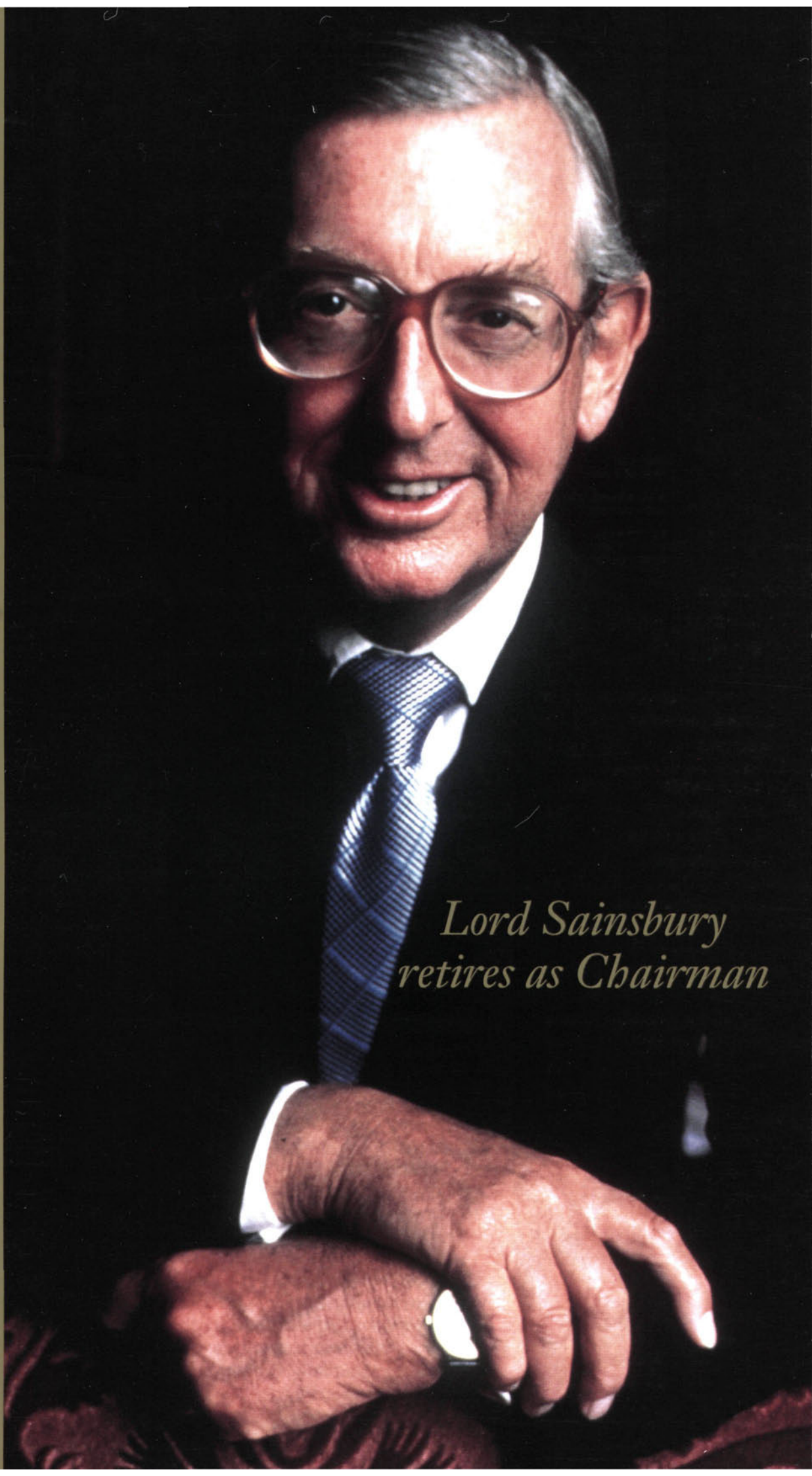


JS JOURNAL IS PUBLISHED FOR EMPLOYEES OF J SAINSBURY, SAVACENTRE AND HOMEBASE

NOVEMBER ISSUE 1992

Journal

S



*Lord Sainsbury
retires as Chairman*



COVER STORY

LORD SAINSBURY RETIRED ON NOVEMBER 2, 1992. THE JOURNAL PRESENTS A FOUR PAGE TRIBUTE TO HIM. PAGES 15-18.

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UNIVERSITY HONOURS LORD SAINSBURY

London's South Bank University (formerly Polytechnic) has conferred an honorary doctorate on Lord Sainsbury, joint President of Sainsbury's.

The citation, which was read out by Vice Chancellor Baroness Perry, at the conferment of the degree of Doctor of Letters on October 6, included the following:

'It is in the field of education and training that we have come to know and admire Lord Sainsbury. His company is a model employer in its commitment to quality training and investment. Sainsbury's put some £30 million into training last year. They employ nearly 100,000 people in the UK and last year created some 3,700 new jobs, starting many young people on the path to sound careers. In particular, the company has been most generous to this university through prizes to students in food science. We are proud that we have been chosen as the national provider of training for many of the employees of this huge company.'



Lord Sainsbury with Baroness Perry, Vice Chancellor of South Bank University (left) and Chancellor Christopher McLaren (right).

'Lord Sainsbury has encouraged arts, manufacture and commerce; he has advanced causes of design, education and the environment. He takes an interest in the people with whom he works and the life around us.'

'We wish you all the very best in your future life and concerns.'



As seen on TV - the new chairman, David Sainsbury.

CHAIRMAN'S QUESTION TIME

The new chairman, David Sainsbury, and his predecessor, Lord Sainsbury of Preston Candover, have been under the media spotlight with the change in leadership and have recently had a chance to answer some journalists' questions over the airwaves.

David Sainsbury was interviewed by Susannah Simons, as part of Channel 4's 'Answering Back' series, on October 4. He set the record straight on a number of controversial issues that have been raised about the grocery industry over recent months.

On a more relaxed note, his cousin, Lord Sainsbury, discussed his career with the company and his life and interests outside Sainsbury's with Sue Lawley on Radio 4's 'Desert Island Discs'. Most importantly, he chose the eight records he would like to take with him to a desert island. They reflected his interest in classical music and opera. His surprise choice was a Caribbean steel band recording, which, he explained, brought back happy memories of holidays.



Sue Lawley.

HEAD LINES

FLIGHTS PROMOTION IS JUST THE TICKET FOR FOOTBALLERS

The Sainsbury's/British Airways promotion is in its ninth week and applications have been winging their way from all over the country to the handling centre in Nelson, Lancashire.

Thousands of applications have been processed to date by a team of 20 people who despatch the vouchers as fast as the receipts come in. Staff and customers taking advantage of the offer are as varied as their choice of destination - even an entire American football team has applied.

Early travellers were invited to enter a competition to win £50 of gift vouchers for the best 'travellers tales'. The best 50 stories could appear in local newspapers or be featured on local radio stations.

The promotion is not just extremely popular with both customers and staff but it has also increased trade.



Seven of the nine Opportunity 2000 Award Scheme winners at their presentation with, in the back row, John Adshead, personnel director (middle); Judith Evans, departmental director, personnel (second from right); Sue O'Brien and Sarah Washington (far left and right), assistant graduate recruitment managers.

PAY UP FOR PUDSEY >

Following the massive achievement last year in which JS staff raised £375,000 for Children in Need, the company is participating in the appeal again this year by selling Pudsey Bear stickers to customers.

The appeal will continue until November 20 when it will culminate in the BBC Children In Need Show. As last year, many staff are expected to stage their own fundraising



Roy Schuster, PCC member, cuts the cake, surrounded by the rest of the committee.

BILLION POUND CAKE ^

On September 25 the total asset value of the Sainsbury pension scheme topped the staggering £1 billion mark. To mark the event, the Pension Consultative Committee celebrated with a specially designed cake, which they shared at their meeting at Blackfriars on October 27.

< NEW AWARDS MARK FIRST BIRTHDAY OF OPPORTUNITY 2000

October 28 was the first anniversary of the launch of Opportunity 2000 - a scheme promoted by Business in the Community, of which JS is a founder member, that aims to increase the opportunities for women to take on more roles and responsibilities in UK companies. Earlier in September, JS presented nine students in the retail division with Opportunity 2000 awards of book vouchers to assist them during their university studies. These awards are part of the company's efforts to encourage more women into retail management.

Wendy Godfrey, chair of the working group, commented: 'Over the last year we have introduced a number of exciting initiatives, such as this Opportunity 2000 Awards Scheme, and the representation of women at management levels is increasing. The working group, with representatives from across the company, will continue to identify ways in which we can continue the process over the coming year.'

events. The *Journal* will cover as many of these as space will allow and reports should be sent to the *Journal* office as soon after the event as possible.

An additional fundraising initiative is an Employee Lucky Draw in which tickets will be sold at £1 each and UK weekends and holidays will be given away as prizes.



Customers arriving at the Mere Green store are informed of the changes to their supermarket.

< JS ACQUIRES ASDA BRANCH IN BIRMINGHAM

An ASDA supermarket at Mere Green near Sutton Coldfield, one of the company's few food-only stores, will shortly be converted to a Sainsbury's format following its sale to JS on October 9. It is planned that all non-management staff will transfer to JS employment. The familiar green of their uniforms and of the 34,000 sq ft store will be replaced by JS livery over a seven week conversion period, ready for the re-opening in early December of the store as 'Sainsbury's 715 Mere Green - Birmingham'.

RE-DISTRIBUTION

The distribution division is to be re-organised from five to four regions early in 1993. Announcing the changes, joint managing director David Quarmbury stated: 'With the regional structure and branch liaison arrangements now well established in distribution, the opportunity is being taken to improve efficiency by moving from five to four regions.'

Next month the *Journal* will look at the changes in more detail.



SUNDAY SHOPPING CAMPAIGN TOURS THE COUNTRY

Sainsbury's campaign to lobby for changes to the laws governing Sunday shopping has taken to the road.

Sainsbury's campaign, dubbed 'We're for Sunday Shopping', has visited stores up and down the country. By Christmas, virtually every JS, Savacentre and Homebase open on Sunday will have been visited.

The campaign is designed to help the 'silent majority' of shoppers who support Sunday opening - surveys show they outnumber those against by 2-1 - to express their views.

Working alongside the Sainsbury's campaign has been the Shopping Hours Reform Council (SHRC) 'roadshow' in



Lynne Roberts, checkout assistant at Purley Way, helps a customer to register his support for JS opening on Sunday.

the form of a big white bus and accompanying display stand. The SHRC includes Sainsbury's, B&Q, Tesco and Safeway, among others.

Customers have been able to learn more about the issue at these events and have been given the opportunity to register their

support on special postcards addressed to their MP. More than 200,000 postcards have been collected to date and have now been sent to the MPs for the stores concerned, with an invitation for the MP to visit the store on a Sunday.

Nick Green, Sunday shopping campaign manager, explains: 'These postcards will be sent on to the local MPs to illustrate the feelings of the one million plus people who visit Sainsbury's, Savacentre and Homebase every Sunday. We hope this will encourage clarification of the law so customers can continue to shop on Sunday.'



David Sainsbury.

On November 2, David Sainsbury, formerly deputy chairman, assumed responsibility as chairman and chief executive of J Sainsbury plc, on the retirement of Lord Sainsbury of Preston Candover. In the next issue, the *Journal* meets the new chairman and presents a special report.

Tom Vyner has become deputy chairman in addition to his responsibility as joint managing director.

He joined the company in 1978 as director responsible for grocery and non-foods buying. He was appointed assistant managing director, buying and marketing, in 1986 and joint managing director in 1990.



Tom Vyner.

APPOINTMENTS

Shaw's

DAVID JENKINS, chairman and chief executive officer of Shaw's, is to retire and become adviser to the JS board on matters concerning the development of the US business.

On January 1, 1993, PHIL FRANCIS, currently president of Shaw's, will take over as chief executive officer.

On March 1, 1993, DINO ADRIANO will take over as non-executive chairman of Shaw's, in addition to his present responsibility as chairman and managing director of Homebase.

Homebase

ROSS McLAREN, vice president of procurement at Shaw's, will return to the UK in the new year as buying and marketing director at Homebase. He will also become deputy managing director of Homebase.

Buying directors

MICHAEL MORGAN, departmental director responsible for dairy, cheese and frozen food buying, will be the first departmental

director for international buying. The announcement made by David Sainsbury stated: 'With the development of Shaw's buying strength, there is now a major opportunity to develop our worldwide buying activities on a Sainsbury group basis... In this role (Michael Morgan) will work closely with JS trading departmental directors and with the Shaw's buying team.'

JOHN RAMSDEN, departmental director for grocery buying, takes over dairy, cheese and frozen food buying in March 1993.

MARTIN SARGEANT, buying director at Homebase, returns to JS to take over grocery buying.

Non-executive

SIR TERENCE HEISER GCB has been appointed to the Sainsbury board as a non-executive director.

Sir Terence has had a long and distinguished career in the Civil Service, being permanent secretary to the Department of the Environment from 1985 until June this year.

Personnel

NIGEL BROOME, company personnel manager, Homebase, will return to Sainsbury's as senior personnel manager, retail personnel, at the beginning of 1993 in order to take over from Tony Clarke, who retires at the end of the financial year.

BRIAN DOONAR has been appointed senior personnel manager, personnel services, with responsibility for safety, occupational health, employee services, Fanhams Hall, head office employee relations and personnel financial control.

SALLY WATSON, formerly personnel manager ISD, is promoted to senior personnel manager, remuneration and benefits, replacing Joe Marsh who will transfer to Homebase to become company personnel manager after a period of handover.

HOWARD BENTLEY, currently training and development manager, will be promoted to senior personnel manager, management resources, from the new year, taking over the former responsibilities of JUDITH EVANS, now departmental director, personnel.



DAVID JENKINS



PHIL FRANCIS



DINO ADRIANO



ROSS McLAREN



MICHAEL MORGAN



JOHN RAMSDEN



MARTIN SARGEANT

SIR TERENCE HEISER



SAINSBURY'S ARTS EDUCATION AWARDS



Photo: The Independent/Edward Sykes

Lord Sainsbury (centre) at the launch of the second awards with, left to right: Richard Eyre, director of the National Theatre; Christopher Gable, artistic director, Northern Ballet Theatre; Nicholas Payne of Opera North, and Nicholas Serota, director of the Tate Gallery.

