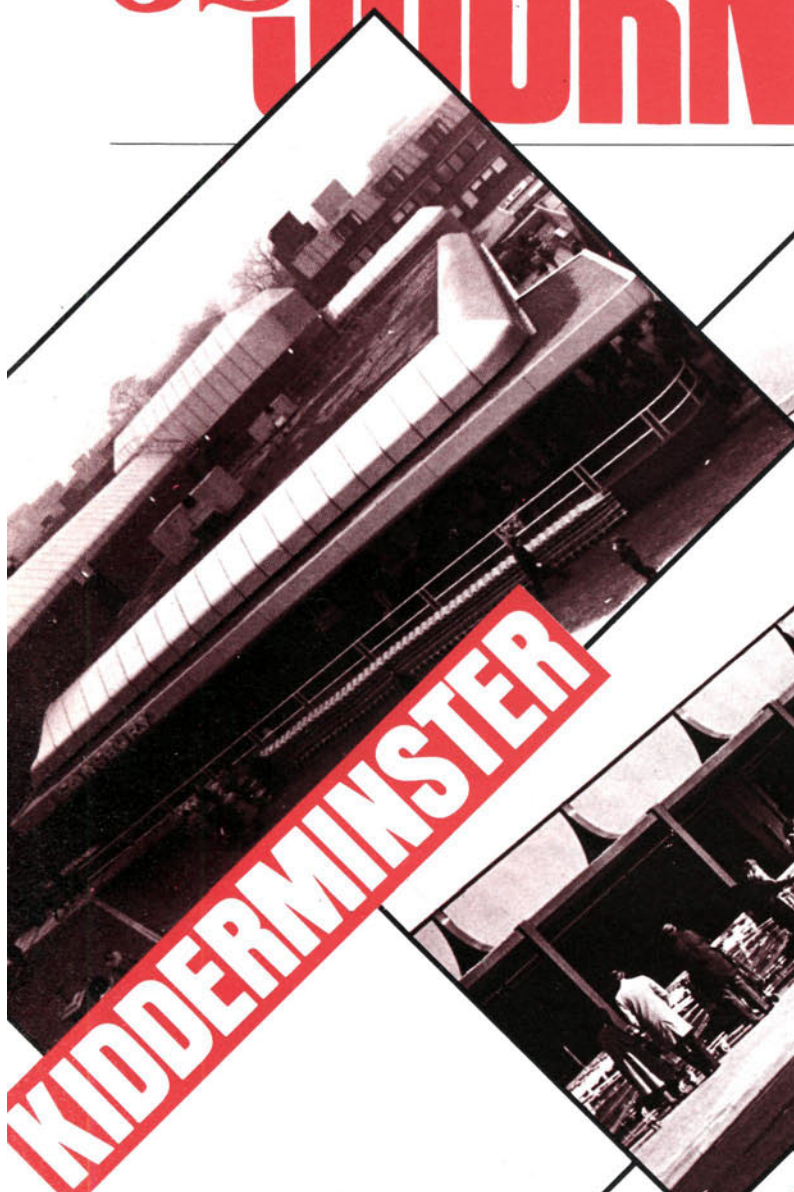


# J S JOURNAL

April  
1982



**KIDDERMINSTER**



**BIRKENHEAD**



**BRAINTREE**



**BRANCH OPENINGS  
PAGES 4-9**



# JS JOURNAL

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*It is regretted that this issue has been delayed owing to circumstances beyond the control of the editorial staff.*

# NEWS



*Above: Michael Heseltine and Sir John. Below: Timothy Sainsbury (left) and Bill Williams (right) show off the fresh fish department.*

## Nine Elms

MICHAEL HESELTINE, secretary of state for the Department of the Environment, recently paid an informal visit to JS's Nine Elms store accompanied by the chairman, Sir John Sainsbury and Timothy Sainsbury, a non-executive director and also the secretary of state's parliamentary private secretary.

The company is justifiably proud of its achievements with the store particularly in terms of the criteria set for improving run-down inner city areas proposed in the Governments' White Paper of 1977 and Michael Heseltine was keen to see the results at first hand.

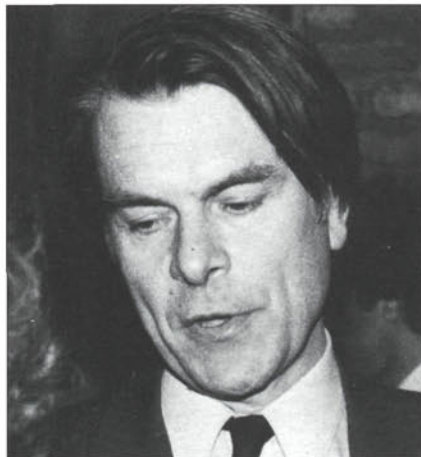
After a tour of the site and store he was, reported Nine Elms manager, Bill Williams, 'most impressed!'



## Executive Club

DR DAVID OWEN MP was the special guest speaker at the JS Executive Club meeting on March 15 in Stamford House.

In his capacity as a founder member of the Social Democratic Party he briefly outlined how the new political party had been established, and then was happy to answer questions from his audience. The visit marked the final event in the spring programme and the club now takes a break until October when another series of stimulating activities and meetings will be announced.



## Happy birthday

ONE YEAR AGO a significant event took place for JS and the world of DIY—the opening of the first Homebase, house and garden centre, in Purley Way Croydon.

It had been announced in October 1979 that JS was to enter the £1.5 billion home improvement market with the formation of a new company jointly owned by Sainsbury's and leading Belgian retailers GB-INNO-BM.

The concept was born and the store stocked with the largest possible range of DIY products as well as a complete range of builders' materials and garden items—in fact nearly everything needed to build and fit-out a modern house,



maintain and then improve it. All in all some 12,000 lines!

Laura Ashley was granted a concession to sell their co-ordinated range of fabrics, wall coverings and tiles. A shop within a shop with style!

So Homebase was launched. A second store followed in Leeds in October—this time adjacent to a JS store, and in all a further 15 Homebase centres are planned to open in the next two years.

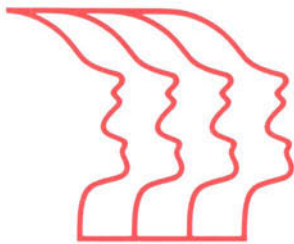
Looking back on the first year of trading, general manager, Dino Adriano commented: 'Homebase has made an exciting start with great enthusiasm being expressed in the operation by customers and staff. We have only just begun and we now have the task of sustaining the momentum and standards that are expected of a company trading under the Sainsbury banner.'

Rick Tucker, store manager at Purley Way was equally enthusiastic: 'It's been a very exciting and varied year—I think the level of trade took us all a bit by surprise! Customers too, are now definitely expecting the same quality and standards as from a JS store.'

In conclusion Gurth Hoyer Millar, chairman of Homebase and JS's property and development director said: 'Since the opening of the first house and garden centre a year ago, shopping at Homebase has now become a regular family outing. This family aspect has contributed enormously to the great appeal of Homebase which has now become a household name in DIY retailing. We look forward to continued expansion with the opening of our third store in Nottingham in June!'

Happy Birthday Homebase!

## Festival of choirs



TWENTY FIVE of the country's leading youth and adult choirs have been selected for the recently announced Sainsbury's Festival of Choirs, which will take place at the Royal Albert Hall on Bank Holiday Monday, May 3.

In announcing the names of the choirs taking part, festival director, Harry Westland, said that 'we are delighted to learn from the BBC that the festival will be the subject of a sixty-minute programme on Radio 4 later in the year'.

The new event, sponsored by JS as a development of its already extensive arts sponsorship programme, will be divided into three sessions over an entire day. The day will commence with performances by youth choirs, followed after lunch by adult choirs and culminate in an evening Gala concert featuring eight of the participating choirs.

# Pension changes

TO IMPROVE benefits for members of the JS Pension and Death Benefit Scheme, which is supported by a totally independent fund unrelated to the performance of the company, additional contributions are necessary.

JS's main board have therefore agreed to increase the company contribution by over £1.5 million a year—an increase of 18 per cent. As a consequence of this step, the company is able to improve benefits for all members retiring from April 6, 1982. These improvements reflect the priorities identified by both the directors and the members of the scheme via consultation with their representatives. The details are:

*Pensions will be calculated over earnings in the best single tax year in the last five years of employment. Special calculators will apply to fluctuating overtime to avoid encouraging members to work high levels in their final year. No surrender of members' pensions to provide for the widows' pension in retirement.*

*Deductions in respect of State Basic Pension will be at the amount applying at the start of the last complete tax year for the members.*

*Deduction in respect of the discontinued State Graduated Pension Scheme (1961-75) will cease.*

This improves the pension from the present level, based on the average earnings of the best three years in the last eight years of employment, and then keeps it higher by eliminating or reducing the deductions.

