of drinks and ice cubes at parties and for carrying home frozen groceries.

Very attractive accessories in the range are the unbreakable glasses and tumblers. Dishwasher safe and shatterproof, there are three styles of glasses, which come with a red or grey design in packs of two—Picnic Wine Glasses, Long Drinks Tumblers

and Short Drinks Tumblers—at £1.99 per pack.

Essential equipment for dining al fresco is cutlery and JS have just the thing with the 12 Piece Cutlery Sets. In five colours—green, blue, pink, grey and red.

For keeping soups hot or drinks cold, Sainsbury's has two new Vacuum Flasks, both in red or grey designs. There is the one litre flask with two cups at £4.25 and the half-litre flask at £2.99.

Sainsbury's Picnicware Range is all made in Great Britain and is available from approximately 165 branches.



French collection

THE TOAST of the summer season is almost certain to be one of Sainsbury's new wines.

Burgundy is one of France's most prestigious vineyard areas, producing fine wines that enjoy a worldwide reputation. JS has two new wines from the region, both of which are Appellation Bourgoigne Contrôlée.

Sainsbury's Red Burgundy comes from a family company established over 100 years ago. The wine is full-bodied with the fruitiness characteristic of the Pinot Noir grape from which it is made. Ideally it should be served at room temperature with red meat dishes and cheeses.

Sainsbury's White Burgundy is from a small 150 year old family company. The wine is crisp and dry whilst having the fullness of flavour associated with the Chardonnay grape from which it is made. Lightly chilled, it is ideal with white meats, fish or enjoyed

Chocs away



THERE WILL be chocs around the clock with Hand-Made Chocolates from Sainsbury's, on sale from two selected in-store bakeries.

There are ten varieties including Truffles (in five flavours—Grand Marnier, Rum, Vanilla, Milk and Plain), Caramello, Wild Strawberry, orange straws,

Torrone and 'Three Nuts'. Each delicious chocolate is a hint of luxury at an affordable price. When purchased, the chocolates are attractively packaged in gold and brown cellophane bags or gold boxes.

Hand Made Chocolates cost £1.20 (per 1/4lb) and are available from Nine Elms and Cromwell Road.

Tropical tippie

BRITISH SUMMER TIME has begun in the best possible way with the introduction of a new fruit drink especially geared to the warmer months ahead.

Sainsbury's Island Sun Drink is an exciting blend of banana, orange and pineapple juices. Tasty and refreshing on its own, mix with soda water and ice for a long, cool drink.



Island Sun Drink is a 'long life' product with extended keeping qualities but contains no preservatives.

Best served chilled the box costs 59p (1 litre) and is available from 175 branches.

Tear off a stripe

SAINSBURY'S HAS a new dynamic duo ready to attack domestic spillages.

'Stripes' is the name of the latest range of JS Kitchen Towels. In two unique colourways—red or green stripe on a white background—they will co-ordinate perfectly with the bold colours of the modern kitchen. With 70 sheets per roll 'Stripes' are soft and absorbent but strong too.

Sainsbury's Kitchen Towels cost 75p (with an introductory offer of 69p) and are available from approximately 190 branches.



The reds are coming

A NEW FRUITY foursome is ready to be picked from the yogurt ranks at JS.

Strawberry, Raspberry and Redcurrant, Champagne Rhubarb and Fruits of the Forest, make up this quartet. Its introduction extends this yogurt range to four, the others being Exotic Fruits, Strawberry and Black-cherry and the Variety Fruits pack.

The 'Red Fruits' pack of low fat yogurt costs 55p (4 x 150g) and is available from 129 branches.



A NEW VINTAGE Selection wine for the spring is Chateau Maucaillo 1981. Founded in 1875, Chateau Maucaillo is situated between Margaux and St Julien in the Medoc region of Bordeaux. The principal vines grown on the gravelly soil are Cabernet Sauvignon and Merlot and the wine from these grapes is aged in new oak casks for 18 months before bottling.

Best served at room temperature, this medium-bodied red wine is ideal as an accompaniment to red meats or cheeses.

Chateau Maucaillo 1981 costs £6.45 (75cl) and is available from 50 branches.

as an aperitif.

Both of Sainsbury's Burgundys cost £2.95 (70cl).

Due to the success of the 'bottle-size' Claret JS has introduced a new 1 1/2 litre size Claret, Appellation Bordeaux Supérieur Contrôlée. This magnum makes the perfect companion to parties, when there will be ample for the second glass!

The combination of Cabernet Sauvignon grapes used in its production together with the climate and soil of the Bordeaux region give a good balance of fruit and tannin.

At its best when served at room temperature, Sainsbury's Claret costs £4.29 (1 1/2 litres).

Sainsbury's Pinot Blanc Alsace has an elegant dryness, with a fragrant bouquet. It comes from a region between the Vosges mountains and the River Rhine in north-east France, an area where wine production is strictly controlled by the French authorities.

Sainsbury's Alsace costs £1.98 (70cl). All these wines are available from 91 branches.