HELPING YOUNG PEOPLE TO DISCOVER ARTS

The Sainsbury's Arts Education Awards for 1993 were launched on October 22 offering £250,000 for projects which help widen young people's knowledge, understanding and enjoyment of the arts.

At the launch, Lord Sainsbury made it plain that, despite retiring as chairman of Sainsbury's, he will continue to play an active role in the company's arts sponsorship programme. Indeed, he will remain as chairman of the Sainsbury's Arts Sponsorship Panel.

More groups will benefit from these second Arts Education Awards than in the scheme's first year, with the money being shared by up to 30 groups. Organisations working with young people aged between 11 and 24 will receive £200,000, and an additional £50,000 will be given to secondary schools for their own projects, which must

involve working with professional arts groups.

The awards will be distributed across the categories of dance, music/opera, theatre and visual arts and will cover projects planned for 1993 and 1994.

Lord Sainsbury commented: 'We have been greatly encouraged by the success of the first year of this scheme. I hope that Sainsbury's continuing commitment to arts education not only benefits those directly involved in the winning projects but also acts as a stimulus to arts organisations and schools to put a greater emphasis on education in the arts.'

Every secondary school in the country and over 3,000 arts organisations have received application forms. The winners will be announced at the end of June at a presentation in the Sainsbury Wing of the National Gallery.

BAKERS WIN WITH GALLIC BREAD >

Five JS bakery managers enjoyed an all expenses paid trip to Paris last month as their prizes in a competition sponsored by one of their suppliers. The competition, run in spring, offered the prize to the bakery in each of the then five areas that could achieve the largest increase in sales of part-bake French bread products, such as baguettes. The winners were treated to a behind-the-scenes tour of the supplier's factory, a visit to a typical French hypermarket and, a little less business-related, an evening at the Moulin Rouge nightclub and a trip up the Eiffel Tower.



Vince Balzan, deputy manager retail specialists, stands (third from right) in front of Paris' most famous landmark with the winning bakery managers (l to r) Steve Henderson, Stanway; Kevin Fishwick, Chester; Andy Garner, Exebridge; Rick Fienson, South Ruislip, and John Parker of West Green.

SUPERMARKET

O P E N I N G

ALTON

Alton is the first of a number of supermarkets built to the new 'small store formula' introducing Sainsbury's into smaller towns. With an average sales area of 23,000 sq ft, there are savings to be made in construction and the running of these supermarkets

and they can be profitable with fewer customers. The formula allows the development division to cast wider its net and look at sites with smaller catchment areas, in addition to sites which are suited to the standard size supermarket.

The great success of Alton bodes well for further 'small stores' at Ripley, Whitstable and East Grinstead.

Manager Jennifer Sumner with her deputies, left to right: Robert Litster, senior deputy; Malcolm Paramore and Chris Barnes.



Opening date: September 24, 1992

Address: Draymans Way, Alton, Hants

Opened by: South Western area director, David Smith

Manager: Jenny Sumner

Staff: 250 (225 new jobs)

Sales area: 23,000 sq ft

Car park: 364 spaces

Ready to guide customers round their new store are, left to right: Julia Lewendon, checkout/replenishment; Sonya Sparks, assistant BPM, and Maureen Bone, replenishment assistant.



Friendly faces at the front end, left to right: Kevin Cooper, trolley retrieval; James Denbury, trainee manager, and Laura Head, checkout/replenishment.



Handing out leaflets about the Sainsbury's/British Airways promotion is Karen Richardson, store instructor.



SUPERMARKET

O P E N I N G

FOSSE PARK - LEICESTER

Looking across Leicester's vast new retail park in the south west of the city today it is difficult to imagine that there have been human settlements here as far back as the Iron Age. The park's name reflects its historical connections. The Fosse Way Roman road, which supplied the settlements at Leicester with goods and troops all the way from Devon, runs past the area.

The building work in the area gave an opportunity to conduct archaeological excavations. These uncovered Roman kilns nearby and workshops that may have been supplied along this road. Coins found on the site of the new JS store also reveal that, prior to the Romans, an Iron



Information from archaeological excavation suggests that the Iron Age tribe resident in the Fosse Park area would have lived in round-houses like these erected by Leicestershire council.

Age tribe known as the Coriel-tauvi set up their roundhouses here. Using evidence they dug up, Leicestershire county council was recently able to reconstruct some of these roundhouses as shown in our picture.

Branch manager Ian Partridge (left), and area director Dave Smith welcome one of the first customers to the store.



Joyce Archer, district manager's secretary, is based at the new store and spends part of her time on the shop floor.



SUPERMARKET

O P E N I N G

BYBROOK - ASHFORD

The new Bybrook store in Ashford is very obviously going to be a hit with the customers. Mr and Mrs Brennan, two locals celebrating their wedding anniversary, gave a new meaning to 'a night on the tiles' by camping outside the store from 8.45pm the night before the opening to be the first customers. They were presented with a bunch of flowers by the branch manager when the store opened.

The store is very conveniently situated just off the M20, and may become even more convenient if plans to make Ashford the passenger terminal for the Channel Tunnel are approved.



'Retail is detail' and Veronica Young (left) and Karen Powis ensure every plant is pampered.



Opening date: August 25, 1992

Address: Simone Well Avenue, Ashford, near Junction 9 of the M20

Opened by: Retail director, Colin Harvey

Manager: Christopher Baggaley

Staff: 374 (263 new jobs)

Sales area: 32,000 sq ft

Car park: 600 spaces

Manager Chris Baggaley with Mr and Mrs Brennan, who found an unusual way to celebrate their eighth anniversary.



Bakery manager Andy Hall, left, and his team took two minutes out after a busy morning's baking.



Sam Robinson, chief display assistant, measures the cabinet fill to the nearest millimetre.



write LINES



TODDLER OF A TROLLEY

Sarah Thompson, student, Worle

I am a student working part time at Sainsbury's in Worle, Weston-super-Mare. I thought you may be interested in this photograph taken on holiday in France. My youngest sister was thrilled to have her own trolley in the supermarket. It was the first time she has ever enjoyed shopping. What a good idea. How about it Sainsbury's?

Peter Gibson, retail management services, replies:

We have looked at these trolleys before and, on the face of it, they do appear to be a novel feature which would make shopping more exciting for our younger clientele.

However, because these trolleys are small, they have the unfortunate habit of disappearing off site in the boots of cars despite precautions like the high flag. We know this from discussions with competitors who use them. Also, collection is difficult.

I notice from the photograph that the mother has a trolley with a lock requiring 10F, so security must be a problem at that store. The child trolley appears not to

have a lock, so I guess losses must be high.

We evaluate many ways of ensuring trolleys cannot be removed from site, and improvements are being made all the time. It is hoped that with the technology now at the disposal of trolley manufacturers, we will soon have a device which will be 'customer friendly' enough to fit on all trolleys. Child trolleys and other innovative features could then be used at our branches without fear of loss, vandalism or jeopardising safety standards.

HOLIDAYS FOR THE FUTURE

Ellen Harley, staff restaurant assistant, Castle Boulevard, Nottingham

In June this year, I spent two weeks in a Spanish village working part-time for a registered charity called 'Sunseed Desert Technology'.

The aim is to cultivate the terraces on which the village houses stand, growing fruit and vegetables and also experimenting on what species of vegetation and trees will survive and grow in arid conditions.

Tree seedlings are an important section of the project, and are planted in pots. When they are strong enough, they are transferred out to the desert hillsides, then monitored and measured regularly for growth. After two years, if successful, they are then considered suitable for other countries which suffer from erosion.

During my stay, I also learned how to utilize ancient water channels with a ram-pump invented by post-graduate students of Warwick University.

The pump would be useful in Third World arid countries, as would the method of gaining electricity and hot water from solar panels on the rooftops.

It was an interesting and different, but very enjoyable working holiday. Anyone requiring further information should write to:-

Sunseed Desert Technology
PO Box 3000
Timworth
Bury St Edmunds
Suffolk IP1 1HP

SHARING IN THE CELEBRATIONS

Di Smith, BPM, Kempston

During the last year we have had three members of staff celebrate 25 years with the company. Has the company ever considered allowing the branch manager to present the shares in the branch on the actual anniversary?

John Adshead, personnel director, replies:

The Appropriation Share Notices for long service staff are issued under the terms of the company's profit sharing scheme. This means that we can only issue them to such staff once a year in arrears, in mid August, when the trustees allot the appropriate number of shares for distribution.

The benefit to staff of having the shares allocated via the company profit sharing scheme is that shares, if then held in trust for five years, do not attract a tax liability. Staff would lose this favourable tax arrangement if the shares were presented on the precise date of their 25th anniversary.

A PRIZE ON WHICH TO PONDER

Mark Ferguson, section manager, Bishops Stortford

In May, the Eastern area held its fun day at Kessingland. As always, Bishops Stortford entered a team in the It's A Knockout competition and with great pride we carried off the winners' trophy.

To win the day was what we planned
As we ventured up to Kessingland
Our team of lads set to compete
To win the Eastern area lavatory seat

Although our shop is only small
Every year our team gives its all
In 1992 they gave their best
And proved it by beating the rest

Knockout winners we may be
But in the *Journal* no pictures did we see
So how about a photo of our team
So all their faces can be seen

Journal editor it's up to you
To try and see what you can do
Why not go ahead print this story
And let Bishop's Stortford enjoy their glory

SELECTIVE SURVEY ?

Maureen Moloney, senior fish assistant, Stevenage

I note with interest that the survey on Sunday opening was carried out on a Sunday in the stores and I would imagine it favoured opening as all the people who are



WITH THANKS >

The parents of Granby Street School, Liverpool.

Thank you for your generous donation to our funds and fundraising raffle for the material costs of making decorations and costumes for the Merseyside International Caribbean Carnival in August. Our photograph gives you a glimpse of our group.



CUSTOMERS' LETTERS

To **Letchworth** from Sandrina Page with 'grateful thanks for all the effort and attention you and your staff gave to me and my grandson Oliver last week when he locked himself in the car.' As Sandrina was being driven home for the spare keys, Oliver began to choke in the car, so quick-thinking produce manager, Chris Downing, smashed the window and rescued him. Also involved were Linda Causton, store instructor, and Terry Eastcott, deputy manager fresh foods.

To **Selly Oak** from Michele Byrne: 'I find Selly Oak a pleasure to shop in with its clean and pleasant surroundings, wide aisles (I am sometimes in a wheelchair) and its attractively displayed goods.'

'In this time of recession, which is hitting us all badly, it is most refreshing to see you maintaining high standards of quality coupled with value for money.'

To **Stratton** from Sally Matthews after a trip to the store and coffee shop with her small daughters: 'There was no baby food on display but I needn't have worried, as immediately one of the staff brought me a selection to choose from the shop. Nothing was too much trouble... When we came to do our shopping, one of the staff helped me to pack and took my shopping to the car without being asked... it really makes shopping at Sainsbury's a pleasure.'



Oliver, grandson of Sandrina Page.

not in favour were at home or elsewhere doing their own thing. Slightly biased don't you think?

Managing director David Quarmbly, replies:

Thank you for your comments on the Sunday shopping exercise which is currently underway at JS, Savacentre and Homebase stores around the country. More information on this, and details of other initiatives in support of Sunday shopping, are featured in this edition of the Journal.

The survey to which you refer is a postcard sign-up exercise which, as you say, is held at stores on Sundays. The objective is to demonstrate to customers who shop on Sundays that Sunday shopping is under threat.

We ask these customers to sign postcards addressed to the local MP, asking for the MP's support for reform of the law to allow them to continue being able to shop on Sundays. The response so far has been very positive, with a majority of those who visit our stores on Sundays actually taking the trouble to sign up.

Recent opinion surveys have revealed that two-thirds of people in general (not just Sunday shoppers) support Sunday shopping.

SECOND TIME AROUND

Sylvia Astley, coffee shop assistant, Marshall Lake, winner of the Journal's car safety competition.

It's never too late to learn and I would like to make a success of my second chance.

I shopped at JS and thought I would like to work there and wrote to the store. To my surprise, on my 50th birthday, I was asked to come in for an interview.

I have only worked at the store for a matter of weeks and I won a prize in the June Journal.

Sainsbury's has been lucky for me and I would like to thank them for my second chance.

A.S. . . .

LETTERS ARE WELCOMED AND SHOULD BE SENT THROUGH THE INTERNAL POST TO THE EDITOR, JS JOURNAL, 10TH FLOOR, DRURY HOUSE, OR BY ROYAL MAIL TO THE ADDRESS ON PAGE TWO.

Savacentre is dressing customers in the Sainsbury fashion

Hypermarket shopping is all about buying everything under one roof. As the UK's only specialist hypermarket retailer, Savacentre has always been committed to selling a comprehensive range of clothes for all the family.

Now the range is undergoing a transformation in style, design and, more fundamentally, the label. In the days when Savacentre was a joint venture between BhS and Sainsbury's, BhS supplied the entire range of clothes. Becoming a wholly owned subsidiary of J Sainsbury plc opened the doors to own label clothing. This autumn/winter season is marked by the arrival of Savacentre's first selections of ladies casuals, lingerie and girls' wear, together with their most complete range of menswear and ladies footwear to date.

All clothes carry the Sainsbury's 'Lifestyle' label. While the name of the UK's top grocer is more readily associated with food quality and value in food, Stephen Sunnucks, Savacentre's director in charge of clothing, believes it has other, equally strong connotations.

'Sainsbury's has always been a name customers can trust,' he says. 'It stands for quality and competitive prices, backed up by high standards of customer service. This, coupled with Savacentre's parentage, made it only natural that the range should carry the Sainsbury's name.'

The collection is exclusive to Savacentre and is available at the company's nine hypermarkets around the UK and, as it develops, so the BhS lines will decline in number. Menswear and footwear are presently the most advanced with a distinct emphasis on casualwear.

Ladies' wear is in its first season and concentrates on colourful, easy-wear casuals.