The details of death benefits are: *For death-in-service, in all cases a lump sum of twice last year's earnings will be paid.*

*For death-in-service, widow's pension in addition to the lump sum will be paid, as of right.*

*Discretion will be exercised to pay pensions in certain circumstances to the dependent children of any deceased members.*

This improves payment to next-of-kin. Previously, single men and all women received a lump sum of one year's earnings, and for widows the lump sum was used if a pension was paid.

It is confirmed that the trustees will continue to give priority to the review of pensions in payment. Members retiring from April 6, 1982, will no longer be eligible for the £100 Death Grant, but this will be paid to all staff who are pensioners before that date.

Any further benefit improvement in the future will be likely to require an increase in contributions from members. It is unlikely that this will be considered for a few years though, and only as a consequence of further consultation.

For more information on these improvements contact the personnel department. Answers will be given immediately or advice sought from the pensions department. The Pensions Booklet has been revised to cover these changes and tax changes. The audio visual programme that explains the Pension Scheme is being updated.



**NEWPORT** (Gwent) borough council has given the go-ahead to JS for the construction of a 46,000 sq ft store.

A new store is to open in the Hampshire Shopping Centre in **Bournemouth**. The store will have a sales area of 23,000 sq ft and could be open by Christmas this year.

Hopes for Boughton Heath to have its own community centre took a step nearer reality recently—JS offered some land adjacent to the planned **Chester** store.

A planning application has been made for a 50,000 sq ft supermarket and a

30,000 sq ft Homebase to be built at Eastville Stadium in **Bristol**. The scheme would also include a petrol station and car parking for 550 cars although the stadium itself would remain as a sporting and leisure complex.

Subject to full planning approval, work will begin later this year on a project in **West Hull** to include a supermarket, Homebase and petrol station in West Hull.

A new JS store and Homebase will create more than 300 jobs for **Greengates, Bradford**—as well as providing one of the biggest supermarkets in West Yorkshire. It is hoped the scheme will be complete by Christmas 1983.

Outline plans have been submitted for an extension to provide additional storage, unloading and staff facilities at **Locksbottom**.

A £1 million conversion of a shop into a new Homebase, which should be open this Autumn, has begun at **Lordshill**.

Work has also begun on another Homebase, due for completion in the spring of 1983, in Westgate, Street, **Gloucester**.

*An artists impression of the new development at Bradford.*





## BRANCH OPENINGS

# KIDDERMINSTER



THE POTENTIAL that Sainsbury's has long recognised in the town of Kidderminster was finally realised on February 23 when a new supermarket opened there.

JS's long search for a suitable site has been well rewarded. The branch opening was greeted with greater warmth than was ever anticipated. Manager, Christopher Hemsley said 'We not only received a wonderful welcome from the shoppers but were quite overwhelmed by the friendship shown even by our immediate competitors!'

Telegrams of congratulation also arrived from other local JS branches where Kidderminster's new staff had trained. This store is only the fourth to open in Worcestershire—the other Sainsbury's supermarkets are in Central Worcester, Blackpole and Redditch.

Kidderminster has a sales area of 17,500 square feet and its special features include an in-store bakery, delicatessen, trolley parking areas and a large local authority car park directly over the road. But more unusual is the branch's appearance and situation.

The Kidderminster scheme was designed by architects Eric Thompson and Associates, in conjunction with Sainsbury's architects and engineers. It was carefully planned to complement the surrounding area whilst taking into account the restrictions of the site. One such hurdle is now permanently straddled by the store—the River Stour had to be straightened and now runs just a few feet underneath the branch!

The essential character of the old Post Office that previously occupied part of the site, has been retained. It was rebuilt to form part of the frontage of the branch, although the original materials had weakened over the years and so could not actually be re-used by JS. However, the company has chosen a very







similar style which has attractive banded stone features.

Even fog and ice could not deter young and old alike from queuing early on opening morning. For the young it was a school holiday outing and for older folk it was an occasion to remember.

Residents are impressed by the branch and remain very conscious of the fact that Sainsbury's has helped them to fight the growing unemployment in the area. Janice Swan, BPO from Redditch (who recruited for Kidderminster branch before the new BPO, Jan Bagnall, had finished her training) explained how much the job opportunities have been appreciated.

'There were hundreds of applicants for the 159 vacancies' she said. 'The local Job Centre hadn't been so busy in years!' That great enthusiasm from the recruits never seemed to wane—even when the winter weather was appalling and the coach booked to transport them to their training locations had to be pushed through blizzard conditions.

Many of the management team also know the area quite well and have not moved very far to take up their new responsibilities. It was Christopher Hemsley's first branch opening as a manager but he had previously been deputy manager at Blackpole. Deputy manager Gordon Webb moved there from Redditch.

Christopher confirmed that all of the 170 employees at the branch had coped confidently which he believes must be thanks in part to having such a strong support from those other Worcestershire stores. He happily admitted that they had encountered very few unexpected problems.

He explained, 'Knowledge of the area and of your customers must be a bonus . . . and having been a display specialist in the past there weren't many surprises during the opening for me!'

**1.** *The old Post Office rebuilt (right) to form part of the unusual frontage.*

**2.** *Manager Christopher Hemsley (centre) in discussion with a new customer and DM Bert Hagger.*

**3.** *Janice Swan gives last minute 'first aid' to checkout manager David Saunders.*

**4.** *Assistant managing director, buying and marketing, Peter Davis (right), and director of retail division Joe Barnes, survey the ever increasing queue.*

**5.** *Bakery manager Michael Robinson and his team cope with the customers' enthusiasm.*





# BRANCH OPENINGS

JS'S NEW STORE in Braintree opened at 1, Tofts Walk, on Tuesday March 9.

In spite of the morning being cold and overcast, a queue of about 150 people formed, eager to sample the delights of this attractive new supermarket. The development was designed to harmonise with the surrounding variety of building types and styles. This was achieved principally by the use of pitched roofs and towers in traditional materials, which cap finely detailed timber-faced and sculptured brickwork walls.

Another special feature of the development is a series of eight panels, modelled by sculptor Steven Sykes, simulating shop windows. These panels, indicative of the old trades and crafts of Braintree, include one representing a mediaeval market to acknowledge the previous presence of a market on the site.

The new store has a sales area of 14,941 sq ft, features an in-store bakery and there are two adjacent surface level car parks—one owned by JS with 150 spaces and a local authority car park with a capacity of 183.

From a total of 178 staff at the branch, 157 are new to the company. BPO, Vanessa Hadlow (herself a Sainsbury veteran of only six months standing!) commented: 'There was an incredible turn out—I interviewed 750 people, it was really hectic! I was led to believe it would be a madhouse before the opening too, but everything went very smoothly'.

Manager of the store, transferring from Haverhill, is Andrew Snow. 'We had a really busy day' he said 'and everyone coped very well!' It was a double celebration for Andrew—he's also become the proud father of a baby son. 'It was touch and go whether he'd arrive on opening day—but in the event he was a week early'.

- JS was already well-known in the area through branches at Bishop's Stortford, Haverhill and Chelmsford, but the general feeling amongst shoppers, as they were welcomed into the new store by assistant managing director, buying and marketing, Peter Davis, and retail director, Joe Barnes, was one of 'we've

been waiting for Sainsbury's here, and we're glad to see you!'

