

JS JOURNAL

October 1973

It's a Sainsbury shirt she's wearing

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Chocs for the sweet-toothed ladies

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Stamford Street flooded!

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Bomb scare empties store in 4½ minutes

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Telford team meets the deadline and Sainsbury superstore No. 2 opens on time



Above: nine years old Stephen Holliday, son of West Bromwich's deputy manager, expertly models some of the new JS textiles. He was taking part in a fashion show held a week before the opening.

Left: manager Ron Yeates looks worried as he races against time to get the branch ready.

Far left: it's open . . . and a JS branch has never looked like this. Behind the shirts, displayed in the textiles shop-within-a-shop, chairman John Sainsbury greets visitors to the giant store after it opened.

Telford, JS's second superstore and the largest in the company, began trading on Tuesday October 2 after an incredible three week battle to open on time. The new store, with 2,397 square metres (25,833 square feet) of trading area and 24 check-outs, is part of the new shopping centre serving Telford, a huge new city in Shropshire which is still under construction. When it is complete, some 300,000 people will live there.

The ideal store

Telford has everything the JS planners required to build the ideal store - tons of space, easy access and plenty of parking room. As manager Ron Yeates said 'It's a wonderful store; we've got so much that is new - an in-store bakery, a new range of family clothing and the hardware and kitchenware products, plus all the usual JS food and non-food lines in bigger than ever quantities.'

The car park outside, built on the same level as the trading floor, holds over

1,200 cars and access from the store into the car park is through automatic doors, to help customers get their shopping to their cars. The JS superstore and the new Carrefour hypermarket next door are the first shops to open in the new centre.

The rush to get the store open on time has inevitably produced a tremendous pioneering spirit amongst the staff. When they took over the shop three weeks before the opening, they were faced with sheer chaos.

'We all walked around on the first day with no idea where anything was to go' said assistant manager Ken Cooper who broke his wrist shortly after moving in. 'It looked like an impossible task. I think the only thing which kept us going was the commitment we had to open on time. We just had to open on the day.'

Among the deprivations the staff had to put up with were no loos, no canteen, no public transport and no proper roadways on the site, which right up to the last moment remained in an unfinished condition, with

builders' debris everywhere, even inside the store.

Tea-breaks in the car park were the order of the day, along with long treks to the lavatory. Thank heavens the weather was fine.

Greatest achievement

A bright spot was the staff lunches, specially laid on at a local hotel while the store's own canteen was being finished, where for the price of 17p, staff could enjoy a first class lunch (normal price £1.00) away from the bustle of the site.

Co-ordinating the mammoth task of stocking the branch with its thousands of lines of goods was the job of district manager Bert Hagger, who regards the successful opening of the store on time as his greatest personal achievement with JS.

'Most stores are a little more prepared before we move in' he said, the master of understatement.

Telford was his sixth new store opening since he became a district manager. He said: 'It was a tremendous

challenge and I know we are all better for the experience of having done it; I got a tremendous amount of pleasure seeing the whole thing develop.'

The new store has two features hitherto unknown in any JS supermarket. One is an in-store bakery where customers will be able to watch their loaves, cakes and pastries cooked virtually before their eyes. The aim of the department is not to sell a single loaf more than an hour old.

Finishing touches

It was in this department that some of the hardest work was put in to open on time. With only four days to go before the opening, workmen were still putting the finishing touches to the equipment, decorations and tiling. The staff of the bakery only managed to move in a day before the store actually opened.

The other unusual feature of the store is its clothing area, cleverly designed to form a neat 'shop within a

shop'. It sells the small range of family clothing more fully described, and illustrated, on pages six and seven.

Responsibility for the new department has fallen on John Pinnock of Blackfriars, and Dennis Evans, assistant manager at the store itself.

Dennis, 25, thinks the new clothes area is terrific. 'I think we've waited long enough to go into something like this,' he said. Even this department, whose activities have been carefully planned for months, suffered the usual last minute anxieties. John Pinnock, who also had to wear his hat as a meat buyer during the run-up to the opening, spent the last few days running to and fro from Birmingham airport with cargoes of socks and underwear for the store, and some of the garments for sale were not delivered to the store until the very morning of the opening itself. 'It's all been very hectic' commented Dennis, with the air of a man with more than one fourteen hour day to his credit.

The rest of the staff have knuckled down with a will to get the store opened, doing

everything from cleaning down the shelves, lugging heavy boxes around, polishing every single tin and bottle and patting every packet of sugar or flour into impeccable shape for display.

Terrific pressure

'They've been wonderful' said manager Ron Yeates. 'Most of them have never worked in a supermarket before and none of them knew us or our ways. They've had to cope with terrible facilities and piles of rubbish everywhere yet they still managed to do the work on time under terrific pressure.'

'It's been a wonderful, very exciting time' he said, 'everyone has risen to the occasion magnificently.'

The last word goes to Ken Cooper, who, wryly surveying the scene in the store before it opened said 'I hope they don't use this as a yardstick for every other opening - if they do I pity the next new branch'.

More about the new Telford superstore in the next issue of the Journal.

JS JOURNAL

Three more stores add another 49,000 square feet to sales area

Telford, of course, with its dramatic rush to open on time, its size and its exciting new products, was bound to steal the limelight. But last month there were three other new store openings, each one different in its own way.

Dudley, which opened on September 4 in the new Trident shopping centre, was, up to the time of the Telford opening, the largest store in the Midlands. It was also the first Midlands store to sell the new hardware range.

Within half an hour of opening, the store was packed out, with the produce, delicatessen, wine and spirits departments, each in their own 'shop within a shop' alcove, and the bustling food section doing a roaring trade. Not even a bomb scare could keep the customers away.

Dudley, with over 1570 square metres (17,000 square feet) is managed by Terence Delves, formerly manager at Halesowen and Solihull, and no stranger to the Midlands. He felt even more at home on opening the door on the first morning to find that the first half

dozen people in the store were all old customers from other branches.