Stephen Sunnucks recognises that launching a new clothing range in a recession presents a number of challenges. 'The current economic climate has produced hard times for the textiles industry and clothing retailers are more price conscious than ever before,' he says. 'Savacentre has a tradition of offering Sainsbury's standards of quality and choice, but at extremely competitive prices, and this is carried through into our clothing range. We believe we are offering customers excellent value for money.'

He is confident that the emphasis on casualwear and everyday classics is right for Savacentre. 'Our customers tend to visit us in family groups and we have therefore aimed our new range very much at them. Although we do plan to include formal wear in the collection, this is likely to be a more limited selection.'

'Experience so far shows that our approach is right. Customers have responded very well to the new range and our first ever collection of own label schoolwear has been extremely popular. I am convinced that Sainsbury's Lifestyle clothing has a very bright future.'



GO FOR GOLD

Now is the season to sparkle with the young Party Wear Collection.

Left: gold acrylic polo neck top, 6-12 yrs, £8.99; black, velour, quilted jacket, 6-12 yrs, £14.99; black, velour, quilted skirt, 6-12 yrs, £7.99; gold party shoes with bow, sizes 13-5, £11.99.

Right: black velour dress, 6-12 yrs, £19.99; black patent party shoes with bow, sizes 13-5, £9.99.



SATIN SMOOTH

For smooth present givers everywhere, and lovers of the luxurious, is this classic chemise.

Polyester satin chemise, sizes 8/10, 12/14, 16, 18, available in black, purple, pink and ivory, £9.99.

Savacentre
THE SAINSBURY'S HYPERMARKET

TIME TO PARTY

Celebrate Christmas in style and treat yourself to a special occasion outfit.

He wears: polycotton shirt and tie set, available in white, grey, blue and wine; sizes 14-17, £10.99; leather Oxford shoes, sizes 6-11, in brown and black, £29.99.

She wears (left): black tricel and polyester leggings with lycra, sizes 10-18, £16.99; viscose design shirt, sizes 10-20, £18.99; loafer with gold link design, sizes 3-8, available in black and navy, £13.99.

She wears (right): black tricel and polyester body with lycra, sizes 10-16, £19.99; black tricel and polyester skirt with lycra, sizes 10-16, £12.99; viscose design shirt, sizes 10-20, £18.99.



ON CHRISTMAS DAY IN THE MORNING

A lady likes to pull out all the stops on sophistication for Christmas morning - even if she is only five.

Left: 100% pink cotton party dress, ages 2-5, £16.99.

Right: white polycotton rosebud blouse, ages 2-5, £8.99; acetate black quilted jacket, ages 2-5, £10.99; purple velour ski pants, ages 2-5, £7.99; black patent party shoes with ankle strap, sizes 6-12, £9.99.



BOXING CLEVER

On the first day of Christmas, my true love sent to me a pair of Thunderbirds boxer shorts. Needless to say, they are F.A.B.

Cotton Thunderbirds boxer shorts, sizes S, M, L, £5.99; cotton towelling robe, sizes M, L, XL, navy, wine, jade, royal blue, light blue and white, £19.99.



JUMP TO IT!

Variations on a classic theme. These stylish jumpers will make the perfect gifts for Christmas.

Left: 20% wool, 80% acrylic pullover, sizes S, M, L, XL, £17.99; cotton roll neck top, sizes S, M, L, XL, available in terracotta, airforce, black, stone, teal, dark sage, white and blackcurrant, £14.99.

Right: 50% acrylic, 50% cotton novelty jumper, sizes S, M, L, XL, available in ecru and teal, £22.50; poplin long sleeved shirt, sizes S, M, L, XL, available in white, stone, light sage, cambrey, raspberry and lilac, £14.99.

Both: denim easy or regular fit jeans, regular waist 30-38", easy waist, 30-40", available in blue and black, £19.99.



WINTER WONDERLAND

Walk off that Christmas lunch in comfortable style and beat the winter chill.

She wears: cotton polo neck jumper, sizes 10-20, available in cream, black, grey, navy, jade, purple, red, gold, mint, lilac, coral, white, olive and print, £9.99; denim fashion jeans, sizes 10-18, available in gold black, green, purple and blue, £21.99; lace up boots with side detail, sizes 3-8, available in brown and black, £15.99.

He wears: cotton roll neck top, (as 'Jump to it', left); Aran Wool Jumper, sizes S, M, L, XL, available in ecru and teal, £29.99; easy fit jeans (as 'Jump to it'); brown leather Chelsea Boots, 6-11, £29.99.



PROOF OF THE PUDDING FOR FUTURECOOKS

There was a lot of love in the Savoy on October 20. The atmosphere in the room where the Sainsbury's FutureCooks Grand Final 1992 was being held was suffused with the collective love of fine cuisine felt by the gathered gourmet glitterati; and there was the staunch support of the families for their competing offspring as they pitted prune sauce against profiterole in a bid to decide Sainsbury's FutureCook of 1992.

David Sainsbury makes the presentation to winner Katie Bishop.



The eight finalists, aged from 12 to 15, were preparing meals in just 75 minutes for their favourite cook, each of whom had come to the Savoy to add their support to that of the families.

Hayley Barber of Haslemere chose Chicken Avocado for Jane Asher; Tim Barrett-Jolley of Royston prepared pork fillets for Delia Smith, and Simon Skinner of Daventry skewered Ginger Chicken Kebabs for Cheryl Baker.

It was 15-year-old Katie Bishop of Ashford, Kent, whose menu for cookery author Thane Prince included Cinque-Ports Scallops in Sun Dried Tomato Sauce and Sweet Carrot Tartlets, who was declared Sainsbury's FutureCook 1992. Katie won a trip to Eurodisney and the Sainsbury's FutureCooks Copper Pan Award.

Runner-up was Mary Docherty of Durham, with her Chicken Greenjackets menu chosen for Anthony Marshall of the Langham Hilton. Mary, whose sister Jenny was last year's winner, won a gastronomic weekend for four in London.

Third prize went to Gaia Skibinski of Abergavenny for her Fresh Homemade Pasta Bows with Mushroom Sauce menu. All the finalists received lunch and tea at the Savoy with a tour of the kitchens, dinner and a night for four in London, £200 worth of Le Creuset cookware, and the Sainsbury's FutureCooks recipe book featuring the recipes of all the finalists.

Judges were master chefs Anton Edelmann and Gary Rhodes; cookery author Sophie Grigson; restaurateur Bob Payton and joint managing director Tom Vyner. Prizes were presented by special guest David Sainsbury.



Past FutureCooks. Gillian Nutter, standing left; Kathryn Cleverley, seated left, and Jenny Docherty, seated right, all former winners, with Greg Lewis, former runner-up of both FutureCooks and Master Chef and now apprentice chef at the Connaught.

NEW OFFER UNDER THE SAYE SHARE OPTION SCHEME

On November 6 the company again offered employees an opportunity to purchase shares in Sainsbury's by joining the Savings Related Share Option Scheme.

The offer is open to all full and part-time employees who have worked with JS, Homebase or Savacentre for at least 12 months.

Savings - up to £150 per month (£60 per month for those working less than 16 hours per week) - are deducted from salary and paid into a savings account with either the Halifax Building Society or the National Westminster Bank. After five years, all the contributions plus a bonus equal to 12.5 monthly payments can be used to purchase JS shares at the option price.

If, during the savings contract period of five years, the share price increases above the option price, savers could make significant gains even after allowing for tax liabilities. However, if during the five years the share price does not rise, or if it falls, savers may allow their options to lapse and take their savings plus bonus as a cash refund.

Currently, more than 14,000 employees have options totalling over 29 million JS shares under this scheme.

The board is making available 8.84 million shares to be put under option this year. If the offer is oversubscribed, applications will be scaled down to favour new and smaller savers.

Application forms are available from your personnel manager or, if you work at Blackfriars, from the company secretary's department. The deadline for returning completed application forms is November 29, 1992.

Lord Sainsbury retires as Chairman

On November 2, 1992, Lord Sainsbury of Preston Candover, KG, retired from executive duties after 23 years as Chairman and 42 years of service.

Lord Sainsbury will assume the title of President. As his cousin David Sainsbury takes over as Chairman, the *Journal* devotes these pages to looking back at the extraordinarily successful career of Lord Sainsbury and examines the development of the company under his leadership.



Each of the JS areas held a retirement dinner for the Chairman, with the Northern and Midlands areas combining theirs. Lord Sainsbury received many tributes throughout the business world and from within the company. At the final dinner, held by the Eastern area on October 30, the area directors together presented, on behalf of their branches, a solid silver water jug to Lord and Lady Sainsbury. Left to right are: John Phillipson, Eastern area director; Graham Naylor, Northern area director; Dave Smith, Midlands area director (making the presentation); Mike Broomfield, who was South Eastern area director before being seconded to Shaw's in 1991 (he is now managing director of Savacentre); Lord and Lady Sainsbury; David Smith, South Western area director; Terry Wigley, Central and Western area director, and Colin Etheridge, South Eastern area director.

John Sainsbury



When the company went public in 1973 it was a record. Never before on the London Stock Exchange had so much money been subscribed for a new issue.



Lord Sainsbury at his last Annual General Meeting as Chairman in July this year.

is the eldest son of Lord Sainsbury of Drury Lane, and the great grandson of John James and Mary Ann Sainsbury, the couple who founded the company in 1869.

There is a saying in the business world that the third generation will always ruin a family business. This certainly did not happen with Sainsbury's. The third generation, Alan (now Lord Sainsbury of Drury Lane) and Robert (now Sir Robert) transformed the old branches into self-service supermarkets, pointing the way forward for food retailing in this country. Four years after being appointed Chairman, John Sainsbury, a fourth generation grocer, led the company into a new league as the family business became a public limited company.

When the company announced the flotation of ten million shares to take place in July 1973, applications came flooding in and the issue was massively oversubscribed; in fact, £495 million worth of offers had been made for £14.5 million worth of shares.

This great confidence in the company ensured that more investment was available to give the business the most efficient systems, to train staff to the highest levels and to provide stores which were smart, comfortable and modern, as well as expanding the own label range to rival the top brands in all lines. As the offer continued to improve year after year, so customers voted with their feet.

In 1992, for the first time, J Sainsbury plc had the largest sales and the highest profits of any retailer in the country. In 1969, the year John Sainsbury became Chairman, it had only a ninth of the profit of the country's most popular retailer of the time, and less than half that of the most profitable supermarket company.

The key was always quality and as Sir Roy Griffiths, then non-executive chairman, said of Lord Sainsbury at the dinner celebrating the Chairman's 40 years of service:

'He has always taken the view that the prerequisite of any corporate greatness is quality - quality of product, quality of service. Nothing must stand in the way. No Chairman has ever looked after the corporate values so committedly and nothing has been too much, no generosity too great for people who serve the customer and, by definition, the company well.'

During his last Chairman's address at the Annual General Meeting in July of this year the Chairman reflected on how the company reached pre-eminence:

'Our objective always had been, and is to this day, the very basic one of seeking to provide our customers with better quality, better prices and better services than any competitor. I wonder how many of you here today were present at our first Annual General Meeting as a public company. It was the 26th June, 1974, in The Connaught Rooms. Our share price on that day, if we adjust for Rights and Capitalisation issues, was around 6p, and the company's market capitalisation was below £100 million, which compares to today's figure of over £8,000 million. That was the first time I addressed shareholders at an Annual General Meeting and today, as you all know, is to be the last.

'That tradition, one that might be described as the "primacy of the customer", is part of our inheritance. Together with it goes another quality that successive generations of our company have followed. That is the desire constantly to improve, what I have called "the passion to innovate", the recognition that however well we are doing today, we can always do better tomorrow. That goes with relishing competition, which is the best spur to have in that commercial race called "the pursuit of excellence", in which we are engaged.'



Hosts of the Chairman's 40 years' service dinner in 1990 - the JS board at that time, from left to right: Tom Vyner, Colin Harvey, Bob Cooper, Derek Henson, Keith Worrall, Cecil Roberts, John Adshead, Robin Whitbread, Joe Barnes standing behind Lady Sainsbury and the Chairman, Angus Clark, Sir Roy Griffiths, David Quarumby, Gurth Hoyer Millar, Ian Coull and David Sainsbury.



John Sainsbury developing Tendersweet bacon in 1957.



Sir John Sainsbury became Lord Sainsbury of Preston Candover in 1989. Pictured centre with his father, Lord Sainsbury of Drury Lane (right) and Lord Prior.



1992 and Lord Sainsbury of Preston Candover is made a Knight of the Garter.

- Born:** John Davan Sainsbury 2.11.27
- 1945/48** Army service in Palestine
- 1948/50** Worcester College, Oxford (History)
- 9.10.1950** Joined J Sainsbury Ltd

After general training in the stores, John Sainsbury worked in the grocery buying department. In 1953 he joined the bacon department. When bacon ceased to be rationed in 1954 he was responsible for organizing the department and managing it until March 1958. During this period he introduced and developed Tendersweet bacon - Britain's first sweetcure bacon.

- 1958** Appointed director, J Sainsbury Ltd
- 1967** Appointed Vice Chairman and head of trading J Sainsbury Ltd
- 1969** Appointed Chairman, J Sainsbury Ltd on June 12. Became JS's youngest ever Chairman at 43.
- 1980** Knighted for services to food industry in New Year's Honours.
- 1985** Honorary Doctorate from the University of London.
- 1989** Created Baron Sainsbury of Preston Candover in New Year's Honours. Awarded Albert Medal by Royal Society of Arts, Manufactures and Commerce, in recognition of his 'outstanding contributions in the fields of business and the arts.'
- 1992** Created a Knight of the Garter. Honorary Doctorate from South Bank University.