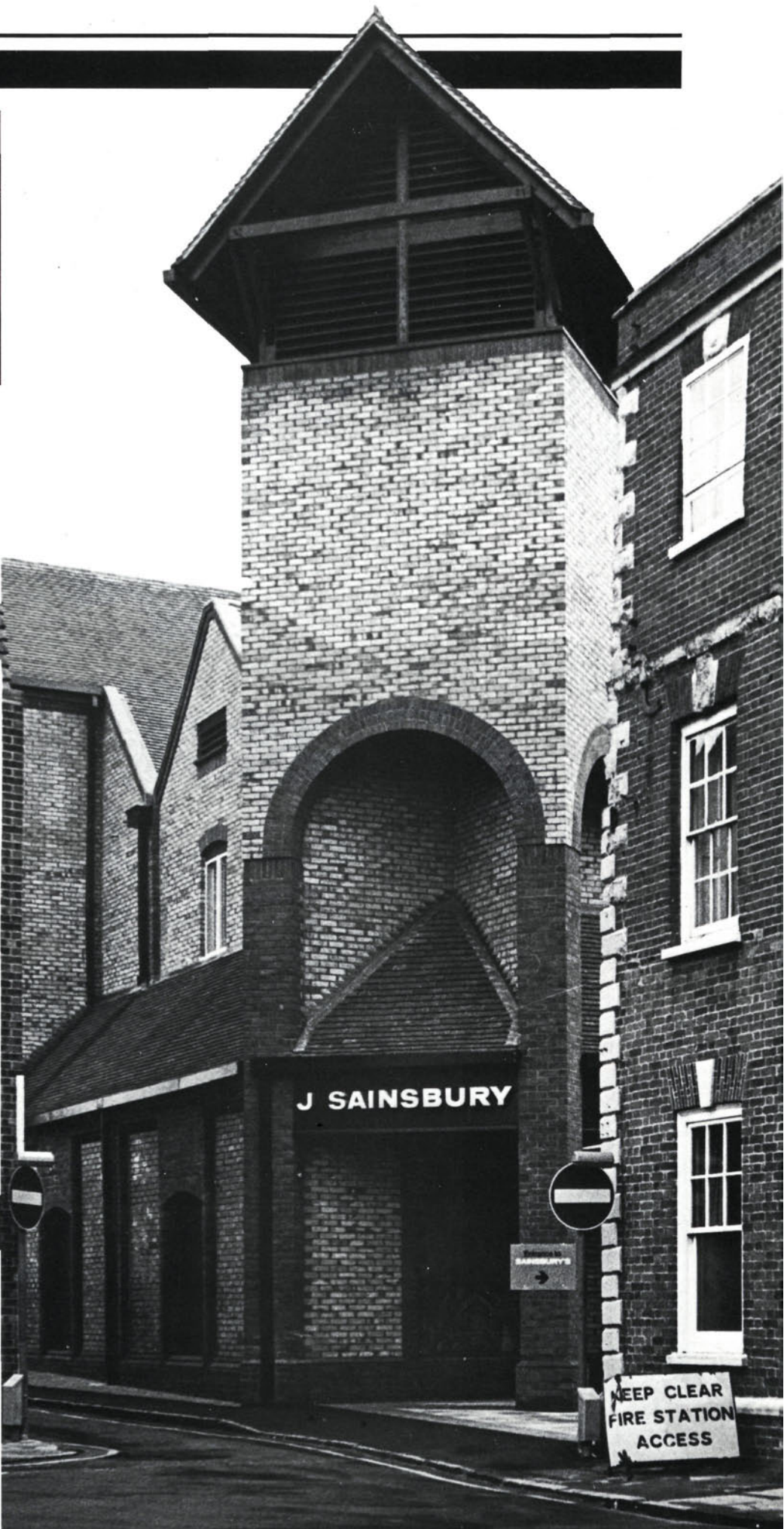
First through the doors was Marian Bird, who was very enthusiastic and had arrived before 9.00 am to head the queue. 'I was determined not to miss this opening' she said. 'I've always had to go miles to get to one of your shops. So now I'm very pleased because this is so convenient. The competition will also be very good for Braintree'.

1. The specially designed panel depicting a mediaeval market.
2. The unusual pitched roofs and towers.
3. (l to r) Andrew Snow, Joe Barnes, Marian Bird, John Toft, the original owner of the site and Peter Davis.
4. The checkout staff—ready for the off.
5. BPO, Vanessa Hadlow.
6. JS veterans turned out in force (l to r) Dorothy and Reginald Woodehouse, Bill and Peggy Turner.

# BRAINTREE



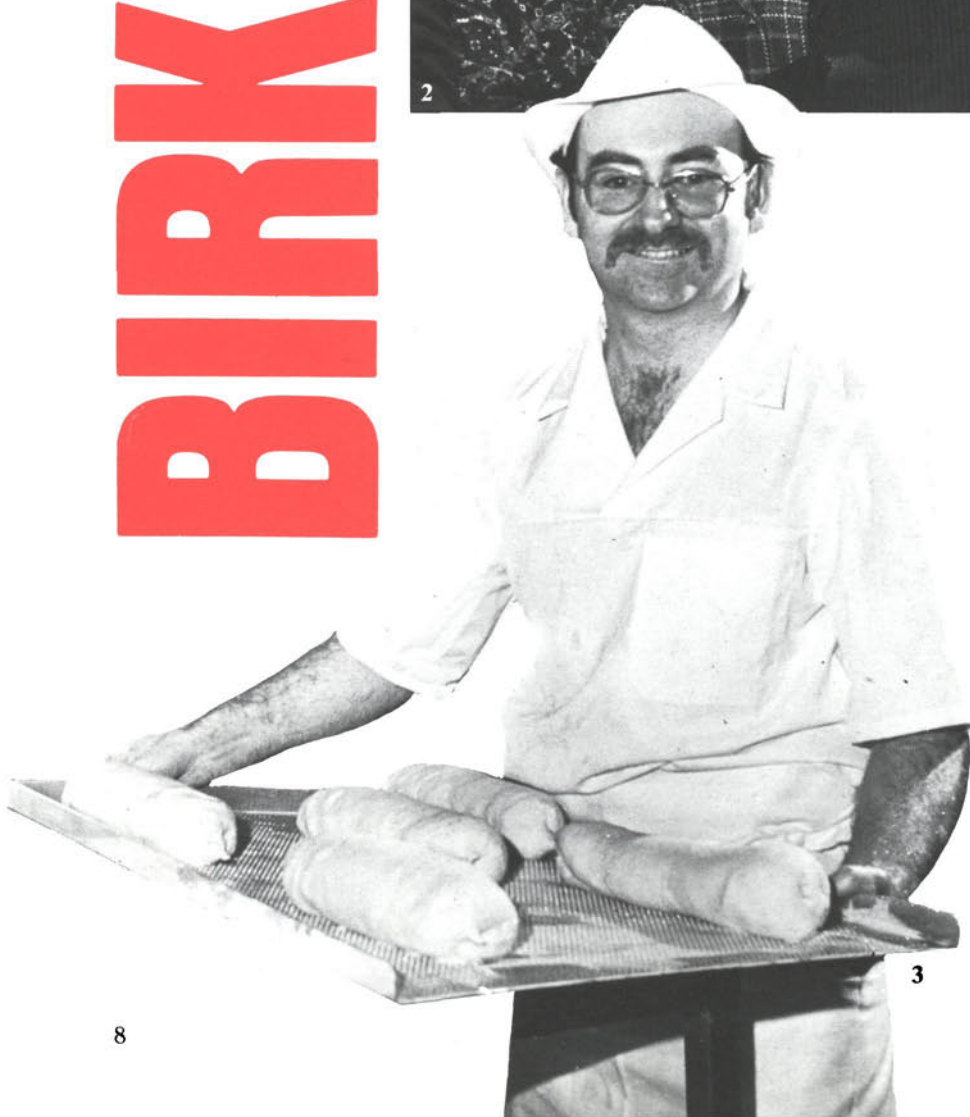






## BRANCH OPENINGS

# BIRKENHEAD



'THE "FLAGSHIP" of Sainsbury's in the North West' was how manager David Cox happily described Birkenhead branch, which opened on March 16.

It is the first Sainsbury's store on Merseyside and yet the good name of the company had certainly preceded the opening and prepared shoppers for the coming event. It has a huge catchment area and they came from far and wide to explore the store.

JS's active interest in becoming part of the community was commended by dignitaries and representatives from local organisations when they attended a preview party on March 15. The guests were greeted by Joe Barnes, director of the retail division, and David Cox. After a good look around the supermarket the Mayor of the Wirral welcomed Sainsbury's to Merseyside, saying: 'The company has such a good name and everyone is pleased to see you here'.

Birkenhead has a sales area of 18,730 sq ft and a car park which holds 255 cars. It is only the 11th JS store to open with an adjacent petrol filling station. The branch's architecture is ultra modern and very impressive. Glass reinforced concrete panels and rounded corners give it a rather unusual aspect and the front of the shop is adorned with striking curved green canopies.

David Cox, previously manager at West Bromwich, has found that many people agree with his view that the very modern style suits Birkenhead's Sainsbury's well. He is proud of the store and is glad to have moved to the area with his family.

He has every right to be proud of his staff too. Even though just a few months ago they knew nothing about the company—except for its good reputation—they have worked together in an impressive fashion. They were quite prepared to travel as far as Northwich and Prestwich for training.

More than 150 new jobs were created. BPO Margaret Thompson was based at Birkenhead Job Centre to carry out the recruitment of new staff. She commented: 'after just the first month I had received 500 applications without advertising at all'.

A magnificent number of customers passed through the checkouts on the first day of trading. Chairman, Sir John Sainsbury, who opened the store, spoke to many of the impressed Merseysiders as they experienced their first visit. They exclaimed over the attractive clean layout and uncommon lines, and one of the first in the queue said firmly that she thought that Sainsbury's would be popular 'because although we have a high unemployment figure in this area we still appreciate quality!'

David remembers that day vividly. 'The store was so full on Tuesday we had to close the doors for more than 30 minutes to stop people coming in. Judging by the numbers still wishing to enter we were beginning to think that we could have done with a larger store!'

However, Birkenhead may rest assured that it will not be the solitary JS representative in Merseyside for too long—Woolton in Liverpool will soon be opening its own Sainsbury's.