Edmonton in North London opened on the same day as Dudley, and with 1486 square metres (nearly 16,000 square feet) of trading area, it replaces two service branches.

One in Edmonton itself closed in 1971, the other in nearby Enfield, closed at the end of the week before the new store opened.

Captive audience

The new store is in a mammoth shopping and residential centre complete with its own market and space for over 1,000 cars in the car park. The shop also has a captive shopping public even if nobody from outside visits the centre - there are 564 flats in three tower blocks forming part of the development.

Opening the store in time was a very hectic rush (when isn't it these days?) as the opening was brought forward by three weeks and manager Douglas Becker and his staff

had to suffer more than their fair share of late nights.

First customer through the door was a Mr H Nicholls, a JS shopper of many years' standing. We commented that he must be keen to be first in the queue. 'Not really,' he said. 'I thought they opened earlier, else I wouldn't have been here.'

Waltham Cross, which opened on September 11 is an extremely attractive branch in the new Waltham Cross shopping pavillion. JS is the only place in the development where you can escape from the piped music (bagpipes playing ragtime! At nine in the morning!)

Standing in the queue with anxious ladies hoping to be first in, we heard one shopper ask her neighbour whether she thought there'd be enough trolleys to go around and another say 'Doesn't he (Simon Sainsbury) look young? And to be a Lord, too!'

Manager of the new store, which boasts 1522 square metres (16,500 square feet) of trading area, is Douglas Cocks, formerly of Southgate and Wood Green branches.



Above: one of the pretty new cashiers at Waltham Cross.

Top left: Dudley manager Terence Delves talks to district meat manager Fred Addicott.

Left: Douglas Cocks, manager at Waltham Cross, welcomes customers at the door.

Far left: the long, long queue at Edmonton.



Brian saves the day during Newbury blaze

A meat manager's quick action protected a JS branch from further damage when an electrical fault caused a fire at Newbury.

Just after 11 am on September 6, display assistant Mrs Yvonne Jackson spotted the fire on the main electricity distribution board. This is on the first floor warehouse of the branch. She immediately gave the alarm to meat manager Brian Lockyer who was in the meat preparation area nearby.

Calling out to one of his staff to telephone the fire brigade and electricity board, he grabbed a carbon dioxide extinguisher, and played it on to the fire until the brigade arrived.

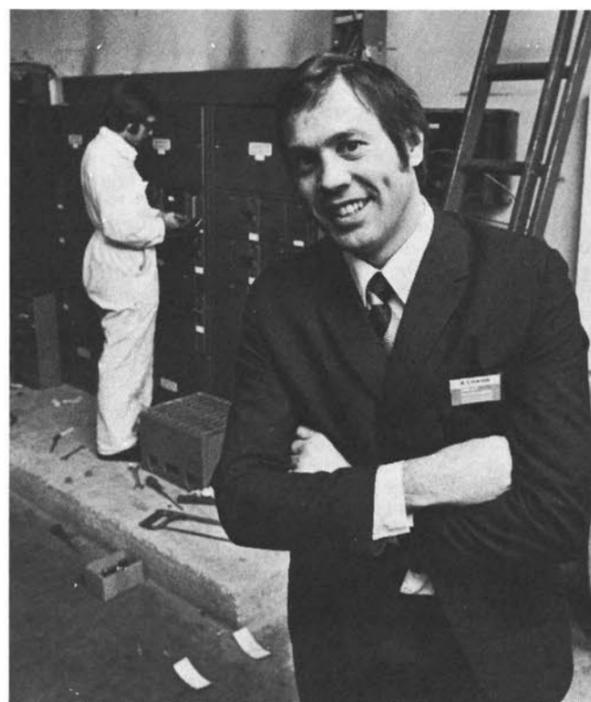
Customers were asked to leave the store while the brigade fought the fire, which was finally put out 25 minutes later. It left the store without any power as the six feet square distribution board was completely burnt out. Emergency lighting was quickly installed and the branch reopened for business at quarter to twelve, but the

tills had to be operated by hand.

Refrigerators too were out of action. This caused the only damage to food - about £80 worth - as the fire never reached a high enough temperature to set the sprinklers in action. Only CO₂ and dry powder were used to extinguish the fire. No physical damage was done to the store. As manager John Heberd put it: 'Brian Lockyer's quick action probably saved the branch from being damaged any further than it was.'

Bad luck before

The board has been replaced and it's now business as usual at Newbury. The branch has had bad luck with electricity in its short life. Opened in August last year, it had a similar fire six months ago when cables on the incoming side of the distribution board caught light, but with less consequence than the recent fire.



Brian Lockyer and the control panel at Newbury which caught fire. In the background an electrician carries out repairs.

Blackfriars offices get the planning go ahead

Planning approval has just been given for JS to convert the old pork pie and sausage factory at Blackfriars into offices and laboratories. JS had already had its application approved in July by the Southwark council, in whose borough the premises are, but approval from the Greater London Council was also needed.

After Southwark's July decision there were strong criticisms from local action groups and trade unionists. They demanded that the council abided by its own policy of restricting office development in the borough. But on September 13 two GLC councillors defended their planning committee's decision. Vice-chairman of the committee, Dennis Carradice, and Southwark member Harvey Hinds insisted that the decision was 'an exceptional case' and not a departure from the authority's policy of halting office development in Inner London.

Mr Carradice said: 'Sainsburys have been in the

area as employers for a very long time and have co-operated with the authorities in many ways. With this building they are providing employment for people in the area.'

Added Mr Hinds: 'It seems to me that this is a special case. I think we looked at it in the light of Sainsburys' contribution to the employment situation in Southwark and the borough's need for some re-instatement of jobs.'

Now that the way is officially clear, progress is being made on carrying out the conversion.