23 YEARS OF GROWTH

Group	1969	1992
Sales	£166m (£1,200m) ⁽¹⁾	£9,202m ⁽⁴⁾
Profit before tax	£4.3m (£33m) ⁽¹⁾	£628m ⁽⁴⁾
Number of stores:		
Supermarkets	82	323
Service shops	162	0
Savacentre	0	9
Homebase	0	69
Shaw's	0	76
TOTAL	244	477
J Sainsbury supermarkets:		
Market share ^(2,3)	2.5%	11.0%
Total sales area (000sq ft) ⁽³⁾	850	8,858
Average size of new supermarkets	8,120sq ft	34,890 sq ft ⁽⁴⁾
Sales per store per week	£13,100 (£93,200) ⁽¹⁾	£460,800 ⁽⁴⁾
Range of products:		
Total	4,000	16,000
Sainsbury's brand	1,500	8,000
Customers per week ⁽³⁾	c.2m	c.8m

⁽¹⁾ Equivalent 1992 prices

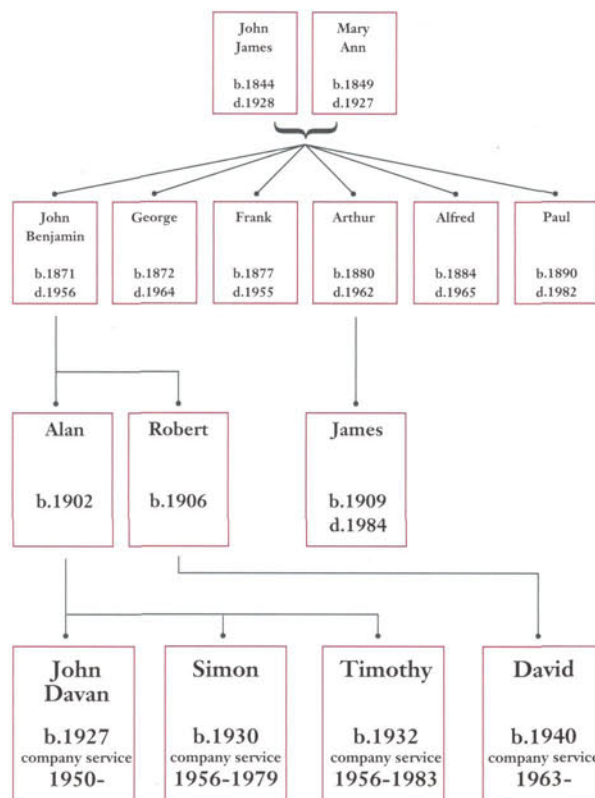
⁽²⁾ Based on Central Statistical Office data

⁽³⁾ Including Savacentre

⁽⁴⁾ Figures as at Year End, March 1992.

FAMILY TREE

Family members active within the company



THE ARTS

Throughout his career, Lord Sainsbury has made a remarkable contribution to the arts, both privately and publicly.

He was a governor of the Royal Ballet School and is still a governor of the Royal Ballet. After being a long-serving member of the Board of the Royal Opera House, he became Chairman from 1987 until 1991.

His contribution to the visual arts has been considerable, initially as a trustee at the National Gallery and Tate Gallery. He is still vice president of the Contemporary Art Society and in 1989 was awarded the Albert Medal by the Royal Society of Arts for his personal contribution to the arts, manufactures and commerce.

Perhaps the contribution which will have the longest lasting impact was the gift, from family trusts, of the funding for the building of the National Gallery extension, The Sainsbury Wing, by Lord Sainsbury and his brothers, Timothy and Simon.

Her Majesty the Queen opened the Sainsbury Wing in July 1991 and commented: 'Let us take pride in the fact that, through the generosity of the Sainsbury family, the inspiration of the architects and builders, and the wise guidance of the trustees and director, we have here a building which, inside and out, is worthy of its setting and its purpose.'

In the same year, the Chairman and his brothers were named as Benefactors of the Year by the National Art Collection Fund.

Lord Sainsbury initiated the company's support for the arts in 1981. In 1990 he took on the chairmanship of the arts sponsorship panel. Subsequently, the company launched a major new sponsorship, Sainsbury's Arts Education Awards. A new sponsorship is currently being developed, to be launched early in 1993.



^ Lord Sainsbury was Chairman of the Royal Opera House from 1987 until 1991.

v Lord Sainsbury will remain as Chairman of the Sainsbury's Arts Sponsorship Panel. Here he is pictured behind the scenes at the Contemporary Arts Society (CAS) Sale with CAS chairman David Gordon. The sale, sponsored by Sainsbury's, was held at the Smith's Gallery, London, in October.



THE FUTURE

In the last Year End video, presenter Emma Freud asked Lord Sainsbury if he was going to miss being Chairman. 'Of course I will miss it,' he replied. 'But I'm going to enjoy having more time to pursue interests I never had enough time to do and I'll go on taking an interest in the business and watch what happens. I'll take an active part in the House of Lords when any matter affecting the food industry comes up, so I'll have plenty to do.'

SAINSBURY'S SINCE 1969

- | | | | |
|-------------|--|-------------|--|
| 1969 | Centenary of company. John Sainsbury is made Chairman. | 1982 | Sainsbury's opened the first large supermarket with surface-level parking in central London at Nine Elms. Sainsbury's wine selector was introduced to indicate sweetness. Company name change to J Sainsbury plc to conform to EEC convention. |
| 1970 | Gloucester branch was the first to extract and recycle heat from the store. | 1983 | Special trolleys for disabled customers introduced. 21 per cent shareholding acquired in Shaw's Supermarket Inc. |
| 1971 | First delicatessen counter at Wandsworth store. | 1984 | Sainsbury's voted 'The Most Outstanding International Food Retailer' by the Food Marketing Institute of America. |
| 1972 | First edge of town store opened at Bretton, near Peterborough. This was also the first branch to sell hardware. | 1985 | Nutritional labelling introduced. |
| 1973 | Public flotation of company: 34-fold oversubscription - biggest and most oversubscribed share issue to that date. First in-store bakery at Telford; this was also the first branch to sell textiles. | 1986 | Experiments began with Electronic Funds Transfer at Point of Sale. |
| 1974 | First freezer centre (Southbourne). First petrol station (Coldham's Lane, Cambridge). | 1987 | Sainsbury's completed purchase of Shaw's. |
| 1975 | Savacentre Ltd founded jointly with British Home Stores. (Associate company 50:50). | 1988 | Coffee shops, cheese counters, newspapers and cut flowers were introduced. Sainsbury's well-established lead in checkout scanning allowed the introduction of Multibuys. Debit cards first accepted. |
| 1976 | First Welsh store opened in Cwmbran. | 1989 | Sainsbury's named as the retailer with the greatest commitment to the environment in national Green Awards made by <i>The Grocer</i> magazine and Varta batteries. Unit pricing introduced. Savacentre became a wholly owned subsidiary. |
| 1977 | Free-flow fruit and vegetables introduced in larger branches. First Savacentre opened at Washington, Tyne and Wear. | 1991 | Credit cards first accepted. |
| 1979 | Computer checkout experiments began at Broadfield Crawley. 'Sainsbury's' became registered Trade Mark. Profit sharing introduced. Homebase founded jointly with GB Inno BM (Subsidiary 75:25). | 1992 | First Scottish supermarket opened near Glasgow. |
| 1980 | Computer systems introduced to control heating, lighting, air conditioning and fire alarms. | | |
| 1981 | First fresh fish counter introduced at Walthamstow. First Homebase opened at Purley Way, Croydon. | | |

Environment update

HAVE A WARMER HOME AND PREVENT GLOBAL WARMING

October 17-24 was 'Helping the Earth Week', part of a three year publicity campaign run by the Department of the Environment.

The message of the week was that every time we turn on our central heating, switch on lights, heat water, cook, use any gas or electrical appliance in our homes or use our cars, we may be damaging our planet by adding to the threat of global warming. Burning fossil fuels - coal, gas, oil and petrol - either directly, or to generate electricity - releases carbon dioxide (CO₂) into the atmosphere. Carbon dioxide is the main 'greenhouse' gas which contributes to the threat of global warming.

If the earth warms, the world's climate will change and sea levels could rise. People, animals and plants may not be able to adapt to the changing conditions.

There are national and international programmes to find ways of reducing CO₂ emissions, but we can all play an important part by tackling the problem at home and at work.

Homebase has pledged its support to



the campaign by flagging up certain products in the stores that can make a difference in our homes.

There are many ways to reduce our heating bills, such as loft insulation and draught proofing materials around doors and letterboxes. Split pipe insulation can be put around the pipes leading to radiators, thus preventing heat being released under the floor boards. Boilers may be insulated with cylinder jackets, and reflector foil placed behind radiators will reflect heat back into the room.

Low Energy Lightbulbs can also be bought. They use a quarter of the electricity of normal lightbulbs, and last up to eight times as long.

By saving energy we cut down on emissions and save money too.



The 248 new members of the 25 Club - a record number - were not the only people celebrating a 25th anniversary with the company. Lord Sainsbury of Preston Candover was also celebrating 25 years in charge of the company's trading (first as vice-chairman, then chairman). On October 5 he, along with the then deputy chairman David Sainsbury, individually congratulated the new members, sharing an informal chat and presenting gold watches to each at the Royal Lancaster Hotel.

'My 25 years' responsibility for the company's trading are coming to an end on my 65th birthday,' Lord Sainsbury explained in his after-dinner speech. 'This is therefore the last time I will address the 25 Club as chairman, and so tonight's dinner is certainly a memorable one for me.'

He also paid tribute to the part played



John Andrews (left) and David McClarens of customer services are delighted to see Maureen Grace, BPM of Orpington.

by long serving members in the phenomenal success of the company since 1967: 'One of JS's greatest strengths has long been the length of service and loyalty to the company from so many in all parts of the company.'

After his speech, the gathered members of the 25 Club bid farewell to the chairman with a standing ovation.

25 OF THE BEST



It looks like Tommy Miller (left), Basingstoke maintenance department, has won his bet! Derek Roots, Basingstoke motor engineer, was there to verify he wore a kilt to the 25 Club Dinner

How to win a holiday safely

Being aware of health and safety regulations can bring numerous benefits - it can prevent unnecessary illness, accidents and discomfort, and it could win you and your partner a holiday in Paris.



Alan O'Neill, butcher at Croydon, Purley Way, demonstrates a safety apron in use.

Can we go over that last one again? It's true, all you have to do is answer our ten health and safety questions correctly and your name will go in a draw to win a holiday to Paris.

As a company, Sainsbury's takes its responsibility for health and safety extremely seriously. It extends beyond merely fulfilling its legal responsibilities by constantly reviewing the structure and procedures used to ensure staff, as well as customers and visitors, remain healthy and safe.

Consequently, we have seen many changes in health and safety procedures throughout the company. These include improvements to personal protective equipment for staff, the restructuring of Health and Safety Committees and the appointment of professional health and safety staff to make vital contributions, including ensuring our premises are as safe and pleasant as possible for everyone who uses them.



Mike Cox, company safety adviser and compiler of our competition, regularly makes visits to branches to help them keep within the many health and safety regulations. Here he examines a new integrated meat packing system on trial in Purley Way branch.



Freezer boot, currently on trial at JS.

Each of us has a part to play. We can ensure the health and safety of ourselves and others by strictly following instructions and training. If an accident should occur, it is extremely important to report it, no matter how trivial we may consider the accident to be. And all reports should be prompt and accurate so that measures can be taken to prevent it happening again.

From January 1993, new health and safety legislation will come into effect and staff will be briefed on details in the next few weeks. So, to keep our minds on the subject, we present the Health and Safety Quiz, compiled by Mike Cox, company safety adviser.

Some questions are relatively simple and largely a matter of common sense, but there are a few tricky ones. However, all the required information can be found in the various staff booklets, leaflets and manuals referring to health and



WIN A TRIP TO



All entries must be received by the JS Journal, 10th floor, Drury House by December 18 at the latest. Entries will be placed in a draw and the senders of the first three correct entries will receive a holiday in Paris for two people for six nights (first prize), four nights (second prize) and two nights (third prize).

The draw will take place early next year and the holidays are to be taken by June 30, 1993. Winners will be announced in the Journal.



The new-style trolley for a baby and a toddler puts safety first.

SAFETY POSTER COMPETITION PRESENTATION



Mike Cox (far left) and John Adshead, personnel director, with winners of the poster competition that appeared in the July 1992 JS Journal (l to r): Ann Trott, store instructor at Stanway; Carrie O'Brien, part-time grocery replenishment at Worle and Clinton Gillett, formerly supermarket assistant at Warwick.

The simple 'cash back' health scheme for staff



New low cost health cash plans have been launched for Sainsbury's staff which provide cash for them, their partners and their children when they use a wide range of medical services including optical and dental.

The scheme, run by BHSF, a not-for-profit company, supports your costs of state health care and is not comparable with private medical insurance.

BHSF serves over 200,000 members in 2,600 UK companies and has donated nearly £1 million to NHS hospitals, medical research and education.

Cost ranges from as little as 60p a week for a personal scheme up to £2.30 to cover the whole family. No medical examination is required.

As a JS, Homebase or Savacentre employee, you will be eligible for immediate benefit from the day you receive your registration number, subject to BHSF regulations covering pre-existing medical conditions, ten months membership for birth

grant and three months for convalescence.

An example: if you pay into a personal scheme at £1.15 per week you will receive £100 on the birth of your baby.

Joining the scheme is easy. Ask your personnel manager for an application form and you can pay by direct debit. For more information call freephone BHSF helpdesk 0800 622522.



COMPETITION

And here's the fun bit - BHSF are offering two prizes for another great *Journal* competition: Complete the multiple choice quiz about BHSF below and send it to us, 10th floor, Drury House, by December 20. Entries with correct answers will go in a draw to win one year's free family subscription, plus a full board weekend for two at the Commodore Hotel, Weston Super Mare (pictured above); second prize is a B&B weekend for two at the Commodore Hotel.