- 1. David Cox, Margaret Thompson and trades assistant, Phil Booth (right) admire one of the new petrol pumps.
- 2. Sir John welcomes first customer, Doreen Miller.
- 3. Joe Manley, bakery manager.
- 4. Pandemonium on the streets!
- 5. Martin Smith, checkout manager, with some of his team.
- 6. Happy shoppers.





# NEW PRODUCT





The buyers have been busy this Spring and many new products have bloomed on the JS shelves! Here is a selection—see pages 12-13 for full details.





# NEW PRODUCTS

## Butterflies

**1** TREATS FOR TEATIME, in the form of crafty cakes, are easy to make with JS's own-label Butterfly Cake Mixes.

For chocolate or vanilla flavours just the addition of an egg, some milk and butter will give you all the right ingredients for 12 pretty cakes.

Butterfly Cake Mixes are available in more than 130 branches at 35p.

## Flower power

**2** INTRODUCE SOME SPRING blooms to your bathroom with JS's new own-label decorated toilet tissue.

Colour co-ordinate with your fittings and decor—the choice is from pink, green or brown flowers on a white background.

A pack of 4 rolls is 72p and is available at 118 branches.

## Chocs away

**3** DRAGEES, After Dinner Wafers and Plain Chocolate Brazils are the latest lines in JS confectionery.

Dragees, which have just completed a successful trial, contain a variety of milk, white and plain chocolates, with an assortment of almonds, hazelnuts, liquid coffee and liqueur centres. These are presented in a new attractive 'swivel top' container and will be reintroduced for Xmas. (Price: £1.75. Weight: 285gm).

After Dinner Wafers are a 'sister product' to After Dinner Mints. They are wafers covered in good quality plain chocolate. Both the Dragees and the Wafers are produced in West Germany for JS (priced 69p).

Finally, Plain Chocolate Brazils follow on the success of the recently introduced Milk Chocolate Brazils. Both are manufactured in England.

All these products are available at 135 branches.

## Hot oats

**4** A NEW CONCEPT in breakfasts was introduced into the own-label cereals range last month.

Instant Hot Oat Cereal with Bran is an exclusive recipe to JS. It promises to be a great success, especially with families

who look for a breakfast which is quick to prepare as well as appetising and nutritious.

This cereal can be made simply in a dish just by adding hot milk and sugar to taste. It costs 49p for 500 grams/1.1 lbs.

## Highland fling

**5** A FINE NEW single malt whisky from the Speyside region of the Scottish highlands adds further depth and range to JS's spirits.

Aged in oak for at least 12 years, this whisky is in peak condition for drinking. At £8.75 per 75cl bottle, Sainsbury's Highland Malt is a premium product at a good price.

The distillery is also near the home of one of JS's Scottish cattle farms—at Kinermory.

The addition of the malt now brings the range of own-label whiskies to three—the others being Finest Old Matured (£6.25) and Blended (£5.59).

## Yo ho ho and a . . .

**6** JS ARE THE FIRST supermarket chain to add a dark rum to their range of spirits. The new own-label West Indian Rum has been introduced to all licensed branches at a price of only £6.65 per 75cl bottle.

The rich dark rum offers its own very distinctive flavour and whilst enjoyable neat, is also ideal for punches and with mixers.

For cocktail fans there are also two recipes on the back of each bottle:

**Rum and Orange cocktail**—*put ice into a tall glass, add four parts of JS Pure Orange Juice and two parts of JS Rum, stir to mix thoroughly, add soda water to taste and serve.*

**Ginger Cooler Cocktail**—*put ice into a*

*tall glass, add two parts of JS Rum, four parts of JS Ginger Ale, add one tablespoon of fresh lemon juice, garnish with a slice of lemon and serve.*

Where cocktail recipes suggest a white rum, use JS White Rum (£6.25 per 75cl bottle) and for light rum mix equal proportions of both JS White and West Indian Rum.

## For your eyes only

**7** EXCLUSIVE RECIPES, designed specifically for JS, extended two ranges of own-label products last month.

A secret formula promises a successful launch for Seafood Sauce (29p for a 6oz/170 gram jar). This rich mayonnaise-based sauce, permeated with tomatoes and spices, has a subtle taste which allows the delicate flavour of seafood to shine through. After opening, the sauce should be kept in a refrigerator and consumed within two weeks.

The new recipe for Redcurrant Jelly (29p for an 8oz/227 gram jar) also has many attractive attributes. It tastes delicious and only the best quality ingredients have been selected to be included in this traditional accompaniment to roast lamb or game. No artificial colourings or preservatives have been used in its production.

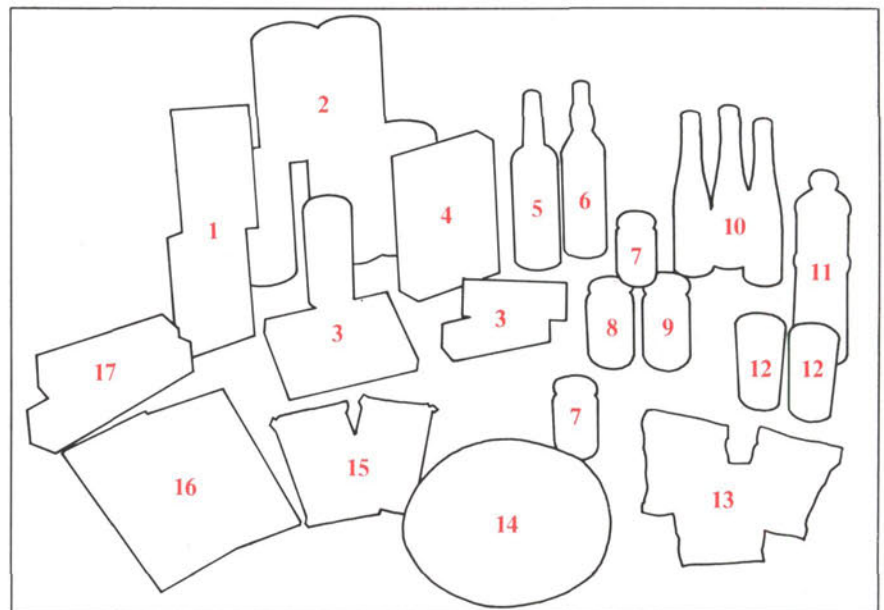
## Orange extra

**8** THERE ARE ORANGES GALORE in Sainsbury's Extra Thick Cut Marmalade.

This traditional style marmalade has an unusually high fruit content giving its very strong and distinctive taste.

This item seems starred for success as it is very good value at 39.5p for 1lb and is featured in 160 supermarkets.

## The key to JS's Spring blooms





## Preserved

**9** THE TASTE OF Sainsbury's new Ginger Preserve, is here!

Due to labelling legislation coming into effect in 1983, marmalade will have to contain citric fruit. The title preserve has therefore been chosen for this 'marmalade', although because of its high fruit content the term extra jam could have been applied.

It was introduced into 130 branches just a few weeks ago at 45p for a 1lb jar and has made notable impact—a much greater impression than the proprietary brand it replaces.

## Sour grapes

**10** RED WINE, White Wine and Cider Vinegars are an original new speciality range from Sainsbury's. The trio are sold in elegant 350 ml Alsace-style bottles for only 45p each.

As with all good vinegars the three are clear and transparent—the White Wine Vinegar a mellow light-amber colour, the Red Wine Vinegar with a pinkish tinge and the Cider Vinegar a pale yellow. As discerning cooks would expect, these products all have decisively acid tastes and the aromas of the wines and apples from which they are derived.

The Red Wine Vinegar with its more rounded taste is often preferred for vinaigrette dressings. The White Wine vinegar is ideal for lightly coloured dressings with a mayonnaise base or on light coloured vegetables. Cider Vinegar has a distinctive sweeter flavour and goes well with crunchy vegetable and onion salads accompanying ham or game.

All are everyday seasonings. They may be used to prepare meat and vegetables in marinades, to preserve pickles or as the bases for herb vinegars, with a sprig of thyme, tarragon or a clove or garlic to taste.

## Well oiled

**11** LIGHT, FINE, odourless and flavourless are the characteristics of JS's Groundnut Oil that cooking experts appreciate most.

Groundnut Oil is the latest addition to Sainsbury's comprehensive range of oils. Made from peanuts, it is one of the most versatile and offers major attractions to both salad-makers and deep fryers.

As a fine oil it is ideal for light dressings—either vinaigrette or mayonnaise—on the more delicate salads. Where the richer, heavier Olive Oil may compete with the flavours and textures of

some of the lighter salad greens, Groundnut Oil will enhance the ingredients. It may also be used to dilute the impact of richer salad oils.

Another advantage of Groundnut is its high smoking point. Deepfried foods may be cooked in it at a higher temperature than with other oils and so cook quickly and crisply.