The top two floors of the building have been earmarked for laboratories. The first and second floors - amounting to about 3,720 square metres (40,000 square feet) - will be for the disputed offices, and on the ground floor will be the office printing works, telephone exchange, conference and training rooms.

When completed the new offices will relieve the conditions in the Tress House group of offices and some parts of Stamford House.

Every branch to get a new programmed aid to learning

The latest development in branch training comes in the shape of a large box containing the La Belle Sentinel 16 Audio Visual Machine shown right. This compact, attractive machine, is designed for straightforward presentations or programmed instruction and is an up-to-date method of training which has rapidly developed in this country over recent years. The Sentinel presents information in short logical steps - 'bite size chunks' - by means of taped instruction accompanied by a coloured film strip to provide strong visual impact.

Each programme or presentation comes in a cartridge, which contains both the taped instruction and the film strip. Sound and picture have already been synchronised and the cartridges can simply be slotted into the front of the machine. They never need to be re-wound because the tape and the film strip are a continuous loop so that when the programme reaches

the end of the tape it is back at the beginning once more. One of the first programmes which will be made available is 'Learning with the Sentinel' which illustrates how to use the machine.

Other programmes which will be available shortly after the machines have been installed are the 'Staff Scheduling' presentation, which has been shown at some branches already and an induction programme for branch staff called 'Inside Sainsburys'. This will be followed shortly afterwards by another programme called 'Hygiene for Food Handlers', which should be available at the end of October. The present training programme for cashiers will also be re-designed to include several 'programmed' sessions, the first of which will be 'You - the Cashier' which will, in part, replace the introductory session. Other programmes which will be available at the end of the year or early next year are 'Supermarket Talk', 'Hygiene



in the Branches' and further parts of the cashier programme.

The programmes are written by a team of programme writers in the training department at Blackfriars, led by Ruth Day, who joined JS at the end of last year and who has had several years of experience in the production of programmes in a variety of subjects. The other writers are: Gerry Breislin, who

came to the company straight from university where he obtained an M.Sc degree, writing a thesis on the 'training of supermarket staff'; Sheila Horwood, a graphic designer who joined JS at the end of last year, and Marion Harris; don't be confused by the name, she was Marion Stammers until a few weeks ago.

The machines will be delivered to all Supermarkets in early October.

DITB says Sainsbury's are tops in training

JS has been named amongst the first 34 companies to receive a new award from the Distributive Industry Training Board, for operating a staff training scheme which meets the highest standards.

The Board, set up by the Government to advise the retailing and wholesaling industry on industrial training, started the award to provide an incentive for companies to provide better training for employees. Companies which qualify for the award will have the chance to opt out of the Training Board's levy/grant scheme and run their training schemes completely independently of the Board.

To get the award JS had to allow the board to put its training schemes under the microscope. 'This', said head office training manager Tony Noel, 'meant that a lot of people outside the training departments had to spend considerable amounts of time and trouble getting information for the Board, and we are very grateful to them'.

He added 'We applied for the award because we welcomed the opportunity of having an external agency examine our training methods and giving us an objective feed back.'

'Obviously all of us in the training departments are pleased that we have got the award but our main concern has been and always will be to meet individual training requirements internally. The company spends a lot of money on training and it is very difficult to measure success here from an individual's point of view.'

A special award sticker will be displayed on all recruitment posters at each branch showing the DITB symbol and the words, 'award for staff training.' Other companies which received the awards included Marks & Spencer and high street tailors Austin Reed.

Do you think JS training is effective? The training departments welcome your views through JS Journal letters page.

New own label sherry shipped in JS's own vessel

Sherry is becoming such a popular drink that JS is now importing it by the shipload. On Tuesday September 4 the Dutch coaster Rille Trigon, on exclusive charter to Sainsbury's docked at Rainham, Kent with a full load of five new varieties of JS Sherry, all blended and bottled in Jerez (pronounced 'Hereth') to our own specification.

It was the first time that the company had ever had its 'own label' sherry bottled in Spain, the first time that we had ever chartered a ship to bring it to the UK and the largest ever single consignment of wine to be landed for sale by JS.

By importing it by the shipload we can take advantage of bulk rates and hold sufficient quantity in stock to ensure continuity of supplies. Commented wine buyer Andrew Nunn: 'It was an interesting importing exercise which saved us quite a bit of money. This will be reflected in our retail prices.'

For those who like to know a little more about what they

are drinking, the five new sheries from dry to sweet are as follows:

Manzanilla. A dry, tangy sherry for connoisseurs, which goes superbly with seafood and shellfish. It comes from Sanlucar de Barrameda on the estuary of the river Guadalquivir and the sea breezes which blow over the Bodegas where it is matured have given the sherry just a hint of the sea in its flavour. Best served slightly chilled - say about half-an-hour in the bottom of a fridge.

Less alcohol

Fino. A dry sherry with a characteristic aromatic taste and a pale, light delicate flavour, which again is best served slightly chilled. Both the fino and the manzanilla sheries are slightly less alcoholic than the three others in the new range.

Amontillado. Fast becoming the most popular style of sherry in the country - JS

sell more of this medium dry sherry than any other. The sherry is in fact an aged fino sherry. It has the same aromatic flavour, but is darker in colour, has a fuller flavour, and more body. It is made from a blend of both old and new wines, the oldest of which is 15 years old.

Oloroso. Senior wine buyer Ron Perry resisted the temptation to make this as sweet as some olorosos on the British scene, as he thought that the true flavour of this typical sherry would be masked by too much sweetness.

Cream. This has the classic taste beloved of many sherry drinkers (especially the women). Similar to oloroso in character, it is richer, fuller and sweeter all round. Pedro Ximenez grapes are left to lie in the sun after picking, allowing some of the liquid content to evaporate to leave a greater concentration of sugar. This results in a very sweet wine. At a later date this sweet wine is then blended with an Oloroso sherry made in the traditional way from Palomino grapes. The end result is a sweeter and slightly stronger Cream sherry.