HEALTH AND SAFETY COMPETITION

Please circle the correct answer

- Which country is in the chair of the EC during the 1992 European Year of Safety, Hygiene and Health Protection at Work?
a. France b. UK
c. Germany d. Belgium
- What colour is the safety signage used for Prohibition (ie. YOU MUST NOT)?
a. Yellow b. Red
- What colour is the safety signage used for Mandatory (ie. YOU MUST)?
a. Blue b. Green
- Do employees have a legal obligation to report all accidents?
a. Yes b. No
- What is the minimum age an employee has to be to clean dangerous equipment?
a. 16 years b. 18 years
c. 21 years
- What do the COSHH regulations apply to?
a. Guarding of machinery
b. Protection from chemicals
c. Prevention of fire
- What colour is the CO₂ fire extinguisher that should be used in electrical fires?
a. Red b. Cream
c. Black d. Blue
- What is the first thing you should do when you discover a fire?
a. Leave the building
b. Raise the alarm
c. Tackle the fire
- Is it an offence for staff to block a fire exit route or to wedge or prop open a fire door?
a. Yes b. No
- When lifting a potentially heavy object you should bend your
a. Waist b. Back
c. Knees

NAME

LOCATION

TEL.NO

BHSF COMPETITION

Please tick your answers

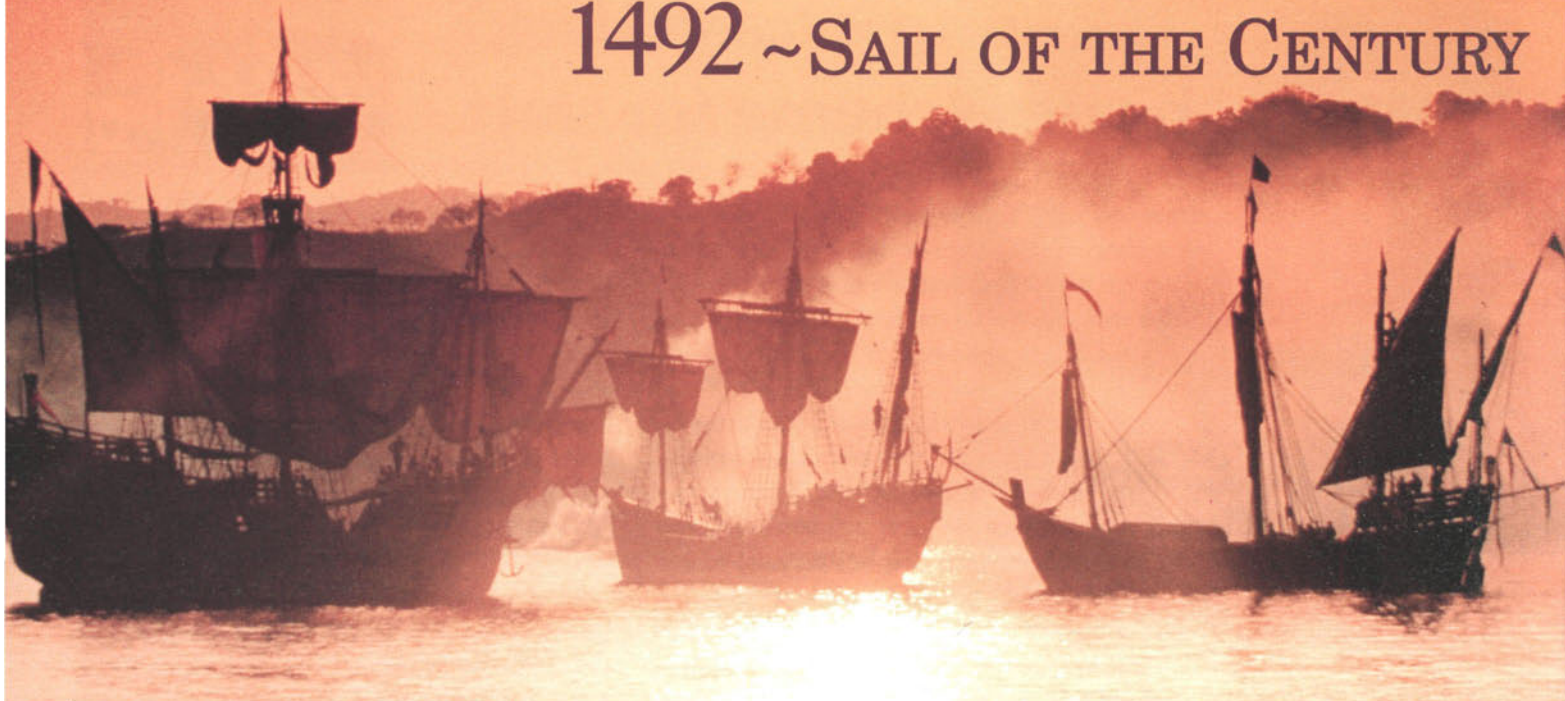
- BHSF stands for:
a. Better Health Scheme for Families
b. Bristol Hostel Sunday Fund
c. Birmingham Hospital Saturday Fund
- BHSF was established in:
a. 1873
b. 1945
c. 1992
- BHSF was established by:
a. John Saul Gout
b. James Stephen Gall
c. Joseph Sampson Gamgee

NAME

LOCATION

TEL.NO

1492 ~ SAIL OF THE CENTURY



It has to be the year and the name on everyone's lips - 1492 and Christopher Columbus. Like European union and '1992', very few people can really boast they understand what this earlier milestone means. They are certainly not helped by the three fictional dramatisations of the saga currently in the cinemas - the most misleading being Carry On Columbus!



The story of Columbus' voyages are inextricably linked with the Old World's obsession with spices. Since the dawn of civilisation, cultures around the world have made use of herbs and spices in many different ways, from medicines to embalming the dead, pot-pourris to food flavouring. Spices, in particular, helped in preserving food because they acted as anti-oxidants and delayed the spoiling process.

For centuries all these spices had come via dangerous overland routes from India and the East. The myths and mysteries surrounding them were constantly exaggerated by their Moslem exporters to maintain the high prices. The imposition of high taxes by the Sultan of Egypt on all that came through his lands and the virtual monopoly by Venice of the spice trade further inflated the costs.

Most precious of all was pepper. It combined excellent anti-oxidising properties, a much sought-after pungency and a unique flavour to food. This humble condiment was as valuable then as saffron is today (JS saffron retails at £30 per ounce). Many a slave was traded for a handful of peppercorns during the Middle Ages and the term 'peppercorn rent' is a throwback to payments made to landlords in that currency.

The word 'grocer' even derives from the time when Henry VI permitted the Spicers' Guild (incorporating the Guild of Pepperers) to sell spices wholesale, or 'vendre a gros'. It was they who later became the Worshipful Company of Grocers.

It is not surprising then that Marco Polo and his family undertook a perilous 24 year expedition in 1271 to uncover the mysteries surrounding the origins of spices from the Orient. Their subsequent fabulous stories of spices and unimaginable riches controlled by the Emperor, Kublai Khan, inspired a young Genoese sailor, Cristobal Colon, as he became known in his adopted home, Portugal. With the help of 'geographical details' he gleaned from the Bible, Christopher Columbus, as we now know him, deduced these lands were accessible by sailing west.

To a population which still believed the world was flat, this was quite incredible. After being laughed out of Portugal, Columbus persisted for eight years until he successfully convinced Queen Isabella and King Ferdinand of Spain that he had found the solution to the Moslem stranglehold on the spice trade.

On August 3, 1492, Columbus and his three ships Santa Maria, Pinta and Niña set sail from the port of Palos in south east Spain into the unknown

with high hopes of finding spice lands across the Atlantic. The sceptics gave him better odds on falling off the end of the world.

After two months at sea the crews were beginning to believe the critics and murmurings of mutiny were rife. Just as Columbus was running out of excuses, one of them, Juan Rodriguez Bermeo spotted the island of San Salvador on October 12. It is worth noting here that, unlike Gerard Depardieu's compassionate depiction of the character, Columbus actually falsely claimed first sight of land, thereby depriving the poor Bermeo of his very substantial reward.

As it transpired, he had stumbled across land miraculously close to where he had calculated he would find India. In fact, he had discovered the islands off a totally different continent - America. These islands came to be called the West Indies.

Over the next 12 years his quest for the lands 'where gold is born' was never successful and the incidental discoveries and his powers of persuasion (which often extended to bending the truth) were all he could use to coax further funds from Ferdinand and Isabella for his three subsequent journeys. Looking back today, his first was particularly fruitful. He brought back yams, strange new fruits, maize, tobacco and even the hammock. He would have brought back a lot more had many of the leaves and spice berries not rotted away on the return leg!

Stories of strange red nut-like fruits sited on Cuba from his first voyage turned out, on his second voyage, to be none other than relatives of the capsicum. Their powdered form was incorrectly identified as 'pepper' because of its pungency. To this day the confused names remain - red, green and chilli peppers and paprika are all varieties of the *Capsicum* family and bear no relationship to true black pepper, *Piper nigrum*.

The island they had discovered, Jamaica, is now a major spice exporter in its own right due to its hot, dry climate: it is the largest producer of nutmeg and mace, which come from the same evergreen plant, and grower

of the highest quality ginger.

The second voyage yielded another new spice discovery which the expedition again confused with pepper on account of its small dark berries. Determination to confirm their discovery of India, the explorers called this strange new spice 'pimienta' - the Spanish for pepper, now corrupted to pimento. It was actually allspice, so-called because it tastes like a combination of cinnamon, cloves, nutmeg and mace, now much used in Scandinavian cuisine. As with Columbus' later discovery, vanilla, its true potential was not realised by Europeans until many years later.

By the beginning of the sixteenth century, Columbus' health was deteriorating in his desperate attempts to find Marco Polo's fabled gold and to prove he had discovered the western route to the East. He had sailed past the island of Trinidad off the coast of Venezuela and deluded himself that this was 'Cipangu', or Japan. With deep irony he had just failed to discover the South American sub-continent and Brazil, a country which went on to become by far the largest producer of peppercorns.

In 1504 Christopher Columbus returned a broken man from his fourth and final voyage of discovery to Honduras and Panama in Central America. He was crippled by arthritis and was stripped of his titles and wealth on his return to Spain, having found only three new spices: vanilla,



Gerard Depardieu as Christopher Columbus in the recently released dramatisation - 1492 - Conquest of Paradise.

chilli and allspice, and no gold. On May 20, 1506, he died, still convinced that he had discovered Cathay and India. Meanwhile, his contemporaries, da Gama and Magellan, successfully opened up new routes to the Spice Islands in Asia. For over three centuries the Europeans shared the exploitation of spices in these lands for which Columbus had spent much of his life searching.

TUNA STEAKS WITH THREE PEPPERS

2 onions, chopped
1 garlic clove, crushed
100 ml (3 1/2 fl oz) olive oil
3 potatoes, sliced into 1 cm (1/2 in) rounds
2 small red or green peppers, de-seeded and cut into strips
1/2 teaspoon paprika
4 tuna steaks
salt and freshly ground black pepper
Fry the onions and garlic in the oil until soft. Add potatoes and peppers and fry for 5 minutes. Stir in the seasoning and paprika. Add the tuna steaks and fry until they are lightly browned on both sides. Add water to cover and bring to the boil. Cover and simmer for 15 minutes, until fish is cooked through and flakes easily. Serve immediately.

Mace and nutmeg come from the same fruit, common to the West Indies - the frills of mace surround the nut, which is cased in the flesh.

BEHIND THE LINES



Steve Leng with his prized bucket.



Marek Lenartowicz (left) with Barry Collins, biscuit buyer, who helped organise the event.

GOLFING GLORY

When the Head Office Golf Society ventured to France for the day on September 25, they thought the language barrier may cause problems. In fact, it turned out to be 18 holes of hills and trees that almost defeated them.

They played nine holes in the morning, as a warm-up to recover after the ferry journey, and Neil Watson, local competition manager, came first. Another 18 holes in the afternoon left everyone exhausted at the bar, awaiting the

results.

Marek Lenartowicz, principal analyst programmer, ISD, won the first prize of a set of crystal glasses, and once again **Steve Leng**, beef buyer, was awarded the bucket for being last.

By the time everyone had finished enjoying themselves at the bar, it was too late to make the presentation, so this was done on the coach while travelling along the French autoroute.

...

The **Stevenage data centre** also has its own golf society and they held their day out on September 15 at Graveley near Stevenage.

Although most of the players had trouble playing in the high winds, the day was a great success, and a high standard of golf was achieved.

Basil D'Souza won the best scratch round and **Steve Arnold**, the best handicap.



Steve with his winner's golf bag.



Basil being presented with his prize by one of the sponsors.

BUDDING BAKERS AT FARLINGTON

Farlington has been visited by its Link School, St Petersgate, so the children could see what goes on behind the scenes of a JS bakery.

They helped to make some bread, and also put cherries on top of the buns. They were rewarded for all their hard work by taking home all the goodies they had made.



Pristine in white - BEFORE the visit.



Brian making sweet music.

< BRIAN SINGS HIS WAY INTO TOP TEN

Brian Badger, section manager provisions at **Barkingside**, is well known in the branch for his singing talents and in July he proved just how good he is by reaching the finals of a national talent competition, held at Pontins in Burnham-on-Sea, by singing 'Just The Way You Are' by Billy Joel.

The finals were held at the same venue on October 24, and Brian impressed the judges who placed him in the top ten out of the original 950 entrants and 20 finalists.



The Barraclough's recipe for a happy marriage: 'Never go to sleep on a quarrel'.

GOLDEN GIRL

On September 8, **Barbara Barraclough**, a customer service assistant at **Lancaster**, celebrated her Golden Wedding anniversary.

Barbara met husband Joe at the local swimming baths and love blossomed.

Barbara is a very busy lady, fitting squash and voluntary work around her part-time job at Lancaster.



Branch manager Neil Williams and his wife Janet cutting the cake.

Pictured with Michael are (l to r): Michael's mum Anne, manager Terry Wells and social services worker Joanne Avent.



^ BIRTHDAY LARKS AT LARKFIELD

September 5 saw the first anniversary of the opening of **Larkfield** and staff celebrated in style with a barbecue and disco.

PENNIES FOR A PUSH BIKE

Winchmore Hill's Penny Back Scheme has enabled the branch to buy a special bike for a local disabled boy.

A total of £500 was reached to buy the bike for **Michael Hogan** of **Islington** who suffers from cerebral palsy. The special bike is designed to help him improve his co-ordination.

BEHIND THE LINES



< CONCERTED EFFORT FOR CANCER RESEARCH

As customers entered Cobham on September 26, they were greeted by the cheerful sound of Johnny Franks on his fiddle.

Johnny is an honorary organiser of the Imperial Cancer Research Fund, and spends all his time, since his retirement, performing on the fiddle outside supermarkets.

He raised £350 for the fund on that day and will continue with his valiant efforts.

Johnny has recently been spotted outside Basildon Sava-centre and Bracknell

Johnny strikes a chord with customers.

BANBURY FLOATS TOWARDS EUROPE

On September 5 and 6, staff at Banbury boarded a lorry and headed for Europe. They may not have made it to the Continent, but the Continent came to them, as they joined in the procession of the Banbury Carnival. The theme for all companies entering a float was Europe.