It also has a longer cooking life than many other oils and has become a great favourite of top chefs. At £1.05 per litre it is more expensive than most edible oil varieties but its special qualities make it a popular cooking aid.

JS's Groundnut Oil launch last month coincided with the introduction of a new look for some of the range. It was the first variety to go on sale in a revolutionary leak proof bottle (see page 14).

## Fresh and fruity

**12** ANOTHER MILK FIRST from JS! Introduced this month are Fruit Milk Drinks, the first to be developed and marketed in the UK.

Fruit Milk Drinks are unique to Sainsbury's, combining the fresh fruity tang of orange or pineapple fruit juices with the creamy goodness and health-giving qualities of whole milk.

The milks are attractively packaged in orange and yellow plastic half-pint beakers. They are ready-to-drink-from, which makes them especially useful for children's packed lunches or for summer picnics. They sell for only 17p and are available in all major branches.

## Sweet tooth

**13** OLD FASHIONED confectionery favourites are making a comeback at JS.

Own-label Toffee Bon-Bons were relaunched last month in a new stylish handy bag and will shortly be joined by two other flavours.

Sister products, Lemon Bon-Bons and Strawberry Bon-Bons made their debut following the success of similar branded products.

Sweet toothed searchers will single them out from the wide selection in about 70 stores at 19.5p for 113 grams.

## Is it a bird . . .

**14** MEET JS's Super Pizza, now available in 175 branches and Sava-Centres.

Cheese, tomatoes, peppers and mush-

rooms are the traditional ingredients, spiced sausage is the new addition. All toppings are arranged by hand. Super Pizza is competitively priced at £1.05.

## Cover-up

**15** CAKE COVERING, plain and milk chocolate bars, are two of the latest JS own-label products to emerge from the grocery department.

Plain and milk cake covering is available at all branches for only 36p (200 grams) and is very attractively presented. Since appearing on the shelves, at the end of February, they have been a great success.

## Bagged

**16** IT'S ALL IN THE BAG! Two new lines, so handy around the house, are on the JS shelves this month.

Own-label Sandwich Bags, great for packed lunches are priced below the branded equivalent at 35p for 60 plastic bags with ties (178mm x 229mm), and are available at 150 stores.

Nylon Cooking Roasting Bags, in a new attractive package are also available at 175 stores. They are priced below the branded equivalent at an introductory price of 36p for eight bags (405mm x 250mm).

## Oriental blend

**17** THE LATEST ADDITIONS to JS's popular range of 99p hard-backed cookery books are *Chinese Cooking*, by Caroline Ellwood, and *Mixer & Blender Cooking* by Carole Handlip. Every recipe is illustrated in colour and has been thoroughly tested.

In the Sainsbury Book of Chinese Cooking there is a taste of every variety of Chinese cuisine from Cantonese seafood specialities to Huiyang's steamed dishes; Szechuan's hot and peppery piquancies to Peking's sweet and sour delicacies. Food preparation, cooking methods, specialist ingredients, equipment, garnishes and stocks are all carefully described to help cooks realise the wonders of cooking from the Orient.

Owners of blenders, mixers or both always welcome new ideas for soups, pâtés, mousses, sauces, dressings, dips, main course dishes, desserts, cakes, biscuits, breads, drinks and cocktails—and the Sainsbury Book of Mixer and Blender Cooking includes the lot!

Both books are available at all JS checkouts.

Don't forget – the Journal is for your news and views.

Last copy date for the next issue is May 14.



# Brightest and best

THE PIONEERING SPIRIT at JS is in evidence again this spring. In the packaging field one development in particular has been heralded by the retail industry as a significant move to ensure a successful future for edible oils.

JS is amongst the first companies in Britain to market edible oils in PET bottles—a new idea welcomed by the company as this material has many advantages over its predecessors.

PET is an abbreviation of the name Polyethylene Terephthalate and, unlike other forms of plastic, it is as clear as glass but virtually unbreakable and leakproof when blow moulded into a bottle shape.

J Bibby Edible Oils has been JS's principal supplier of cooking oils for more than 20 years. That company is recognised as a prime innovator in the field and produces own-label varieties for the top retailers (including Sainsbury's) as well as branded products.

Now Bibby's has devoted £1m to new in-plant facilities, highly advanced machines to produce PET bottles, and looks upon the venture as a great investment for the future.

The improvements that PET can offer are significant though they may seem minor to the average shopper. However, safe handling has been the most important aim throughout the developments, and a leakproof lid is one of the bottle's most valuable assets.

Bibby's is very proud of PET for many reasons: 'Unlike other forms of plastic container PET contains no additives. PVC contains up to 15 per cent additives and this can affect the contents of the bottle!

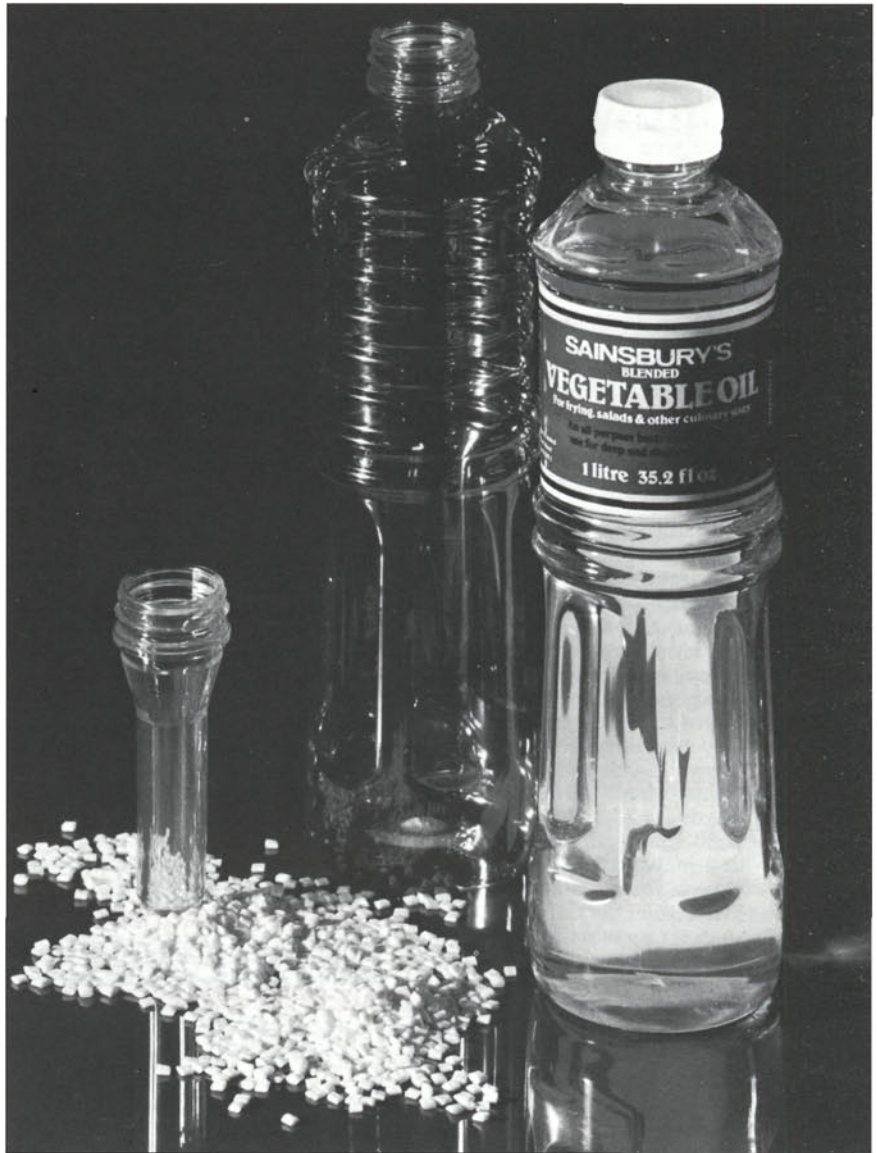
'Bibby bottles in PET are virtually unbreakable—they have survived drops of 20 feet. Leakage is prevented by a precision injection moulded neck which gives a smooth accurate finish, and a tight seal with the specially designed hinged cap.'

Bibby's also explains that these bottles are light and do not become brittle with age. Bottles filled 18 months before did not break when dropped 20 feet.