All the new JS sheries are produced and blended according to the traditional Solera technique of adding younger wines to a blend of older, matured wines. The young wines then take on the characteristics of the old. In this way good consistent blends of sherry can be maintained. The Amontillado will sell for 92p and the other four at 98p.

All five blends will be in branches from the beginning of October but initially the Manzanilla and the Oloroso will be restricted to larger shops.

Southend outing for the boys from Trueloves



The men from Charlton, Stan Hopkins, Reggie Toop, Ken White, John Callaghan, Danny Anderson, and Tim Jennings, load wheelchairs, food - and the boys from Trueloves School! - ready for the annual day out to Southend.

Thirty boys - many of them crippled with the incurable illness of muscular dystrophy - had a day out to remember on September 12. They were guests of the JS Crippled Children's Fund, which took them to the Essex resort of Southend.

The trip, which has become an annual highlight for patients at the Trueloves Home at Ingatestone, Essex, was made possible by the generosity of staff and JS alike.

Most from branches

Throughout the year, raffles and draws are held to raise money for the Fund. 'Most of the income', said chairman Stan Hopkins of Charlton depot, 'comes from the branches. They've always supported the Fund.'

For the past few months members of the committee have been planning the trip and on the day turned up

with two coaches and one JS van to carry the wheelchairs and packed lunches, made by Charlton depot canteen staff, for all.

The boys seated comfortably, the mini-convoy set off in warm, bright sunshine for Southend, where they arrived at 11.30. After an early lunch, each boy was assigned a helper who then took him along the front. Well satisfied with their dose of ozone the party's next stop was the Kursaal entertainments centre where the boys each spent some of their £2 pocket money.

Their busy day over, it was back to the coaches at 5.30 for the journey home to Trueloves where Stan Hopkins, treasurer Reggie Toop, and four other JS men helped the boys to their beds. But the boys were so excited from the trip that they never got to sleep until long after the JS men had left! Said the Home's superintendent, Eric Eden: 'This trip really means so much to them. They were so

thrilled and excited.

'The trip out means even more to those with muscular dystrophy, for they only have a short time to get so much into. This annual outing, which is the only one like it that they get, has really made Sainsbury's a part of the Home', said Mr Eden.

The fund is born

The association that JS has had with the Home has been a long one and started just by chance. A Mr Randall, who worked at the old Blackfriars factory, was a member of a caravan club which used to meet sometimes in the grounds of the Home. He decided to help give the boys something extra and from that the JS Crippled Children's Fund was born. Now the Fund manage to take the boys, once a year, on a day trip, to a show in London, and to give them a Christmas party.

Wine buyer Andrew Nunn examines a bottle of JS Sherry on the quayside at Rainham. Looking on are shipper John Porter (next to him) and dock officials.



Letters

Open dating

From Mr C S Lundy
(Barkingside)

I was interested in your article on open dating. Legislation enforcing 'sell by' dating without looking at the shelf life allowed is of little value to the public.

On September 1 my wife bought a packet of coconut cup cakes (JS had sold out) from a multiple store. The pack was similar to our own, the cakes were good. The 'sell by' date was September 22; that is a shelf life even if the cakes were delivered to the shop that day of 21 days. At the JS branches we frequently do not have even the expected five days.

That there should be some variations between traders is reasonable but variations of this magnitude seem to indicate that either JS is ultra-conservative or that some of our competitors are attempting to con their customers. What have our experts to say?

Mr R A Ingham, departmental director bakery, dairy and off licence, replies:

It has always been JS policy to sell perishable goods in the freshest possible condition. That is why we have a

system of daily production, daily order reviews and daily delivery in temperature-controlled vehicles.

'Sell by' code is coming into use as a means of ensuring that perishables are sold in an acceptable condition. For some people this means before they are stale; for JS it means while they are still very fresh.

The life that we give to products between date of manufacture and expiry of 'sell-by' code is governed by this approach and it would be wrong for me to try and guess how other retailing chains arrive at their 'sell-by' dates.

JS museum?

From Mr Graham Jenner,
Dunstable branch.

The monthly advent of the JS Journal provides the inevitable feature on a new store opening and consequent closure of an existing counter-service store e.g. Oxford in the September edition.

Alas, from a sentimentalists point of view, there are now only twenty-two counter service branches still trading, with a further four doomed by the end of 1973.

Having worked in several old stores I believe that the

atmosphere and architecture associated with such stores is unique in the development of the retail trade in this country.

Why is Sainsburys, a proud 104 year old family business, allowing every one of these significant buildings to be demolished by modern progress?

I am sure there are many employees, who, like myself would like to see at least one preserved and possibly turned into a museum. A great deal of the company's history could be displayed in familiar surroundings permanently under one roof, open to the general public.

I hope this letter, if published will provoke more ideas on this subject, particularly with the board of directors who, with their influence could transform my suggestion into a viable proposition.

Wot no joints?

From Mr L E C Avery
(Hoddesdon Depot)

Never mind how much gristle gets into the sausages, (A. Gayfer's letter, August) what about putting more joints in the branches? My wife, who shops in the Brentwood branch, has tried at numerous times, on various days in the week, to purchase joints. Invariably the answer is the same, low stocks and uncertain deliveries.

Man cannot live on promises and two veg!

Malcolm Hughes, departmental director for fresh meat trading, replies:

Perish the thought! Unfortunately the complaint is unspecific and one can only guess what your beef is. Please ask your wife to use

the customer telephone next time she is in difficulty so that the meat manager can help her.

Impersonal Journal

From Mr R E G Spriggs,
Deputy Manager, Hemel Hempstead.

