

A survival kit, bunny girls, sugar and a crystal ball:

Santa gets his orders

WHAT WOULD YOU LIKE FOR CHRISTMAS?

The JS Journal has been inviting people all over JS to write an open letter to Father Christmas detailing their requirements to make next year a better one at work.

Roy Shepherd, beef manager at Basingstoke depot had very decided ideas on what he would like.

Apart from a very rich Arabian gentleman borne on a magic carpet with enough cash to buy everything which has gone short this year, Roy specified:

- A licensed bar for the depot
- A 'Mission Impossible' auto-destruction kit for all the forms he has to deal with
- Golf putting in the canteen
- A supply of respirators for the non-smokers on Hill 236!
- A sugar diviner
- A management survival kit

— plus the assurance that 1975 will not be any worse than 1974.

The training department also had magic on its mind. 'I would like a magic wand to conjure up full course attendance' said Carole Harvey, a training clerk/typist in the branch operations training division.

Departmental director Robbie Roberts of the grocery division, his feet firmly on the ground, said 'As a trading department our basic motivation is to increase our business. I would like a 50 per cent increase in turnover — but I hope no-one will try

to hold me to that by turning it into my budget for next year!'

At Hoddesdon depot foreman Henry Hall indulged in a flight of fancy and asked for 'a couple of bunny girls to answer the phones and cool irate managers when produce orders are late.'

Accounts costing clerk, Ruby Gascoyne of Streatham has also posted her note to Father Christmas. It read:

'Dear Santa,
Please scrap our work scheduling system. We will work harder, longer and better, without this awful invention.'

Rivalry inspired advertising manager Mike Conolly's wish. 'I would like lots of money to spend on TV commercials to shut up the Fine Fare purse!'

'Give me some sugar!' was the desperate plea to Santa from Stu Briers, manager of the Islington branch.

'Get Santa to ban paper' was the immediate response of home economist Veronica Miller who heads the sampling kitchen at Blackfriars.

'I get fed-up writing reports; not to have to would be wonderful.'

Who in the food industry wouldn't like old white-beard to bring them a crystal ball. But branch liaison manager Jack Goulbourne got his

request to Santa in first, on behalf of the produce buying department. 'Make that two' said buyer Joan Peters, who knows all about the problems of forecasting what the shops will want and buying accordingly.

Wandsworth branch drew up a list that would keep Santa on the go 'til next Christmas. It seems the girls wouldn't say no to a JS staff hairdressers and the fellers would like to greet 1975 with some stylish new uniforms.

Last word goes, very aptly for the time of the year to Brian Christmas, works engineering manager at Charlton depot, who put his new year vision like this:

'As works engineer, life would be made much easier if I could have a present of indestructible roll pallets. I would also like reach and pallet trucks made of rubber so they could bounce off things they hit instead of damaging them.'



Loo paper, sugar, salt, bread: All the things that went short in 1974. It's the sort of gift which might perhaps make every buyer jump for joy — provided that it could be delivered by the ton and not the stockingfull!

Frieda bakes a mighty cake



Taking advantage of the pre-Christmas icing sugar bonanza Frieda Bradbury, Hemel Hempstead's housekeeper puts the finishing touches to the branch's Christmas cake.

She started making the cake back in November. Layers of icing and marzipan later, it tipped the scales at 21 pounds, ready to be consumed by branch staff.

Now customers supply the heat

ENERGY conservation is in. Hard upon the news of the energy-saving speed and heating restrictions, which came into effect on December 14, comes the news that plans are well under way in the branch engineering design department to conserve heat in a big way.

At a number of branches some of the heat is supplied by the customers themselves, and some comes from the fluorescent light fittings.

Air extraction fans are situated over the lights and warm air, drawn from over the heads of the crowds in the store and past the 'hot' light tubes, is pumped through a heater battery which boosts the heat and warms the store. About 40kw of heat is reclaimed every hour.

Plans are also under way to use the heat extracted from refrigeration units for this purpose in future stores.

'Sainsbury calls' and Blanche celebrates her century

CUSTOMER Blanche Edith Browne is 100 years old - she was born just five years after the first JS shop opened in Drury Lane! And she has been an avid customer at Guildford branch all her married life.

When she lived at Albury Heath, the goods were delivered. 'The man used to shout "Sainsbury calls"' she explained. Today daughter Dorothy still gets her mother

groceries from Guildford.

Being a customer is not Blanche's only connection with JS, for son-in-law Monty Tullett is customer service assistant at Dorking.

Said Monty: 'The branch sent her the most beautiful bouquet of flowers by Interflora, and she was thrilled with the kind gesture'.

Blanche has six daughters, 16 grandchildren and five great-grandchildren.

The front room of the house was chock-a-block with relatives, cards, telegrams, bouquets, potted plants and of course a birthday cake.

'I'm not too over-excited' said Blanche, who was obviously enjoying every moment.

Her most important telegram was from the Queen, but much to everyone's surprise she also had one from Barbara Castle.



100 years old! Surrounded by family and friends, Blanche Edith Browne celebrates her century. Seated in front of her is son-in-law Monty Tullett, customer service assistant at Dorking.

You'll never guess who we saw coming out of Boreham Wood...



TV cameras whirr and Cilla Black strolls out of Boreham Wood branch. It's all part of a new ATV series 'Cilla's Comedy Six' beginning on January 15. Watch out for the episode 'Every husband has one'. Photo 'Elstree Post'.

Wally's claim to fame



the post' said Wally. A few days later he even got his £4 back from the Nottingham court, as he had won the case.