A French café was set up outside the store, where customers could buy a coffee and French pastry for 50p.

Proceeds from the café totalled £186 and this was donated to the Frank Wise School in Banbury for its hydrotherapy pool.



< A SIGN OF APPRECIATION

On September 22 Woodhall Farm was presented with a plaque by the Royal Air Forces Association to say a big thank you for helping them raise thousands of pounds.

Each year, members of the RAF spend a week outside the store collecting money which is used to look after former RAF personnel. This year they raised around £500 from kind donations by customers and staff.



Joe Watts and Frederick Ranthe from the RAFA present David Johnstone, manager (left) with the plaque.

PEOPLE

WEDDINGS



Alan and Debbie Fisher.

Congratulations to Debbie Burke and Alan Fisher who were married on September 25. Debbie, an assistant manager at Norwich House, Streatham, and Alan, who works at Charlton depot, have been together nine years. They spent their honeymoon in St Lucia.



Mark and Tabitha with Tabitha's parents.

MARK MICKELBURGH, dry goods deputy, Lee Green, and TABITHA ATKINSON, display specialist, South East area office, were married in Meopham, Kent, on July 11.

They met while both working at BROMLEY and after three years together they took the plunge. The couple honeymooned in Hong Kong and Bali.

LONG SERVICE

Employees who have completed 40 years of service are:

JEAN BRAZIER, fresh food assistant, Croydon.

Employees who have completed 25 years of service are:

JOHN BALL, branch order checker, Basingstoke depot. **PETER BALL**, non perishable warehouse assistant, Hoddesdon depot. **MARGARET BARNETT**, deli counter assistant, Rugby. **FREDRICK BARRETT**, spare store manager, Macclesfield. **DAVID BOVERHOFF**, regional manager, Homebase. **BARBARA BAULCH**, hardware assistant, Blackpole. **PATRICK BAXTER**, evening shift manager, Hemel Hempstead. **ALAN CHEESEMAN**, returns warehouseman, Basingstoke depot. **JUNE COFFILL**, fresh food replenishment assistant, Dunstable. **DAVID COOPER**, driver, Buntingford depot. **COLLEEN COTTA**, director's secretary, Blackfriars. **PATRICIA DEBANK**, fresh food replenishment assistant, Barkingside. **JOHN DUFFELL**, store warehouse assistant, Kingston. **RAYMOND EDGAR**, senior manager, accounts, Streatham. **STEPHEN ELLIOTT**, store manager, Aylesbury. **EILEEN EVANS**, checkout/replenishment, Barkingside. **DINAH FERDENZI**, bakery counter assistant, North Finchley. **BARBARA GARDINER**, section manager, customer services, Bury St Edmunds. **JOHN GREGORY**, section manager, dry goods, Bath. **LEONARD HAMMOND**, non perishable warehouse assistant, Buntingford depot. **BRENDA HENLEY**, meat preparation assistant, Guildford. **MARTIN HERRIDGE**, section manager, dry goods, Surbiton. **ALAN HERRIGAN**, meat replenishment assistant, Walthamstow. **PAUL HUMPHREY**, salad buying, Blackfriars. **EDWARD JONES**, driver, Buntingford depot. **BARRIE JONES**, store manager, Kempshott. **MAUREEN KEMP**, checkout/replenishment, East Ham. **EDWIN KIMSEY**, non perishable warehouse assistant, Buntingford depot. **ANTHONY**

MAHONEY, non perishable warehouse assistant, Basingstoke depot. **BRUCE MARSHALL**, senior deputy manager, DFS, Dorking. **PATRICIA MULBERRY**, evening display assistant, Kingston. **FRANK NASH**, works engineer, Hoddesdon depot. **RON PARNELL**, section manager, dry goods, Pound Lane. **RONALD PRIEST**, driver, Buntingford depot. **MARGARET REYNOLDS**, senior security OP training, South Western area office. **JOHN SKILTON**, chargehand/returns, Buntingford depot. **DOUGLAS SMITH**, MOT engineer, Buntingford depot. **ALISTAIR SPENCE**, deputy store manager, Woodhall Farm. **JAN STANKIEWICZ**, store manager, Bletchley. **EDGAR THOMPSON**, branch auditor, Blackfriars. **JOHN WESTCOTT**, administration manager, grocery, Blackfriars. **MARGARET WHITBREAD**, night display assistant, Walthamstow.

RETIREMENTS

WILLIAM DUMPER, reception manager, Debden (35 years). **ALEC SMALLEY**, deputy store manager, Broadmarsh (32 years). **BERYL FLETCHER**, customer services manager, Edmonton (28 years). **JIM COLE**, electrician, Hoddesdon depot (24 years). **MARGARET PETERS**, meat replenishment assistant, Broadmarsh (24 years). **HAZEL ELSON**, general office clerk, Burton On Trent (22 years). **CHRISTINE FARRELL**, produce assistant, Broadmarsh (20 years). **VIOLET LOADER**, meat preparation assistant, Locksbottom (20 years). **MARGUERITE MOORE**, fresh food replenishment assistant, Basingstoke Central (20 years). **ROSE BAXTER**, checkout assistant, Romford (14 years). **JOYCE CROWDER**, cashier trainer, Arnold (13 years). **EUGENIUSZ KOZAKIEWICZ**, store warehouse assistant, Purley (12 years). **ROGER SCULLY**, cold store warehouse assistant, Redditch (12 years). **DAPHNE FLYNN**, checkout/replenishment, Basingstoke central (11 years). **GWEN HARLOW**, checkout assistant, Broadmarsh (8 years). **MARY GROOMBRIDGE**, supermarket assistant, Worcester (4 years).



Geoffrey with his wife Brigitte at his retirement party.

GEOFFREY SHADE retired from the company on August 14 after 40 years service with the company.

Geoff joined the company in 1953 as a trainee salesman and was promoted to assistant manager in 1960. In 1970, Geoff was appointed manager of Drury Lane. He worked in a number of North London stores throughout his career with JS before retiring as manager at Ruislip.

He is looking forward to having more time to spend on his long overdue DIY jobs, and to having the opportunity to take some extended sightseeing holidays.

OBITUARY

DAPHNE AHMET, store instructor, Greenford, died suddenly on October 19, aged 58 (15 years). **JEAN JEFFREY**, district manager's secretary, Eastern area, died suddenly on September 9, aged 43 (4 years). **JOAN REEVE**, cleaner, Dartford, died on October 22 after a long illness, aged 62 (9 years). **DOT SMITH**, senior delicatessen assistant, Amblecote, died on October 9 after a long illness, aged 54 (9 years).

DECK THE HALLS WITH HOMEBASE

'Santa Claus is coming to town' and it will soon be time to decorate the house in preparation. For those 'Jingle Bells' and baubles, Homebase is Father Christmas' favourite.

The decorations come in a range of seven colours: red, gold, silver/white, burgundy, violet, copper and jade. Copper and jade are in selected stores only.

Within each colour-themed range there is a selection of decorations, including tinsel, baubles, garlands, bead chains and tree bows.

Also available are DIY decorations: undecorated garlands, door rings and wall trees are sold alongside ribbons, sprays and baubles to provide a mix and match selection to suit every taste. Snow spray is a favourite for drawing 'Frostie the Snowman' on the living room window.

Ponderosa Pine, Snowdonia Fir and Lapland Larch may sound as if they came straight from Santa's back garden, but in fact they are all artificial trees. These come in a variety of sizes and are a reusable alternative to the wide range of real trees available. The real trees include 'needlelast' varieties such as Scots Pine and Silver Fir, as well as traditional cut trees, potted and living varieties.

Turning on your Christmas lights may not be as spectacular as the Regent Street ceremony but, with Homebase fairy lights on your tree, it can have that extra sparkle.

And finally, to add that warm glow to the table over Christmas dinner, there is a selection of candles.



SHELVES ARE CHOC FULL OF IDEAS

Chocolate is tempting all year round, but at Christmas even the most strong-willed among us may let go and indulge.

A popular chocolate from the assortments has been given its own show this year, as Chocolate Caramels are introduced. At £1.69 a box, they are available in selected branches only.

Milk Chocolate Santa Lollipops and Toy Box Solid Milk Chocolate Shapes are a perfect stocking filler for the children. Or they can play marbles with a difference, with the new Solid Milk Chocolate Balls. All these products retail at 95p and are in most stores.



CHRISTMAS WITH BAUBLES ON

Gold, Frankincense and Myrrh may be a little more exotic than the presents people give nowadays, but then there hasn't always been a Sainsbury's to provide the most practical of Christmas goodies.

Neither did the Three Wise Men have the opportunity to buy the colourful wrapping paper, Christmas cards and crackers available.

The wrapping papers come in a multitude of different designs, which add to the excitement as the presents are

put under the tree. An individual ten metre roll or a pack of four rolls can be bought, each a different design.

JS has a vast selection of Christmas cards. Pop-up cards will enthrall the children, while Oxfam cards will remind people of the true meaning of Christmas. There are also cards that come in a beautiful reusable decorated box.

Christmas dinner should always go with a bang. There is a wide selection of crackers available but a new addition to the range this year are Magic Crackers: each cracker contains a magic trick, along with the instructions. The adults can sit back and laugh as the children try to make objects disappear.

For Boxing Day when the leftovers are brought out, JS has introduced a range of paper tableware to save on the washing up. There are two designs: a Christmas pattern, and a Santa and Penguin print. Plates, cups, tablecovers and napkins are available in both these ranges.

SPREAD THE GOOD NEWS

JS has introduced two new All Fruit Spreads. These soft set spreads come in Cherry and Redcurrant, and Apricot and Peach flavours and have a very high fruit content.

Both are sweetened with apple juice and can be used as a topping for ice creams or as a filling for tarts.

They retail at £1.09 and are in selected stores only.

Also new is a Greengage Soft Set French Conserve. This variety is an addition to the already existing range. This retails at 85p and is in 65 stores.



CHRISTMAS SPIRITS

Two new additions to the range of spirits available in the JS BWS department are Russian Vodka and Malt Whisky.

The new premium Vodka is a genuine Russian Vodka, being distilled and bottled 200 miles south of Moscow. Most vodka is not made in Russia, and those that are sell at a premium. Sainsbury's Russian Vodka offers a less expensive alternative. It is stronger than most at 40 per cent alcohol by volume, and retails at £9.79 in selected stores only.

Russian Vodka is best served straight from the freezer, or with a mixer and plenty of ice.

The new Malt Whisky offers genuine Malt for the price of a premium blended Whisky. It is produced from a selection of finest Malt Whiskies to give a smooth lingering flavour and light taste. It retails at £11.45 and is available in most larger stores.

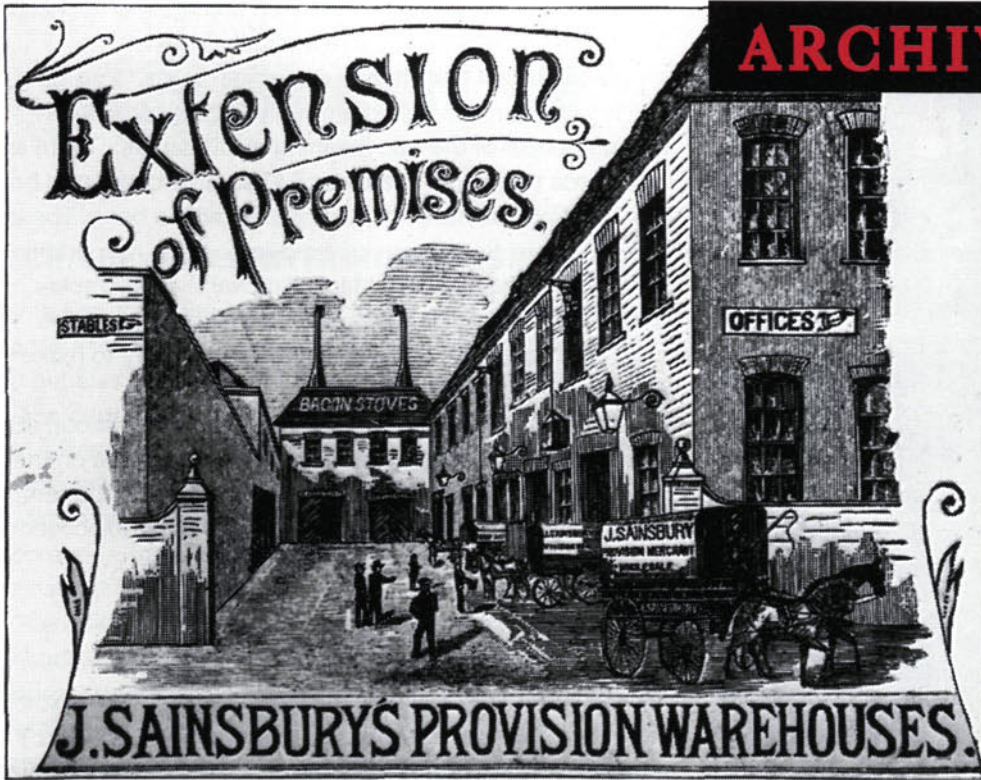


ROLL OUT THE BARRELS

To keep you going in between those big Christmas meals, JS has introduced a selection of biscuits in decorative barrels, tins and cartons.

There are seven different selections shown in the picture: Assorted Biscuits; Danish Cookies; Creams and Jam; Mini Shortbread Rounds; Biscuit Barrel; Milk and Plain Chocolate Assortment (Continental), and Chocolate Biscuit Christmas Shapes.

They are the perfect idea for a gift, and retail at between 99p and £4.95. All these selections are available in most stores.



The first depot at Allcroft Passage, Kentish Town, 1880s. The bacon stores can be seen at the end of the alley.

BRINGING HOME THE BACON



To mark the retirement of Lord Sainsbury as chairman, the archives article this month looks at the history of the JS bacon department, where Lord Sainsbury spent many of his early years with the company.