I wish to put my own opinion and that of many of my colleagues who now do not take the new style JS Journal. As a house magazine under the editorships of the late James Boswell, and Brian Shuel, we eagerly looked forward to an issue of 'the Old Journal'. It had something, it was intimate, helped one feel part of the family, was glossy and interesting with articles worth reading. Staff news and movements were well read and discussed amongst colleagues and family and friends looked forward to their turn to read it. My father sent copies to Australia and the USA and has kept treasured copies since the first issue, which are browsed over today.

I do not pretend to be either a scribe or newspaper man, but as a customer I know what I like to take home and read and it is certainly not our new style impersonal paper. Take a true survey of the actual 'take up' and I'll bet you will find yourself in the red.

I have heard many of my colleagues express their views in words; now come on, write to the editor. He assures me he will print.

I will indeed! And may I say how pleased I am that at long last people are saying what they think - It's part of what the new-style JS Journal is all about.

Now let's have some more letters. It's your page, so speak up. - Editor.

Food chiefs meet PM on prices



The men who fill the nation's shopping baskets leave 10 Downing Street after nearly two hours' hard talking with the Prime Minister about food prices. The meeting, on September 19, was between leaders of the Retail Consortium, which looks after the interests of shopkeepers large and small, and Government representatives. Prime Minister Edward Heath took the chair and the

consortium was led by Lord Redmayne of Harrods. The problems of keeping prices down was the main item under discussion.

Seen here leaving number 10 after the meeting, is John Sainsbury, chairman of JS. On his left Colin Cullimore of Dewhurst, the meat retailers and on his right Michael Sacher of Marks & Spencer.

Put what you know about wines and spirits to the test next issue and enter the Journal's bumper Christmas booze competition.

In plenty of time for Christmas buying JS staff can win a first prize of a thirst quenching selection of wines and spirits and a wine rack. Second and third prizes are equally liquid and there are a number of one-bottle consolation prizes. All have been kindly donated by our suppliers.

The questions were compiled by the wines and spirits department at Stamford House and in case of a tie entrants must also complete a suitably grapey limerick.

So start sharpening your wits and your pencils. The prizes are waiting to be drunk!

Ode to Sainsbury's

From Kim Wiffen (aged 11)

When you go to Sainsbury's
You walk around and shop with ease,
For eggs and bacon ham and cheese
Meat and veg and frozen peas.
The shelves are clean and tidy,
The best I've ever seen
And if you want to know my favourite,
It's pineapple dessert cream!

(Kim is the grand-daughter of Gladys Jarvis, a weekend cashier at Boscombe branch)

One-ton truck rolled onto his foot

One of Buntingford warehouseman Richard Dent's first thoughts, when he joined JS last year, was to order safety shoes. It was a good buy. In April he escaped serious injury when a pallet truck, carrying two loaded pallets and weighing over a ton, rolled on to his foot.

The accident occurred in the depot's non-perishables warehouse. It had been raining and the wet floor caused the drive wheel of the truck to slip. Suddenly the wheel gripped and the truck shot forward on to Mr Dent's foot. The result was enough to keep him off work with a suspected cracked bone - but without the steel-capped safety shoe his injury could have been much worse.

Mr Dent got an extra bonus last month when warehouse manager Peter Speight gave him a £5 cash voucher from the shoe manufacturers. He was also made member of the Plus 50 Diamond Club whose members have had similar escapes, and given a tie and a certificate.



People

Appointments

M J Follett formerly in research laboratory at Blackfriars, has been appointed commercial development manager in the fresh meat department.

A Lenard, formerly in special projects grocery division, has been appointed deputy head of frozen foods buying.

C Stevens, formerly bread buyer, has been appointed deputy head of non-foods buying.

N Lee, formerly depot accountant at Hoddesdon, has been appointed depot accountant at Charlton.

Retirements

P R (China) Batch, assistant manager in purchasing at Streatham, retired on September 21 - 44 years' service.

C W Turner, assistant manager Aylesbury, on September 22 after a total of 46 years' service.

F Richardson, senior store serviceman at 24 Brighton, retired on September 22 - 44 years' service.

The following employees have also retired; length of service is shown in brackets: H C Foster (7 years)

Mrs M J Barrow (3 years)
Mrs A M Foskett (4 years)
J Cartrell (4 years)
Mrs B Lovelock (2 years)
Mrs EA Whybrow (8 years)
Mrs F Smith (7 years)
Mrs T Brown (5 years)
Mrs Z Fitzhenry (4 years)
Mrs S Watts (3 years)
Mrs E Mills (6 years)
F Dombkowski (3 years)
Mrs M Buckland (7 years)
Mrs N Smith (10 years)
Mrs N Coates (6 years)
Mrs M Pain (9 years)
Mrs D O Howe (17 years)
Mrs F H Day (20 years)

Obituary

John Fairman, site engineer at Clapham, who joined the company in 1946, died on September 3.

News in brief

Hot meals were off the menu for a week at Streatham last month while kitchen equipment was converted for North Sea gas. It was no good popping into the local pub or cafe either. They too were reduced to serving cold cuts.

Raised glasses to wine buyer Andrew Nunn and beers and spirits buyer Philip Baxter who have passed Diploma exams set by the Wine and Spirit Trade Association.

Over 80 pints of blood were given by staff at Buntingford when the Brentwood Blood Transfusion Unit called at the depot recently.

Autumn is a time when back gardeners reap most of the fruits (and veg) of their labours. News has already reached the Journal of bumper home-grown harvests boosted by the fine weather of recent weeks.

First entry for the JS crop record is systems analyst Ernie French at Streatham. He has had over 80 lbs of

tomatoes from 28 plants bought for 5p each. Said Ernie: 'It looks as if they will go on producing fruit until the frosts come. But by then I expect to have passed the 100 lbs mark.' Any advance on 100 lbs of tomatoes...?

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Stamford Street flooded!

... It could happen. October is traditionally the month when the Thames, a stone's throw away from the JS headquarters at Blackfriars, has ultra high tides. At these times it only needs a watery nudge from the North Sea to send the whole lot crashing over the embankments and into the streets to create the scene in the picture.