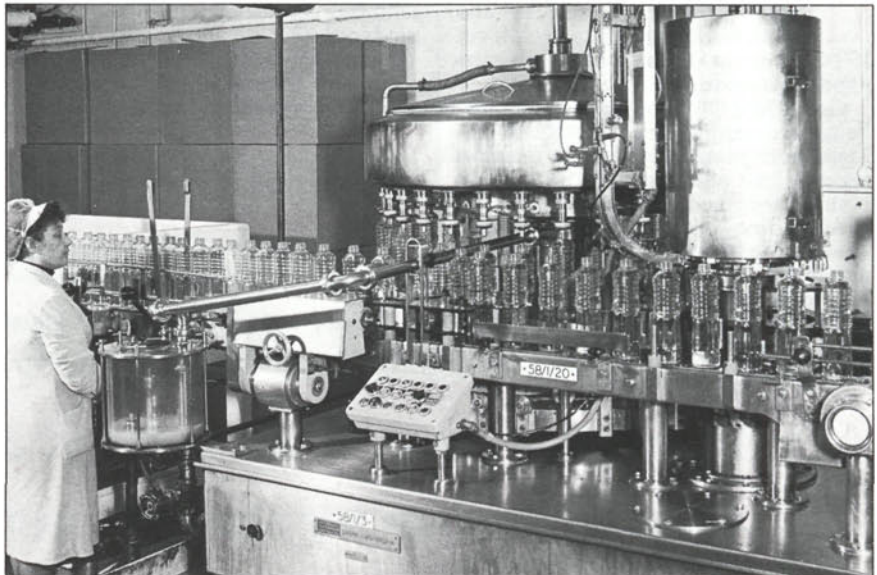
They do not become brittle at low temperatures either, so the fear of a higher incidence of bottle damage during the winter is removed.

Finally, with the taste of paramount importance as ever, the proof of the product must be in the eating! Bibby's stress that oil packed in PET bottles passes tasting panel tests after storage for 18 months because PET is less permeable to oxygen.

JS's Vegetable Oil (1 litre) was the first Sainsbury's edible oil variety to be repackaged in PET, and Groundnut Oil (see page 13) was the first new line to be launched initially in PET. The transformation has not passed unnoticed. Recent feedback from customers regarding the popularity of the new bright bottles has been positive. It has not only confirmed JS's confidence in the change but assured a happy future with PET!



*Above: The four stages of PET bottle production—the polyester polymer crystals, the preform, the blown bottle and the finished bottle. Below: The bottle filling line.*





# Cancer campaigns

WHAT DO PRAM and bed pushing, sponsored walks and diets, car washing and fancy dress pub crawls all have in common? Well, apart from a great deal of imagination... they are all events set up, company wide, to raise £1 million for a cancer research project.

**Swindon** branch in a crazy bid to raise money for the campaign took to pram pushing in the streets! All staff taking part dressed up as babies, clowns, Micky Mouse was also there! They covered a total of 100 miles, collecting £751 with another £900 promised in sponsorships.

**Cwmbran** organised a sponsored walk, where not only 27 intrepid staff walked round the Stadium, as many times as they could, but so did a dog called Lassie. They raised a total of £620 in two hours, £43 of which was due to Lassie, who is owned by Jean Howard, part-time supermarket assistant.

Customers at **Hayes** branch got more than the usual service when staff offered to wash their cars to raise money. Between 150 and 200 cars were washed and £102 was the reward.

A sponsored 'bed push' was **Dudley** branch's contribution. A dozen staff pushed one bed from Dudley to Wolverhampton raising £500.

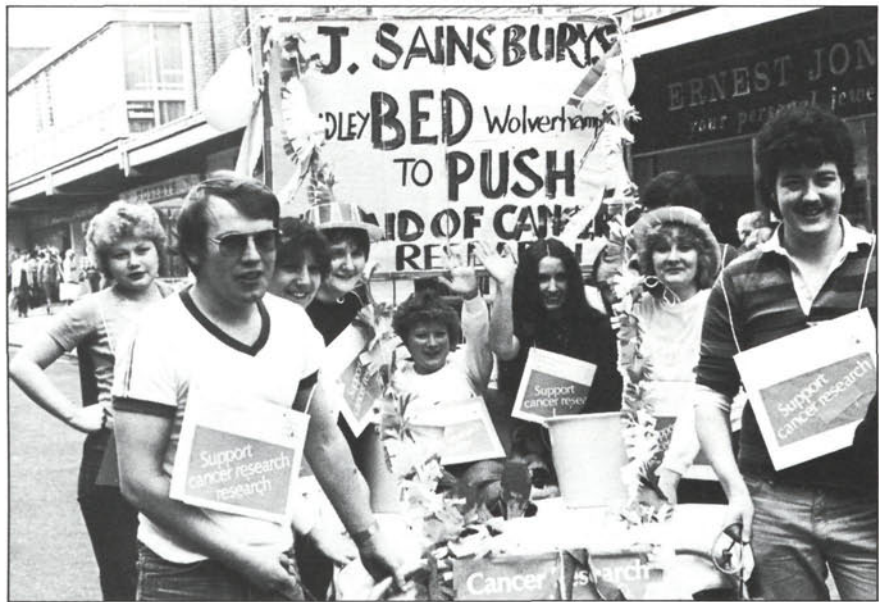
Judo throwing was provisions manager at **Uxbridge** branch, Mark Scriven's answer to the problem! His record score was 47 throws in two minutes, raising nearly £50.

A quick dash from Redhill to **Dorking** branch by Tim Gladwin and David Grimes, both weekend students, raised £80.

A sponsored slim by security guard, Alan Plummer, at **Croydon** Central, raised £116. Although Alan had planned to lose two stone he only lost one, sadly this was mainly due to his secret love for Mars Bars!

**Doncaster** branch's annual fancy dress party was a night to remember as 147 staff and friends discovered on February 8.

*Swindon's big babies!*



*Bed time at Dudley.*

It was a very high turn-out this year and has encouraged the store to organise more social events.

A darts and pool tournament is taking place at present and Good Friday was lucky for someone as a £500 holiday draw was held on that day. Raffle tickets are selling like hot cakes at 25p each and Doncaster has high hopes of raising more than £600 in aid of the campaign.

## £1,000,000 target

News of other branches' fund raising efforts continue to flood into the *Journal* office. For example, **Dagenham's** enthusiasm and hard work recently raised nearly £500. That money was divided between the Cancer Research

Fund and buying gifts for local children's homes and disabled shoppers.

The fancy dress pub crawl organised by Chapel Road, **Worthing**, branch raised £350 and their next planned event is a football match between management and staff so they hope that their total will soon become much higher.

Julia Brundle, senior cook at **Hove** branch, braved terrible weather and the cold when she plunged into the sea for a sponsored 'dip'—and she said she'd do it all again if she had to. Incredulous sponsors watched and encouraged her and that one soaking raised more than £150. Julia said: 'Most people at work are doing things like running, beer drinking, pram pushing or playing darts to raise money, but, as I'm mad, I decided to go for a dip in the sea!' Her contribution was added to the proceeds of the branch's disco and Hove's total then stood at £615.





# Keeping busy

FROM MESSENGER at Blackfriars to area personnel manager at Bromley area office, was the career progression of Ron Sewell, who retires after 43 years' service with JS.

'I joined the company shortly after the war started' recollected Ron. 'I was 14, and due back at school on September 4, 1939, but hostilities were declared on September 3! The school was closed and by the time it had been decided where we were going to be evacuated to, I'd been with JS for three months! So I stayed. My introduction came from my next door neighbour who worked in the stock office. He took me to head office and I was taken on as an office messenger'.

After about 18 months he became a junior clerk, and from then until call up in 1943 worked in various clerical posts in all sections of the staff (now personnel) department.

Ron spent four years in the RAF as an aero engine fitter rejoining JS in October 1947.

## Medical memory

For the next two years he was the general office senior clerk, with particular responsibility for the personnel records section (with 15,000 staff on card index and punch carded records), all postal applications and staff references, both in and out.

'I spent the first year back' said Ron 'taking up people's references. We used to go around personally to the firms people had worked for, and speak to someone in authority. But the system changed and we then wrote for all references'.

In 1949 he became responsible to the company almoner for the running of the sickness benefits scheme for all staff below executive level.

'I remember a very funny experience there' laughed Ron. 'Everyone new had to have a medical and the medical room was on the floor above us. A lady had undressed for her examination, and been told to put her coat back on. Somehow she lost her way and came into our office, dressed only in a fur coat, flung it open and asked "Is this where I have my medical?" We had an elderly gentleman in the office who was a clerk and he quickly replied—"No madam, I think you want the other doctor upstairs!"'

## Busy times

Ron's next post was as understudy and relief to all officials in the personnel department, which included working as PA to the personnel manager.

From 1953-58 he worked in recruitment and selection, rising to the position of assistant chief recruitment officer. 'Every employee had to come to Blackfriars for an interview then' said Ron. 'During those five years I personally engaged about 10,000 people! Two of us did the interviewing—at about a rate of 150 a day. There'd be a queue of people when you arrived at 9.00 am and often you'd keep going until 6.30 pm.'



In 1958 Ron was appointed area personnel manager, covering South London, the Southern Home Counties, Sussex and Hampshire—all told some 8,000 staff in about 60 branches.

Retail personnel functions were decentralised in 1969 and Ron was very involved in the opening of the first area office at Kingston in Surrey, and he made his final move to Bromley area office in 1975.