Bacon and hams were Sainsbury's first own brand products, and historically among the most important. They were smoked at the company's first depot at Allcroft Passage, Kentish Town from around 1880 until the move to Union Street around the turn of the century. There were two stoves there, specially built by Sainsbury's, along with stabling and warehousing facilities. William Goodwin, one of the first JS employees, became the first bacon stove man at Allcroft Passage and when the company moved to Blackfriars in 1891 he became resident foreman at the bacon stoves and stables in Gravel Lane (later Union Street).

PEAT SMOKED
Mild Cured
BACON

SPECIALY SELECTED MEAT ONLY
FROM OUR OWN STOVES DAILY.

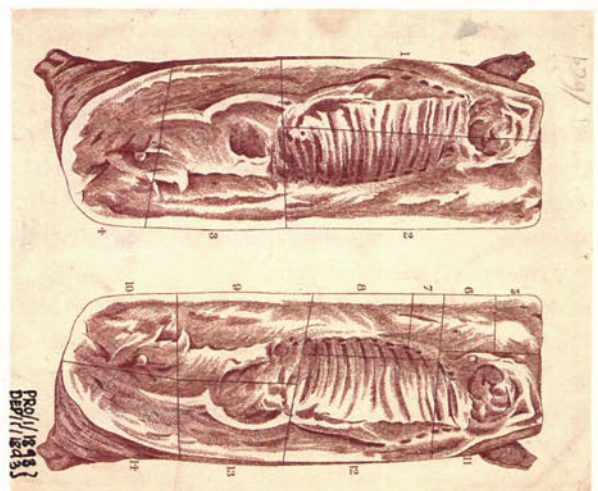
Please Order by Number.

No.	WEIGHS ABOUT LBS	AT PR. LB	No.	WEIGHS ABOUT LBS	AT PR. LB
1	17	62 4/2	* 8	8	10 4/2
2	18	8 4/0	* 9	7	9 4/0
3	12	8 4/9	10	4	9 4/2
4	14	6 4/8	11	7	4 4/6
5	4	6 4/7	* 12	8	8 4/0
6	5	7 4/8	13	4	4 4/7
7	3	7 4/8	* 14	8	6 4/8
		FORE END			12 4/6 6

* ANY LESS QUANTITY SUPPLIED IF REQUIRED.

SAINSBURY'S Wholesale Depot, ALLCROFT RD KENTISH TOWN N.W.

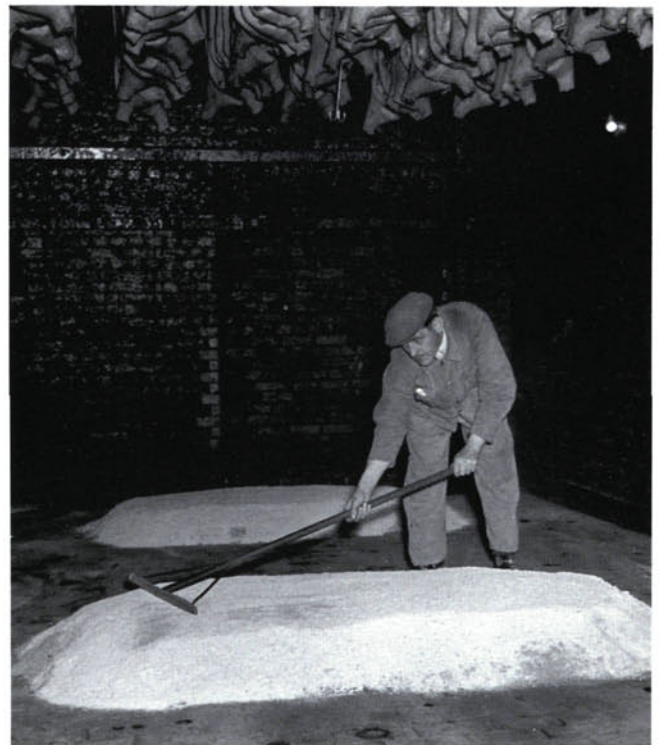
Price list for Peat Smoked Mild Cured Bacon from the Allcroft Passage Stores. The diagram of cuts is printed on the reverse side.





The bacon counter at North Finchley c.1926.

Bacon Smoking at Union Street, 1954.



By the late 19th century, bacon had become an established part of the traditional English breakfast, and demand for this product grew rapidly. An advertisement for Sainsbury's Croydon store in 1894 offers 'Peat-smoked Wiltshire and Irish Bacon of the finest quality', all 'smoked in own stoves'. The branch also offered a special service whereby 'If at any time customers should require green bacon or hams smoked, J Sainsbury will be pleased to collect and deliver same FREE OF CHARGE by advising the manager'.

From the 1920s there was a separate department for bacon and hams in the branches, and sides of peat-smoked bacon were hung from railings behind the counters in the shops. The bacon would be peppered to keep off insects. Customers could have their bacon sliced to order by specially trained salesmen (bacon-cutting machines were introduced into branches from the turn of the century). A price list of 1932 shows thick streaky bacon at 10d (4p) per lb for English or Irish, and 7d (3p) for imported. Gammon rashers were 1/3 (6p) per lb, and prime collar was 7d (3p).

After the closure of the Allcroft Passage depot, unsmoked bacon was brought to the company's stoves at Union Street, until smoking and packing operations were transferred to Basingstoke during the 1970s. The sides of bacon were dusted with peameal and suspended for many hours over a smouldering fire. Only the best sawdust would be used, with natural draughts circulating the smoke around the bacon. Account had to be taken of the weather since wind strength and direction affected the draughts, and if it was a sunny day, too much sawdust would cause the shed to

overheat and the bacon would be smoked too dark. The bacon was sampled on a daily basis before going out to the branches. In the sampling room in Stamford House, sides were weighed and measured. Rashers were cooked in the sampling kitchens and then tasted blind.

John Sainsbury joined the bacon department at Blackfriars in 1953, and in 1954 he succeeded Mr Younger as bacon buyer under James Sainsbury. He was responsible for the organisation of the department after the decontrol of bacon when it came off the ration after nearly 15 years of restrictions. He was also responsible for the introduction of Tendersweet bacon in 1958 - a mildly-smoked sweetcure alternative to the more salty Wiltshire cure, and the first of its kind in Britain.



The chairman (left) with colleague John Williams, examining sides of bacon in the sampling room at Blackfriars, 1955.



Radio days

Not all radio broadcasting is designed to go in one ear and out the other. Arshad Ali, evening shift section manager at Keighley, can be proud that he has been a DJ with two radio stations that are listened to avidly by the communities they serve.

Arshad in the Leeds studio of Asian radio station, Sunrise. He particularly enjoys the phone-ins during his weekly show.

Asian culture in Britain intact as well as to integrate our listeners with native British culture.'

Arshad is aware of these responsibilities, but he does not let them intimidate him - 'I don't think of the 200,000 listeners out there, otherwise I'd never do it.' Indeed, his show is a fine balance between enjoying himself and catering for his audience. 'I love the music and mainly play what pleases me and hope it pleases the public. Luckily, what they like and what I like have been one and the same.'

Nonetheless, the feedback from listeners does guide the content of his show. When they call or write to say they like a particular song, he makes sure he plays it again. Arshad also has the habit of singing along to some of the tracks and the listeners could not help commenting he had a good voice when they overheard him. Now, in response to customer demand, he occasionally sings on air and gives away recordings of his songs as prizes.

He also enjoys the roadshows the station organises which can attract an even wider audience through listeners on sister stations in West London, Leicester, Edinburgh and cable. The roadshows draw large crowds of listeners who want to put a face to the familiar voice. 'They listen to you on the radio and imagine what you look like from your voice.' Their expectations can be very high explains Arshad. When a caller asked what he looked like, he invited her to take a guess. She suggested he was six foot tall and around 25 years old. He had to admit that he was flattered since she had over-estimated his height by five inches and under-estimated his age by a few years more than that!

Arshad has difficulty in disguising how much he enjoys his 'second job'. 'I am really lucky to be paid for doing something I enjoy so much. I'd do it for nothing to be honest. But don't tell my boss Usha that!'

Now broadcasting from the studios of Sunrise Radio, Arshad Ali's programmes are regularly heard by up to 200,000 Asian listeners across Yorkshire. Originally, he started with Airedale General's hospital radio station in his hometown, Keighley. He became hooked on radio there when a DJ friend took him along and asked him to say a few words into the microphone. Arshad explains: 'I thought if I had the confidence to do that, with all those people listening, why not take up radio more seriously?'

He went on to host a weekly show for seven years which gave him a lot of satisfaction. 'The listeners really enjoyed it. For me it felt really good and I'm sure the music helped them get better.'

Now he has a weekly Sunday afternoon Urdu language programme with dedications, chat and Asian music on Sunrise Radio, which is 'more in the style of Radio 4 than Steve Wright'. Arshad's programme, along with the others on Sunrise, is as important to the Asian community as hospital radio for its patients. 'Music is a way of life for Asians - they can't be away from it' he says. Arshad's boss Ushah Parmar reinforces this view: 'Sunrise radio has a dual responsibility, to keep the

write LINES



TODDLER OF A TROLLEY

Sarah Thompson, student, Worle

I am a student working part time at Sainsbury's in Worle, Weston-super-Mare. I thought you may be interested in this photograph taken on holiday in France. My youngest sister was thrilled to have her own trolley in the supermarket. It was the first time she has ever enjoyed shopping. What a good idea. How about it Sainsbury's?

Peter Gibson, retail management services, replies:

We have looked at these trolleys before and, on the face of it, they do appear to be a novel feature which would make shopping more exciting for our younger clientele.

However, because these trolleys are small, they have the unfortunate habit of disappearing off site in the boots of cars despite precautions like the high flag. We know this from discussions with competitors who use them. Also, collection is difficult.

I notice from the photograph that the mother has a trolley with a lock requiring 10F, so security must be a problem at that store. The child trolley appears not to

have a lock, so I guess losses must be high.

We evaluate many ways of ensuring trolleys cannot be removed from site, and improvements are being made all the time. It is hoped that with the technology now at the disposal of trolley manufacturers, we will soon have a device which will be 'customer friendly' enough to fit on all trolleys. Child trolleys and other innovative features could then be used at our branches without fear of loss, vandalism or jeopardising safety standards.

HOLIDAYS FOR THE FUTURE

Ellen Harley, staff restaurant assistant, Castle Boulevard, Nottingham

In June this year, I spent two weeks in a Spanish village working part-time for a registered charity called 'Sunseed Desert Technology'.

The aim is to cultivate the terraces on which the village houses stand, growing fruit and vegetables and also experimenting on what species of vegetation and trees will survive and grow in arid conditions.

Tree seedlings are an important section of the project, and are planted in pots. When they are strong enough, they are transferred out to the desert hill-sides, then monitored and measured regularly for growth. After two years, if successful, they are then considered suitable for other countries which suffer from erosion.

During my stay, I also learned how to utilize ancient water channels with a ram-pump invented by post-graduate students of Warwick University.

The pump would be useful in Third World arid countries, as would the method of gaining electricity and hot water from solar panels on the rooftops.

It was an interesting and different, but very enjoyable working holiday. Anyone requiring further information should write to:-
Sunseed Desert Technology
PO Box 3000
Timworth
Bury St Edmunds
Suffolk IP1 1HP

SHARING IN THE CELEBRATIONS

Di Smith, BPM, Kempston

During the last year we have had three members of staff celebrate 25 years with the company. Has the company ever considered allowing the branch manager to present the shares in the branch on the actual anniversary?

John Adshead, personnel director, replies:
The Appropriation Share Notices for long service staff are issued under the terms of the company's profit sharing scheme. This means that we can only issue them to such staff once a year in arrears, in mid August, when the trustees allot the appropriate number of shares for distribution.

The benefit to staff of having the shares allocated via the company profit sharing scheme is that shares, if then held in trust for five years, do not attract a tax liability. Staff would lose this favourable tax arrangement if the shares were presented on the precise date of their 25th anniversary.

A PRIZE ON WHICH TO PONDER

Mark Ferguson, section manager, Bishops Stortford

In May, the Eastern area held its fun day at Kessingland. As always, Bishops Stortford entered a team in the It's A Knockout competition and with great pride we carried off the winners' trophy.

To win the day was what we planned
As we ventured up to Kessingland
Our team of lads set to compete
To win the Eastern area lavatory seat

Although our shop is only small
Every year our team gives its all
In 1992 they gave their best
And proved it by beating the rest

Knockout winners we may be
But in the *Journal* no pictures did we see
So how about a photo of our team
So all their faces can be seen

Journal editor it's up to you
To try and see what you can do
Why not go ahead print this story
And let Bishop's Stortford enjoy their glory

SELECTIVE SURVEY ?

Maureen Moloney, senior fish assistant, Stevenage

I note with interest that the survey on Sunday opening was carried out on a Sunday in the stores and I would imagine it favoured opening as all the people who are



not in favour were at home or elsewhere doing their own thing. Slightly biased don't you think?

Managing director David Quarmby, replies:

Thank you for your comments on the Sunday shopping exercise which is currently underway at JS, Savacentre and Homebase stores around the country. More information on this, and details of other initiatives in support of Sunday shopping, are featured in this edition of the Journal.

The survey to which you refer is a postcard sign-up exercise which, as you say, is held at stores on Sundays. The objective is to demonstrate to customers who shop on Sundays that Sunday shopping is under threat.

We ask these customers to sign postcards addressed to the local MP, asking for the MP's support for reform of the law to allow them to continue being able to shop on Sundays. The response so far has been very positive, with a majority of those who visit our stores on Sundays actually taking the trouble to sign up.

Recent opinion surveys have revealed that two-thirds of people in general (not just Sunday shoppers) support Sunday shopping.

SECOND TIME AROUND

Sylvia Astley, coffee shop assistant, Marshall Lake, winner of the Journal's car safety competition.

It's never too late to learn and I would like to make a success of my second chance.

I shopped at JS and thought I would like to work there and wrote to the store. To my surprise, on my 50th birthday, I was asked to come in for an interview.

I have only worked at the store for a matter of weeks and I won a prize in the June *Journal*.

Sainsbury's has been lucky for me and I would like to thank them for my second chance.

P.S. . . .

WITH THANKS

The parents of Granby Street School, Liverpool.

Thank you for your generous donation to our funds and fundraising raffle for the material costs of making decorations and costumes for the Merseyside International Caribbean Carnival in August. Our photograph gives you a glimpse of our group.