But JS will be ready to meet Father Thames' challenge. Here's the plan.



If you're over 35 it's likely that the sound of sirens will send a shiver down your spine. Since those second world war days, sirens have rarely signified anything other than a call out for the local fire brigade, and occasionally, a civil defence practice.

However, given certain weather conditions coinciding with a high tide, the sirens could once again be sounding a spine-shivering warning to Londoners. For, until the Thames barrier is built at Woolwich - in about four years' time - the threat of the river overflowing its banks is a very real one. If it happens it will be a disaster.

Stamford House is only 50 yards from the river and has a large area below river level. If flood water got into these areas it would knock out of action the centre of JS operations.

Last month saw the completion of work on flood precautions. The man in charge is Peter Ibbotson, deputy manager of branch engineering. He explained why JS need these precautions.

Supplies cut off

'Simply, if there is a flood, the whole of London will be paralysed' he said. 'Power, gas and water supplies will be cut off. So will most communications. We are anxious to have our buildings protected - with the primary aim to get back into business as soon as possible after the emergency. Unless precautions are taken the water will get into the lower floors of Stamford and Wakefield Houses. That's the lower ground floor car park, the boiler room, restaurant, power supply distribution room, and telephone switchroom.

'To prevent that from happening we have baffles (metal framed boards) that will fit all the vents and windows at ground floor

level, and baulks of timber (timber beams with rubber seals) which will be placed at the entrances to the car parks.

'Inside the threatened areas we have fitted anti-flood valves on the main drains. These would be closed immediately we get the four hour confidential warning from the London Flood Room at the Ministry of Agriculture, Fisheries and Food. What would happen is that the Thames would overflow and the streets around Stamford House would be flooded. Within a very short time water would come back up the drains. The antiflood valves will stop this from happening.'

Seepage will be taken care of by mobile pumps, which will be positioned on the upper floor car park, with pipes going into the basements. 'You can't expect to keep a place absolutely watertight' said Mr Ibbotson 'but what water does seep in will be dealt with by the pumps. Our precautions are not guaranteed to keep out every drop of water - that would cost a fortune. We have spent a modest amount - less than £2,000 - to give us adequate protection.'

Over the road in Wakefield House, housed beneath the old shop, is the telephone switchroom. Here watertight doors have been installed to protect the most vital part of the threatened JS areas.

'If water got into the switchroom, even when the post office got their lines back in order, JS would not be able to operate' Mr Ibbotson said. 'The watertight doors will give all the protection needed. However, we also have pumps for any seepage. What you would call belt and braces policy.'

Statistically, the chance of a flood is slight, although London has needed protection from tidal flooding throughout its history. The Central London defence levels were raised after the

1928 flood when 14 people drowned. In 1953 the worst northerly gale for 58 years brought in its wake a severe flood but with fewer casualties. It could happen again - this time with a greater loss to life and property. And the risk is increasing.

The sinking city

This is because London is slowly sinking and tides, in general, are rising. These two facts account for much of the risk. Present indications are that Britain is tilting: in relation to mean sea levels the south-east is gradually dipping while Scotland and the north-west are rising.

The height of tides has been increasing judging by records kept since 1791. Research shows that high

water at Southend is increasing at the rate of one foot two inches every century, and by over two feet a century at London Bridge.

But the real danger comes with a surge tide. A surge happens when a mass of water comes from the Atlantic, down the North Sea, and into the relatively shallow Thames estuary. The surge is caused when a trough of low pressure moves eastwards, across the Atlantic towards the British Isles, raising the sea beneath it above the surrounding water. This hump moves eastwards with the depression, passes over the North of Scotland, and veers into the North Sea. The size and power of the surge may be much increased by strong northerly winds. Dangerous conditions may

also occur when a depression - after crossing Britain - moves quickly into the southern part of the North Sea, but this kind of surge is smaller than the one that comes round the North of Scotland.

If a big surge reaches the bottleneck between south-east England and the Low Countries, and enters the Thames Estuary on top of a high tide then there will be a real flood danger along most of the tidal Thames.

The 1953 surge was over six feet high. If this happened again - and it coincided with a high tide - it would top the interim defences, just recently completed along the Thames embankment, by about ten inches. This danger will exist until the proposed Thames barrier at Woolwich

is completed in 1977.

The barrier will be about 1,800 feet in length and, with the necessary down river defences, will cost over £75 million. It will have four main 200 feet wide openings and a 60 feet high, hollow, steel-plated gate weighing, with counterweights, nearly 4,000 tons. To close the whole barrier will take about 15 minutes. When not in use the barrier gates rest out of sight on the river bed. So, until the barrier is ready for use, the sounds of sirens along the Thames could warn of a very real threat to London. And, without precautions, a very real threat to the centre of JS operations in Stamford Street. As Mr Ibbotson put it: 'Make no mistake - if a flood occurred it would be a disaster.'



Above: water laps against the side of Stamford House, engulfing cars, flooding a vast area and causing millions of pounds' worth of damage. It only needs a high tide a few inches above the existing Thames flood barriers to cause a scene like this. Note the flood barriers across the entrance to the car park. With these in position and a pump on the other side to cope with any seepage, all the ground floor and basement areas of Stamford House will remain relatively dry. Left: Stamford House engineers Alf Cook (foreground) and Bob Barrett cover a ventilator with a waterproof baffle.

It's a SAINSBURY'S shirt she's wearing...

A Sainsbury's shirt? Unheard of!

But that's what the man said. JS are now officially in the clothing trade.

The clothes shown here are part of the new JS range which went on sale for the first time on October 2 at the giant new Telford store. The initial reaction from customers was enthusiasm and wonder how we did it at the price.