But his career at JS operated on two levels—for Ron will also be remembered

by many as an outstanding athlete—being JS's champion and holder of the Victor Ludorum trophy for several years.

'I started doing some athletics in the RAF as a good scrounge' said Ron. 'I joined a club where I met my wife. The only way I could get to court her was to train with her—and I got better and better. Not quite up to her standard though—she became an international athlete and competed in the European Games in 1951 in the hurdles.'

## Future move

Ron and Sheila plan a full life ahead, beginning in the near future with a move to Norwich, where they have some long-standing friends. 'Once there, our day will be taken up partly by our two dogs, standard poodles, who need a couple of hours walking each morning. My wife will have plenty to do as she is now an artist—she does mainly miniature portraits and a few watercolours. For the last ten years Sheila has had work displayed in the Royal Academy, and she is now amongst the top half dozen artists in the country'.

Sheila also wants to take up horse riding again and Ron is keen to learn. Conveniently there are stables near by.

Another hobby of Ron's is tinkering with cars, and he is hoping to be able to rent some space in a barn with the idea of buying and restoring a pre-war vehicle.

Naturally enough, being based in Norfolk, he would also like to take advantage of the famous Broads. 'I'd love to have a small boat and spend some time on the water' said Ron.

'So all in all' he smiled 'I don't think we're going to have many problems in the future finding things to keep us busy!'

*Above: Ron the athlete. Below: Ron the family man.*





# Spreading his wings



*Below: Ron with friends at Boscombe!*

RON EVELEIGH, trades assistant in the meat department at Boscombe branch, retires this month after more than 42 years with JS.

Ron was initially attracted to the company at the age of 17, since it offered better hours than his employment with the local butcher—and a higher salary! This meant that Ron's income rose from 62.5p to £1.50 for a shorter working week! He remembers 'the living-in fee at JS was 92.5p but I was still left with a fortune, as it seemed then!'

His two weeks training period at Blackfriars in 1939, was taken up largely with making sandbags in preparation for the second world war. He recalls 'it was nice weather so there were no complaints from the trainees!'

With the training course complete he headed south to take up his appointment at Westbourne branch, Bournemouth, which became 'home' to him for some years. Ron lived-in over the branch with seven other lads.

He was later called up, joining the RAF, but even during the war he never strayed further than Scotland. Returning once again to Westbourne in 1946, he re-joined JS as a butcher—soon becoming senior leading butcher. In 1955 Ron became assistant head butcher.



On the closure of Westbourne manual branch in 1969 he was transferred to Poole.

Ron remembers the opening of the branch very clearly as it was also a very important year for JS—the celebration of its centenary. Ron and many of his colleagues were invited to a special celebration dinner at the Grosvenor Hotel in London.

Soon after the move to Poole however, a long illness forced him to come to terms with a less active future. Ron was appointed to Boscombe in 1971 carrying out lighter duties as a trades assistant.

'I've seen a lot of changes over the years in Bournemouth' said Ron. 'The development of the area has really been reflected by Boscombe branch. I can remember it as a manual store, then self-service, and then when it was doubled in size to its present capacity. I like it here very much, though, we've a lot of friends—so I doubt if we'll move away now'.

Ron's favourite pastime, which he shares with his wife Iris, is ornithology. The couple also enjoy driving in the countryside—so there is no doubt they will be 'spreading their wings' in the future and enjoy a relaxing retirement.



# Bullseye

EQUALITY has taken another stride forward and, 'the last six weeks have been great fun!'

Doncaster branch has been the scene of a lengthy darts competition played among female staff, which ended last week in success for Toni Durbin, a supermarket assistant.

Deputy manager, John Mitcham said: 'We decided to organise this competition because the girls played darts a lot at lunch time, and it seemed like a good idea'. Of the 33 girls taking part, three were declared runners up, Joy Rubie, a supermarket assistant, Diane Chamblor, a cook and Val Lapedat, a part-time supermarket assistant.

The champion was presented with a tankard and a vanity case by store manager, John Fulcher, after beating Val in the final. Toni presently plays for the Hexthorpe House women's team.



(l to r) John Fulcher, Joy, Diane, Val and winner, Toni.

Doncaster Evening Post

## 'Owzat!

A FULL SEASON of fixtures has been arranged by the Griffin cricket section of the SSA for two Saturday, three Sunday and one Wednesday evening eleven.

Membership is free to all SSA members and the section is eager to recruit players of all levels of ability.

The section plays its home games at the Griffin sports ground in Dulwich—a particularly well equipped ground with excellent squares. Each team also enjoys the use of well stocked kit bags—a rare luxury in club cricket these days!

Any budding Fields (or even Boycotts!) should contact Cliff Gray, the section secretary at Woking area office on 04862 76161 or at home (04862 68202). Alternatively leave your name, location and number with the switchboard at the area office.

# Butter or margarine?

ASK ANYBODY whether they can tell the difference between butter and margarine and they will insist they can!

With this in mind the JS Sensory panel at head office conducted a test using JS Gold Margarine and Anchor butter, to see if selected panelists could tell the difference! It differed from the well known Stork v butter test in that the latter used salted biscuits as a base for the spread while JS carried out their test on bread in order not to confuse the palate. Also, more recent consumer association tests used sandwiches so that the colour of the spread could be hidden while the JS panel carried out their test under red light to disguise any colour difference.

Under such circumstances, panelists were given three coded samples to taste, two were JS Gold and one was Anchor butter, they were asked to tell the difference and to state which one they preferred. The results showed that of the 24 panellists taking part only nine could correctly detect a difference between the samples and of those nine, three preferred the JS Gold Margarine and five preferred butter (one had no preference).

Although everyone can draw their own conclusions from this test, results show that a significant number of people cannot tell the difference between butter and margarine.

Can you?

## Star struck

A MAMMOTH shopping spree and a night with the stars was the reward for Rachel Hurlock for winning a Good Housekeeping magazine competition sponsored by JS.

Rachel, from Woodbridge in Suffolk, had correctly put in order of preference the factors which would most influence her choice of supermarket—such as a wide range of quality fresh foods, a clean and hygienic interior, friendly and helpful staff—and given her maxim for getting value for money while shopping. In all, 6,900 contestants took part in the competition.

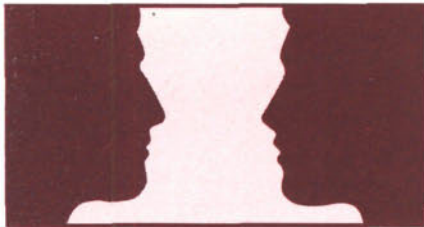
Her prize was £1,500 worth of JS vouchers which she will be using in her local Ipswich branch.

Rachel was also invited to spend an evening at Covent Garden to watch a performance of Swan Lake. After the show she had the honour of presenting Royal Ballet stars, Bryony Brind and Derek Deane with a cheque for £1,500 from Sainsbury's on behalf of the Friends of Covent Garden. The contribution will help the Ballets' touring costs as they perform around the country.



(l to r) Bryony Brind and Derek Deane, JS's assistant managing director, buying and marketing, Peter Davis, editor of Good Housekeeping, Charlotte Lessing and Rachel Hurlock.





## PEOPLE

### News of staff from all parts of JS

#### LONG SERVICE

**Charles 'Chas' Roberts**, assistant chief cashier at Streatham office, has completed 40 years' service with the company.

He joined JS at Blackfriars in 1942, as part of the staff department (now known as personnel) and a couple of years later moved to the branch stock office.

Following two years in the Army, Chas worked in the depot stock office and in 1956 he joined the sales office. For the last twenty years, Chas has worked at Streatham office, in the financial accounts department and in 1978 took up his present position.

**John Caldecoat**, leading sales assistant at Coldhams Lane, has completed 25 years' service with JS.

He joined the company in 1957 as a butcher at Sidney Street, taking up his present position in 1974.

**Ron Richmond-Cole**, deputy manager at Winton, has completed 25 years' service with JS.

He joined the company in 1955 at Westbourne, later transferring to Boscombe. Ron became grocery manager at Poole and two years later he moved to Winton as deputy manager. In these 25 years he has done reliefs at 14 branches.

**Marian Comfort**, a senior sales assistant at New Malden, has completed 25 years' service with the company.

She joined JS at Tolworth in 1956 and three years later moved to New Malden. After a year's leave she rejoined New Malden in 1960.

**Evelyn Harrowing**, skilled supermarket assistant at Sidney Street, Cambridge, has completed 25 years with JS.

She joined the company in 1957 at the old manual store and transferred to the new supermarket on its opening.

**Brian Hine**, assistant meat manager at Bridgwater, has completed 25 years' service with the company.

Brian joined JS at Upton Lane in 1957. Three years later he transferred to the butchery department in Woodgrange Road and in 1964 moved to Romford Road East. In 1980 he was promoted to his present position.