CUSTOMERS' LETTERS

To **Letchworth** from Sandrina Page with 'grateful thanks for all the effort and attention you and your staff gave to me and my grandson Oliver last week when he locked himself in the car.' As Sandrina was being driven home for the spare keys, Oliver began to choke in the car, so quick-thinking produce manager, Chris Downing, smashed the window and rescued him. Also involved were Linda Causton, store instructor, and Terry Eastcott, deputy manager fresh foods.



Oliver, grandson of Sandrina Page.

To **Selly Oak** from Michele Byrne: 'I find Selly Oak a pleasure to shop in with its clean and pleasant surroundings, wide aisles (I am sometimes in a wheelchair) and its attractively displayed goods.'

'In this time of recession, which is hitting us all badly, it is most refreshing to see you maintaining high standards of quality coupled with value for money.'

To **Stratton** from Sally Matthews after a trip to the store and coffee shop with her small daughters: 'There was no baby food on display but I needn't have worried, as immediately one of the staff brought me a selection to choose from the shop. Nothing was too much trouble... When we came to do our shopping, one of the staff helped me to pack and took my shopping to the car without being asked... it really makes shopping at Sainsbury's a pleasure.'

LETTERS ARE WELCOMED AND SHOULD BE SENT THROUGH THE INTERNAL POST TO THE EDITOR, JS JOURNAL, 10TH FLOOR, DRURY HOUSE, OR BY ROYAL MAIL TO THE ADDRESS ON PAGE TWO.

How to win a holiday safely

Being aware of health and safety regulations can bring numerous benefits - it can prevent unnecessary illness, accidents and discomfort, and it could win you and your partner a holiday in Paris.



Alan O'Neill, butcher at Croydon, Purley Way, demonstrates a safety apron in use.

Can we go over that last one again? It's true, all you have to do is answer our ten health and safety questions correctly and your name will go in a draw to win a holiday to Paris.

As a company, Sainsbury's takes its responsibility for health and safety extremely seriously. It extends beyond merely fulfilling its legal responsibilities by constantly reviewing the structure and procedures used to ensure staff, as well as customers and visitors, remain healthy and safe.

Consequently, we have seen many changes in health and safety procedures throughout the company. These include improvements to personal protective equipment for staff, the restructuring of Health and Safety Committees and the appointment of professional health and safety staff to make vital contributions, including ensuring our premises are as safe and pleasant as possible for everyone who uses them.

Each of us has a part to play. We can ensure the health and safety of ourselves and others by strictly following instructions and training. If an accident should occur, it is extremely important to report it, no matter how trivial we may consider the accident to be. And all reports should be prompt and accurate so that measures can be taken to prevent it happening again.

From January 1993, new health and safety legislation will come into effect and staff will be briefed on details in the next few weeks. So, to keep our minds on the subject, we present the Health and Safety Quiz, compiled by Mike Cox, company safety adviser.

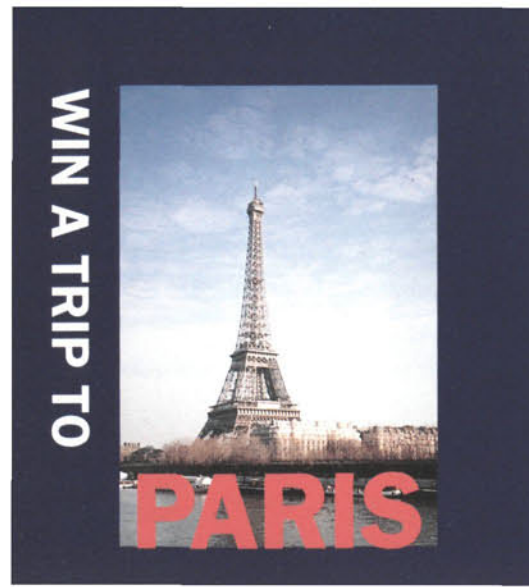
Some questions are relatively simple and largely a matter of common sense, but there are a few tricky ones. However, all the required information can be found in the various staff booklets, leaflets and manuals referring to health and



Mike Cox, company safety adviser and compiler of our competition, regularly makes visits to branches to help them keep within the many health and safety regulations. Here he examines a new integrated meat packing system on trial in Purley Way branch.



Freezer boot, currently on trial at JS.



All entries must be received by the JS Journal, 10th floor, Drury House by December 18 at the latest. Entries will be placed in a draw and the senders of the first three correct entries will receive a holiday in Paris for two people for six nights (first prize), four nights (second prize) and two nights (third prize).

The draw will take place early next year and the holidays are to be taken by June 30, 1993. Winners will be announced in the Journal.



The new-style trolley for a baby and a toddler puts safety first.

SAFETY POSTER COMPETITION PRESENTATION



Mike Cox (far left) and John Adshead, personnel director, with winners of the poster competition that appeared in the July 1992 JS Journal (l to r): Ann Trott, store instructor at Stanway; Carrie O'Brien, part-time grocery replenishment at Worle and Clinton Gillett, formerly supermarket assistant at Warwick.



The simple 'cash back' health scheme for staff



New low cost health cash plans have been launched for Sainsbury's staff which provide cash for them, their partners and their children when they use a wide range of medical services including optical and dental.

The scheme, run by BHSF, a not-for-profit company, supports your costs of state health care and is not comparable with private medical insurance. BHSF serves over 200,000 members in 2,600 UK companies and has donated nearly £1 million to NHS hospitals, medical research and education.

Cost ranges from as little as 60p a week for a personal scheme up to £2.30 to cover the whole family. No medical examination is required.

As a JS, Homebase or Savacentre employee, you will be eligible for immediate benefit from the day you receive your registration number, subject to BHSF regulations covering pre-existing medical conditions, ten months membership for birth

grant and three months for convalescence. An example: if you pay into a personal scheme at £1.15 per week you will receive £100 on the birth of your baby.

Joining the scheme is easy. Ask your personnel manager for an application form and you can pay by direct debit. For more information call freephone BHSF helpdesk 0800 622522.

COMPETITION

And here's the fun bit - BHSF are offering two prizes for another great Journal competition: Complete the multiple choice quiz about BHSF below and send it to us, 10th floor, Drury House, by December 20. Entries with correct answers will go in a draw to win one year's free family subscription, plus a full board weekend for two at the Commodore Hotel, Weston Super Mare (pictured above); second prize is a B&B weekend for two at the Commodore Hotel.

HEALTH AND SAFETY COMPETITION

Please circle the correct answer

- Which country is in the chair of the EC during the 1992 European Year of Safety, Hygiene and Health Protection at Work?
a. France b. UK
c. Germany d. Belgium
- What colour is the safety signage used for Prohibition (ie. YOU MUST NOT)?
a. Yellow b. Red
- What colour is the safety signage used for Mandatory (ie. YOU MUST)?
a. Blue b. Green
- Do employees have a legal obligation to report all accidents?
a. Yes b. No
- What is the minimum age an employee has to be to clean dangerous equipment?
a. 16 years b. 18 years
c. 21 years
- What do the COSHH regulations apply to?
a. Guarding of machinery
b. Protection from chemicals
c. Prevention of fire
- What colour is the CO₂ fire extinguisher that should be used in electrical fires?
a. Red b. Cream
c. Black d. Blue
- What is the first thing you should do when you discover a fire?
a. Leave the building
b. Raise the alarm
c. Tackle the fire
- Is it an offence for staff to block a fire exit route or to wedge or prop open a fire door?
a. Yes b. No
- When lifting a potentially heavy object you should bend your
a. Waist b. Back
c. Knees

NAME

LOCATION

TEL.NO

BHSF COMPETITION

Please tick your answers

- BHSF stands for:
a. Better Health Scheme for Families
b. Bristol Hostel Sunday Fund
c. Birmingham Hospital Saturday Fund
- BHSF was established in:
a. 1873
b. 1945
c. 1992
- BHSF was established by:
a. John Saul Gout
b. James Stephen Gall
c. Joseph Sampson Gamgee

NAME

LOCATION

TEL.NO

1492 ~ SAIL OF THE CENTURY



It has to be the year and the name on everyone's lips - 1492 and Christopher Columbus. Like European union and '1992', very few people can really boast they understand what this earlier milestone means. They are certainly not helped by the three fictional dramatisations of the saga currently in the cinemas - the most misleading being Carry On Columbus!



The story of Columbus' voyages are inextricably linked with the Old World's obsession with spices. Since the dawn of civilisation, cultures around the world have made use of herbs and spices in many different ways, from medicines to embalming the dead, pot-pourris to food flavouring. Spices, in particular, helped in preserving food because they acted as anti-oxidants and delayed the spoiling process.

For centuries all these spices had come via dangerous overland routes from India and the East. The myths and mysteries surrounding them were constantly exaggerated by their Moslem exporters to maintain the high prices. The imposition of high taxes by the Sultan of Egypt on all that came through his lands and the virtual monopoly by Venice of the spice trade further inflated the costs.

Most precious of all was pepper. It combined excellent anti-oxidising properties, a much sought-after pungency and a unique flavour to food. This humble condiment was as valuable then as saffron is today (JS saffron retails at £30 per ounce). Many a slave was traded for a handful of peppercorns during the Middle Ages and the term 'peppercorn rent' is a throwback to payments made to landlords in that currency.

The word 'grocer' even derives from the time when Henry VI permitted the Spicers' Guild (incorporating the Guild of Pepperers) to sell spices wholesale, or 'vendre a gros'. It was they who later became the Worshipful Company of Grocers.

It is not surprising then that Marco Polo and his family undertook a perilous 24 year expedition in 1271 to uncover the mysteries surrounding the origins of spices from the Orient. Their subsequent fabulous stories of spices and unimaginable riches controlled by the Emperor, Kublai Khan, inspired a young Genoese sailor, Cristobal Colon, as he became known in his adopted home, Portugal. With the help of 'geographical details' he gleaned from the Bible, Christopher Columbus, as we now know him, deduced these lands were accessible by sailing west.

To a population which still believed the world was flat, this was quite incredible. After being laughed out of Portugal, Columbus persisted for eight years until he successfully convinced Queen Isabella and King Ferdinand of Spain that he had found the solution to the Moslem stranglehold on the spice trade.

On August 3, 1492, Columbus and his three ships Santa Maria, Pinta and Niña set sail from the port of Palos in south east Spain into the unknown

with high hopes of finding spice lands across the Atlantic. The sceptics gave him better odds on falling off the end of the world.

After two months at sea the crews were beginning to believe the critics and murmurings of mutiny were rife. Just as Columbus was running out of excuses, one of them, Juan Rodriguez Bermeo spotted the island of San Salvador on October 12. It is worth noting here that, unlike Gerard Depardieu's compassionate depiction of the character, Columbus actually falsely claimed first sight of land, thereby depriving the poor Bermeo of his very substantial reward.

As it transpired, he had stumbled across land miraculously close to where he had calculated he would find India. In fact, he had discovered the islands off a totally different continent - America. These islands came to be called the West Indies.

Over the next 12 years his quest for the lands 'where gold is born' was never successful and the incidental discoveries and his powers of persuasion (which often extended to bending the truth) were all he could use to coax further funds from Ferdinand and Isabella for his three subsequent journeys. Looking back today, his first was particularly fruitful. He brought back yams, strange new fruits, maize, tobacco and even the hammock. He would have brought back a lot more had many of the leaves and spice berries not rotted away on the return leg!

Stories of strange red nut-like fruits sited on Cuba from his first voyage turned out, on his second voyage, to be none other than relatives of the capsicum. Their powdered form was incorrectly identified as 'pepper' because of its pungency. To this day the confused names remain - red, green and chilli peppers and paprika are all varieties of the *Capsicum* family and bear no relationship to true black pepper, *Piper nigrum*.

The island they had discovered, Jamaica, is now a major spice exporter in its own right due to its hot, dry climate: it is the largest producer of nutmeg and mace, which come from the same evergreen plant, and grower

of the highest quality ginger.

The second voyage yielded another new spice discovery which the expedition again confused with pepper on account of its small dark berries. Determination to confirm their discovery of India, the explorers called this strange new spice 'pimienta' - the Spanish for pepper, now corrupted to pimento. It was actually allspice, so-called because it tastes like a combination of cinnamon, cloves, nutmeg and mace, now much used in Scandinavian cuisine. As with Columbus' later discovery, vanilla, its true potential was not realised by Europeans until many years later.

By the beginning of the sixteenth century, Columbus' health was deteriorating in his desperate attempts to find Marco Polo's fabled gold and to prove he had discovered the western route to the East. He had sailed past the island of Trinidad off the coast of Venezuela and deluded himself that this was 'Cipangu', or Japan. With deep irony he had just failed to discover the South American sub-continent and Brazil, a country which went on to become by far the largest producer of peppercorns.

In 1504 Christopher Columbus returned a broken man from his fourth and final voyage of discovery to Honduras and Panama in Central America. He was crippled by arthritis and was stripped of his titles and wealth on his return to Spain, having found only three new spices: vanilla,



Gerard Depardieu as Christopher Columbus in the recently released dramatisation - 1492 - Conquest of Paradise.

chilli and allspice, and no gold. On May 20, 1506, he died, still convinced that he had discovered Cathay and India. Meanwhile, his contemporaries, da Gama and Magellan, successfully opened up new routes to the Spice Islands in Asia. For over three centuries the Europeans shared the exploitation of spices in these lands for which Columbus had spent much of his life searching.

TUNA STEAKS WITH THREE PEPPERS

- 2 onions, chopped
 - 1 garlic clove, crushed
 - 100 ml (3 1/2 fl oz) olive oil
 - 3 potatoes, sliced into 1 cm (1/2 in) rounds
 - 2 small red or green peppers, de-seeded and cut into strips
 - 1/2 teaspoon paprika
 - 4 tuna steaks
 - salt and freshly ground black pepper
- Fry the onions and garlic in the oil until soft. Add potatoes and peppers and fry for 5 minutes. Stir in the seasoning and paprika. Add the tuna steaks and fry until they are lightly browned on both sides. Add water to cover and bring to the boil. Cover and simmer for 15 minutes, until fish is cooked through and flakes easily. Serve immediately.

Mace and nutmeg come from the same fruit, common to the West Indies - the frills of mace surround the nut, which is cased in the flesh.