On sale was a small range of good quality, well cut smart clothes for all the family at a bargain price. Shirts, skirts, Oxford bags, jeans, knitwear, underwear, a complete range of garments for young children, fashionable men's shirts plus the usual things like men's socks and underwear which women are always buying for their husbands.

The move into clothing is the second break with JS tradition since the Chairman announced earlier this year that the company was looking for additions to our range.

Hardware and kitchenware was the first step forward in August, but it is clothing, launched barely two months later, which could really revolutionise the high street scene for JS.

In total, taking into account differences in colour and size there are something like 750 different items in the new range. All are very reasonably priced, the aim being to sell at the

lowest price commensurate with the value and quality JS gives with all its other products.

Several factors have led the company into this very valuable market: the need to expand into more new lines; the extra selling space which is becoming available in the larger supermarkets and also our accessibility to the market - JS as a food store has far more women in it at any one time than any other

multiple store in the country; all of them are potential clothes buyers and all of them are far more frequent visitors to JS shops than any clothing store.

Where else can you get the new JS clothes? Unfortunately only at the new Telford store, but plans are afoot to extend the range to the new store at Bletchley when it opens later in the year and further afield over the next two



Get in shape with a JS bra in lightweight white nylon lace. It comes in nine sizes from 32B to 38B and costs 95p. There is also a medium control version.



Making the most of your shape, trim pinstripes (above) partner a classic shirt-b blouse. The slacks cost £3.80 and the blouse £2.95. Above left: a slick JS shirt-b blouse and jeans to have fun in. The blouse has detailing on the cuffs and front fastening and costs £3.25, the jeans cost £3.80. Left: shop in style in one of JS's range of lined skirts all priced at well under £4. This one is teamed with a printed tie-necked blouse costing £2.75. All the clothes come in at least three colours and four sizes from 12 to 18, except the jeans which start at size 10.

trousers too!

years. We'll tell you when it happens.

In the few days the clothes have been exposed to the public so far, the reception for them has been rapturous. Only time will tell whether this experimental venture (and it is still only an experiment, remember) has paid off. But as a fashion journalist said, writing in a Shropshire newspaper: 'It's difficult to see where they could go wrong'.



Boutique appeal at high street prices. Here a simple sweater at under £2 looks good with brushed cotton jeans with (just out of sight) a cheeky elephant motif on one pocket. The jeans cost £3.80. Above left: a swinging outfit for only £6. The pleated skirt costs £2.75 and the shirt-blouse £3.25. Left: a 'what's new pussy cat' motif adds a touch of originality to this pretty miss's jeans in brushed cotton. Her sweater with just a hint of the 'grown up' about it costs from 99p. and the jeans from £2.60.

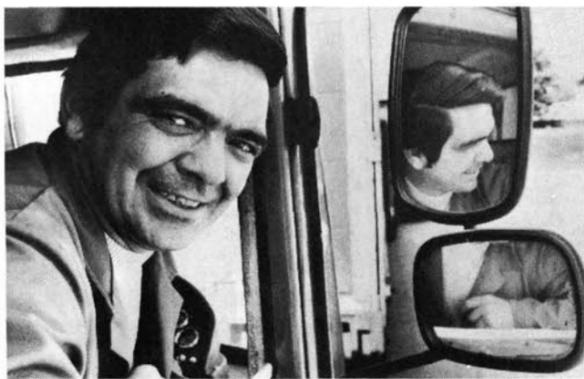
Nobby drives to a good place

A JS driver got a good placing in the finals of a national driving competition held last month. Bob 'Nobby' Clarke of Buntingford depot came 11th in his class - Class C for rigids - out of 37 competitors. The winner from each of the eight classes went on to compete for the title 'Lorry driver of the year' run by the Commercial Motor magazine.

The finals, held at Nuneaton, comprised of a written test on the Highway Code (20 questions had to be answered in 10 minutes!) and on road transport legal requirements. He also had to complete a 10 mile road route (with hidden observers)

and four 'very tight' manoeuvring tests. Cheering for him was his wife and five other Buntingford drivers.

Nobby reached the finals after winning a qualifying round earlier this year at Brentwood. Twelve other drivers from the depot took part but Nobby was the only JS driver to qualify. The final itself was a tense one said Nobby. 'I found that my nerves put me off a little' he said 'but I am well satisfied with the result.' Nobby also reached the finals of the same competition last year when he was placed 21 in his class. 'At that rate' he laughs 'I should get second place next year!'



Bomb scare empties store in 4½ minutes

Winchester Branch, just a quarter of a mile from the courtroom where the defendants in the Old Bailey bomb plot are being tried, was the scene of a dramatic bomb scare on Tuesday September 11.

Police, of course, were expecting trouble during the trial and extra men were drafted into the town to help with security arrangements.

The first the branch staff knew of the scare was when a police car raced up to the store at 10.45 in the morning, disgorging three officers, who told branch manager James Gronland that he had five minutes to clear the store.

The staff, briefed beforehand on what to do in the event of a bomb scare, locked the tills and asked customers to leave their shopping where it was and get out of the store. Last out were the manager and his deputy.

'All the staff reacted magnificently' said Mr Gronland. 'There was no panic, no fuss. We managed to clear the store with half a minute to spare before the supposed bomb went off.'

The seconds ticked by and nothing happened. After 25

minutes the police re-entered the branch with specially trained dogs and carried out a thorough search. Then the management returned and looked for anything unusual, followed by the rest of the staff. Nothing was found and business continued as usual.

Suppose it had been a real bomb? Checkout operator Anne Richardson said, 'we weren't worried at all - we had been told to expect an incident of some sort. Still, I did have butterflies in my stomach and there was a horrible feeling for a moment when we returned to the shop.'

Another alert

The JS bomb scare closed down most of the shops in the neighbouring High Street area. Marks and Spencer and the Wimpy Bar were both cleared. On the same afternoon a similar scare closed Woolworths, and although the JS store was unaffected, the closing of the street outside kept trade to a minimum.