**Dave Sedgwick**, manager at Addiscombe branch, has completed 25 years' service with JS.

He joined the company in 1957 at Addiscombe, and in 1962 moved to Croydon. Dave became assistant manager, in 1966 and deputy manager a year later. In 1970 he joined the new Sutton branch as deputy manager and for the

next five years worked at West Wickham, Lewisham and Victoria in the same capacity. He took up his present position in 1978.

**Grierson 'Greg' Smith**, manager at Feltham branch, has completed 25 years' service with JS.

He joined the company at Kingston in 1957. Since then he has worked in a number of JS stores including Hook, New Malden, Wimbledon, Boscombe and Christchurch. In 1977 he took up his present position at Feltham.

**Ray Smith**, warehouse/reception manager at Dover has completed 25 years' service with JS.

He joined the company at Folkestone in 1956 and in 1977 was promoted to produce manager at Ashford. Three years later Ray took up his present position at the new Dover branch.

#### RETIREMENTS

**Gordon Faulkner**, manager of Teddington Freezer Centre, has retired after 37 years with the company.

He joined JS at High Street Kensington in 1939 and after six years National Service moved to Gloucester Road.

Gordon left the company in 1949 to work for Coppens, later bought by JS. He rejoined in 1954 as assistant manager at Balham and subsequently managed the manual stores at Ewell, Dorking, Surbiton and Leatherhead.

**'Don' Richmond**, a works engineer at Charlton depot has retired after 32 years' service with JS.

He joined the company at Blackfriars in 1950 and four years later he was promoted to foreman. In 1969 he transferred to the depot and has been in his present position since 1974.

**Wilfred Halloman**, a leading store service assistant at Woking, has retired after 13 years' service with JS.

**Doreen Prime**, a supermarket assistant at Colchester, has retired after 12 years' service with JS.

**Louise Piper**, a skilled supermarket assistant at Bitterne, has retired after 18 years' service with JS.

She started work at Southampton as a packer and transferred to Bitterne nine months later.

**John Seyfried**, a driver at Basingstoke depot has retired after 17 years' service with JS.

**Joan Ellis**, a cashier instructor at Purley has retired after 13 years' service with JS.

**Eileen Elliott**, a part-time supermarket assistant at Bell Green, has retired after 12 years' service with JS.

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

**Mrs G Blewett** (10 years)

**Mrs W Lugton** (10 years)

**Mrs H Harris** (9 years)

**Mrs G Lake** (8 years)

**Mrs G Frawley** (8 years)

**Mr P Ferreira** (7 years)

**Miss D Clark** (5 years)

**Mr R Bonney** (4 years)

**Mrs E Perry** (2 years)

**Mrs M Styles** (2 years)

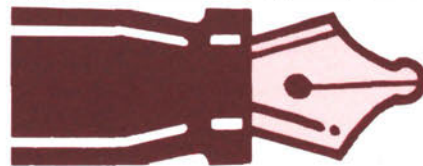
**Mr P John** (1 year)

## OBITUARY

**WJ 'Charles' Parker**, a senior systems analyst at Streatham, died after a long illness during a heart operation on Friday, February 12. He had completed 44 years' service with JS having been recruited in the retail sales department in September 1937.

He enlisted in the RAF in 1941 and returned to JS in 1946 as a member of the sales office where he remained in a senior position for a further 16 years. In 1969 he transferred to the computer systems department and adapting readily to the technological age he became a senior systems analyst in the Streatham installation.

Never known to refuse to be of assistance, those who knew him all agree that Charles could well have been the subject of the old adage: 'If ever you want a job done quickly always ask a busy man'.



## FEEDBACK

Letters are welcome  
and should be  
addressed to the editor

### Many thanks

**From: Eric Webster, formerly of poultry distribution, poultry buying office**

I would like to thank Malcolm Hughes, departmental director responsible for fresh meat, poultry and eggs, and Tom Brewer, manager responsible for poultry and egg buying, for arranging a most enjoyable retirement party for me. My wife and I would like to thank all my friends for the wonderful flowers, and much appreciated stereo cassette recorder presented to us.

Kind regards also to Ron Topp who was on holiday at the time and made a special journey from Bexhill to join me on that memorable occasion.

Thank you all.

### Excellent service

**From: A Tyler, customer, Southgate branch**

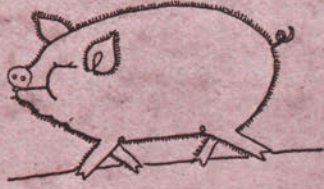
Congratulations to you, for all your great efforts in giving us customers such an excellent service.

You certainly inculcate into your staff a very pleasant attitude to customers—such an important factor! A 'good morning', 'hullo' or a 'goodbye' from them is an encouragement to return to shop here at any time, and in preference to anywhere else.

I find the politeness and pleasantness of the staff most refreshing. Don't deface your frontage or try to provide a car park—you are valuable as you are!



**"FOOD"**  
for thought.



or  
**Songs of Sainsbury.**  
Verses & Illustrations  
by  
Pin.

**PORK AND SAUSAGES**

**S**OME of us are Kings and Queens,  
Others merely might-have-beens,  
Yet a King upon his throne—  
Just like you or me—may groan:  
With internal anguish rent  
From inferior nourishment.



Buying **Pork** be careful lest  
You get other than the best.  
Else you well might feel aghast  
Could you peer into its past.  
Put the test of Cæsar's wife  
To **Sausages** in daily life.

Fix your mental gaze upon  
Records of the late King John.  
Just behold the life he led:  
(Magna Charta—lampreys—dead).  
Here we see how, in a flash,  
Indigestion leads to crash.



Just one genius, born too late—  
Could have saved him from his fate:  
For **SAINSBURY** is hard to beat  
When advising what to eat,  
Would have turned the royal wish  
From that injudicious fish.

Turned the royal knife and fork  
To a dish of **SAINSBURY** Pork.  
**SAINSBURY** Pork: home reared, home bred,  
Healthy, fresh, and dairy fed.  
Pork is delicate, beware!  
**SAINSBURY'S** safe, why go elsewhere?

IN 1982, the Year of the Sausage, it is interesting to note that JS have been producing high quality sausages for over 80 years.

The advertisement (below) appeared in the Midland Daily Telegraph in 1939—exhorting customers in Coventry to try JS pork products. It is roughly contemporary with the photograph of sausage production in the factory at



Blackfriars shortly after its opening (see JSJ Feb 82 p16). But Sainsbury's already had a long tradition of making their own sausages. The little pigs in the advertisement were likely to have come from Frank Sainsbury, the founders' third son, who had been supplying pork from his farm at Haverhill, Suffolk, since 1902.

The contents of JS sausages was an important factor in their promotion—note the use of the words 'dairy-fed' pork. The humble sausage still had a slightly dubious reputation and the fact that the pigs were fed on dairy products—usually the skimmed milk and whey from cheese and butter production—was an important advance on the traditional 'pig swill', a conglomeration of all sorts of unmentionable scraps.

Attention to the origin and background of the meat was only one element in the quality of a JS sausage however—the cuts of meat received more attention than elsewhere. The Sainsbury boast of quality was by no means an idle one. It was important to allay the customers suspicion of pork, which tended to be distrusted as unhealthy—particularly during the summer months. This fact is emphasised by the poem (above) taken from a 1926 promotional booklet titled 'Food for Thought' or 'Song of Sainsbury', written and illustrated by Pin (see JSJ August 81).

Production at the Blackfriars factory ceased in 1972 and was moved to Haverhill. Today HMP supplies 75 per cent of JS own-label sausages—of which there are 23 different types. The company also stock a large range of proprietary brands often with a regional flavour, such as the long Cumberland or the Midland pork and tomato sausage. An increasing number of delicatessen products complete the JS range of sausages, although the economy 'banger' is still the biggest seller.

These days, even the economy sausage must contain at least 65 per cent meat, and the premium at least 75 per cent. This is a far cry from a wartime recipe in the Archive's possession which contained not only bread (specially baked at Blackfriars) but also rice as a filler. Even Sainsbury's, without compromising quality, had to be resourceful in those hard times!

Go to—

**J. SAINSBURY**  
COVENTRY

Trinity Street

COVENTRY

Smithford Street

These little Pigs went to  
**SAINSBURY'S**  
WHO SELECT ONLY THE FINEST  
DAIRY FED ENGLISH PIGS  
for their **FAMOUS**  
**PORK SAUSAGES**  
**BRAWN, PORK PIES**  
and all other pork products

IT IS NO OVERSTATEMENT to say  
that if you want the Finest Quality  
Go to—

**J. SAINSBURY**  
COVENTRY



# NEW PRODUCT

The buyers have been busy this Spring and many new products have bloomed on the JS shelves! Here is a selection—see pages 12-13 for full details.