Three Winchester youths are expected to appear in court soon on bomb hoax charges.

Bike ride raises over £100



Five-year-old Carl Reedman, son of Buntingford driver Ian Reedman, set a hot pace when he took part in a children's sponsored cycle ride held at the depot on September 9. Each child had a target of 30 laps. Carl had to retire when he had done over half - about 7 miles! Twenty-one children took part in the ride, which was organized by the local Round Table, and raised over £100 for community services.

Chocs for the sweet-toothed ladies who want to lose weight!

'A choc bar a day makes the fat go away' is surely a slogan that's hard to believe, but that is exactly what 82 JS ladies are doing to reduce their weight problems!

A sweet manufacturer and a slimming journal are running diet trials, with the JS ladies as their guinea pigs. The two diets are named as the 'Mars Bar' and 'Mars 1000calories' diets; the former for women who are more than two stones overweight and the latter for those who are less than two stones overweight. Both include a once-a-day Mars Bar and work on the theory that a diet which forbids sweets is one that is hard to stick to.

Eight week trials

The trials will last eight weeks and there will be weekly group meetings at each location - Blackfriars, Streatham and Basingstoke - when weights will be noted, compared and discussed.

The first meeting was on September 11 when 22 participants met at Tress House, Blackfriars, and were interviewed and weighed, before being briefed on their diets. They were also given their weekly supply of Mars Bars. Participants from the other two locations met the following day.

Conducting the trials is nutritionist Dr Sally Parsonage, of Slimming Advisory Services - a subsidiary company of 'Slimming Magazine'. At the briefing Dr Parsonage explained the two diets and

how they worked. She said that the diets, known as 'sweet tooth diets', were a new idea in that they allow ice cream and sweets. The calories (units of energy which, if not used, convert to fat) in one Mars Bar specified in the diet amounts to a sixth allowed in one day.

But because the diets are 'calorie controlled', assuming the dieter sticks to the rules, the total allowed in one day will not be exceeded.

The rules of the Mars Bar diet are very simple. Eating five of 50 listed meals each day and leaving at least two hours between any two meals is the first rule. Rule two outlines the need to balance meals. Rule three gets to the heart of the matter: 'In addition to the five meals you may have ½ pint milk a day and ½ ounce of butter or one ounce of Outline, and one Mars Bar, which may be eaten at any time of the day.'

Unlimited amounts of coffee and tea are allowed provided saccharine sweeteners are used in the place of sugar and the milk allowance is not exceeded. Also water, lemon juice and slimming drinks are allowed. In addition to this, and the listed meals, an unlimited amount of listed cooked and salad vegetables can be eaten - as long as they are not fried, of course!

When asked why women only had been asked to take part in the trials, Dr Parsonage said, 'Men are inclined to want to diet on their own, relying on their will power. 'Women respond to a diet



Dr Sally Parsonage, the nutritionist who devised the 'sweet tooth' diet being tried by over eighty JS ladies, interviews a participant in the slimming trials at Blackfriars. The chief medical advisor, Dr Leonard Selby (right), is observing the trials.

better if they are in groups - where they are matching their progress against others. Dr Parsonage, who devised the trials, believes that the diet is more successful because the dieters find that one chocolate bar would satisfy their 'sweet tooth': as they are 'allowed' this, they are not tempted to raid the chocolate box!

'Michelin man'

One of the JS ladies participating in the trial is secretary Mrs Barbara Greene. She confesses to having a very sweet tooth: 'My husband, who is two stone lighter than me, says I'm tubby', said

Barbara. She's hoping to lose three stone to a target weight of 9½ stone.

'I'm fed up with looking like the Michelin man', was the reason pensions officer Mrs Maureen Wheatley gave for volunteering for the trials! 'The trouble is', she continued, 'is that I love cooking and eating - including sweets.' Maureen is aiming to get to 8st 7lb from 10st 12lb.

For the person who does best on the trials there will be a prize for the 'Slimmer of the month' and one for the best dieter of the whole eight-week trial. However, the winners will not be presented with a box of chocolates - the prizes will be strictly non-edible, said Dr Parsonage!

The Blackfriars group headed the slimmers' 'league table' when the JS ladies were weighed in at the end of the first week. The biggest weight loss by one person was 6½lbs at Blackfriars compared to 6¼lbs at Basingstoke and 5lb at Streatham (which includes a few ladies from Clapham). The average losses between the Mars Bar diet and the 1000 calories diet were almost the same at two locations. Respectively, they were 3-0lbs and 3-04lbs at Basingstoke, and 2-35lbs and 2-80lbs at Streatham. But the Blackfriars average losses were markedly different: 3-44lbs with the Mars Bar diet and only 1-71lbs with the Mars 1000 calories diet.

Wives get help

How can we help the children? This was the immediate response of staff at Blackfriars to recent reports in the press and on television about wife-beating and the hardships and suffering this caused.

Mrs Eva Jay, group organiser of the JS Stamford Group read of the work being done to help these battered women and their families by a group called Women's Aid at Chiswick. She wrote to Mrs Erin Pizzey founder of the group asking if JS staff at Blackfriars could do anything to help. The answer was yes, and within a few days Stamford Group circulated an appeal for women's and children's clothes.

'The response was overwhelming' said Eva. 'In less than three weeks the Stamford Group had collected nearly five large boxes of clothes.'

Eva explained about Women's Aid: 'They have a house at Chiswick and offer refuge to women who have been ill-treated by their husbands. At any one time they have about 40 children and their mothers staying there. Many of the children are understandably terrified of men. Fathers often lurk about the house and for this reason children seldom go out alone. Many women are so desperate they arrive with nothing but the clothes they stand up in'.

Anyone interested in helping Women's Aid can get details from Eva Jay at Stamford House or direct from Women's Aid at 369 Chiswick High Road, London, W.4.