News of his success reached the presenters of the weekly BBC1 television programme 'Help Yourself'. They were planning a programme on the Office of Fair Trading and Wally was just the man to be on it.

Wally went along to Shepherd's Bush studio to discuss it; and got the part. 'The TV people also wanted pictures of the garden where the fence was meant to go' said Wally who had to fit in an SSA weekend at Butlins, as well as the photo-session.

On telly

On Tuesday the show was recorded. On Wednesday October 23 Wally watched himself on telly. 'I was more nervous watching it than when I was at the studio' remembered Wally.

'I was on holiday that week, which was lucky as the programme is on in the afternoon. I had a fantastic day at the studio. I got paid a fee for appearing; and met the director-general of fair trading, John Methven.'

'He said they received lots of enquiries about the Small Claims Act and had sent out dozens of booklets. But they had never heard of anyone following the advice and using the Act with any success.'

John Methven was so impressed he asked Wally if he would make a tape of his case for the Office of Fair Trading to send out to consumer groups.

If the firm hadn't paid up, the next step would still have been comparatively simple. Both parties (Wally and a representative from the fencing firm) would have had to attend the court, but the proceedings would have been held in small chambers off the main court with an arbitrator and not a judge.

The fence? 'I wanted it to keep the dog in, he was a bit lively at the time' said Wally 'but he's grown-up now and I don't need it!'

WALLY KEEN'S long search for justice ended with a TV appearance and a profit instead of a loss.

In January last year Wally, who is manager of branch stock at JS's Streatham offices, ordered and paid for some garden fencing he'd seen advertised. In December the fencing still hadn't been delivered.

'The firm was in Nottingham. I tried writing, phoning - everything' said Wally 'but it just went on and on.'

Eventually he went to a solicitor who told him that it would cost about £60 to sue the firm, twice the cost of the fencing. Wally added: 'He did mention taking out a summons privately but it sounded so overpowering I didn't pursue it.'

The solicitor advised him to wait and persevere. Wally was still persevering when he wrote to the *Daily Mirror's* readers' advice service. 'They didn't even get a reply to their letter!' commented Wally.

It wasn't until he was talking over his 'saga' with a friend at the Bromley Consumers' Association that

Wally was reminded of the government Office of Fair Trading. Within a couple of days he had contacted the office and received a booklet through the post called: *Small claims in the county court*.

It was all so simple. Two forms from any local county court and Wally was all set to make use of the Small Claims Act, brought in as part of the Fair Trading Act 1973.

Paid up

One form asked for details of the action he wanted to bring, the other asked for the history of the case. Wally had kept an accurate record of his dealings with the firm so it was a piece of cake.

He posted the forms to the county court at Nottingham, plus a court fee of £4, based on the cost of his claim.

In less than 10 days the firm was served with a summons, with 14 days to repay the cost of the fencing. On the fourteenth day they paid-up. 'No apology, nothing, just a cheque in

More business but small profits thanks to Government controls

Chairman John Sainsbury again hit out at Government control on profit levels when he announced a small increase in profit in the interim results to shareholders on November 27.

'At our annual general meeting I stated that under present controls it would be exceptionally difficult to achieve an improvement in our profits' he said. 'While the small increase of 9.4 per cent in our profit before taxation is therefore welcome, profit margins will, nonetheless, remain at an unacceptable level unless there is a greater relaxation in the severity of the price code.'

Turnover increased in the

half year by 30.6 per cent, which is higher than was budgeted. This reflects a satisfactory volume growth of approximately 11 per cent. Reflecting last year's sales pattern, some reduction in this rate increase can be expected in the second half of the year.

The interim dividend payable to shareholders has been raised to 1.5p per share (1973 - 1.4p per share) which, together with its associated tax credit, is equivalent to a gross dividend of 2.2388p per share. Shareholders will also be given the right to elect to receive fully paid shares in place of the cash dividend.

	1974	1973
	£000	£000
*Turnover (inclusive of VAT)	230,913	176,802
Profit before taxation		
Retailing - Percentage margin 3.1% (1973 3.8%)	7,144	6,753
Associated Companies - Share of Profit	376	122
	<u>7,520</u>	<u>6,875</u>
Taxation at 52% (1973 52%)	3,910	3,575
Profit after taxation	<u>3,610</u>	<u>3,300</u>
*Turnover includes VAT of £3,756,000 (1973 £1,724,000)		

Life imprisonment for the gunman in Balham shooting

LIFE IMPRISONMENT was the stiff sentence meted out to the robber who shot Securicor guard Colin Gayton, just after Colin and another guard had picked up about £5000 from JS's Balham branch.

The incident happened in July this year but because arrests were made soon afterwards, mainly thanks to the quick thinking of JS staff, the case became *sub-judice*. Consequently the Journal was only able to report the briefest of details at the time.

The case was tried at Chelmsford last month and sentences ranging from life imprisonment to three years were given to the four men involved in the shooting.

Three men attacked the two guards as they were leaving the branch during a busy late Friday afternoon's trading. There was a fierce struggle on the pavement outside the branch amidst terrified shoppers. The guards managed to get the money safely into their van but gun shots rang out and Colin Gayton fell wounded.

Driver shot

Empty-handed the men raced across the road to where a fourth member of the gang was waiting in the getaway car. An argument broke out. The gunman shot the driver, who was bundled roughly out of the car and left bleeding in the gutter as the rest of the gang drove off.

Meanwhile inside the branch an ambulance had been called for Colin Gayton and the police were on their way, thanks to a speedy telephone call from deputy man-

ager Barry Cotterill, who said: 'I heard a crack but I had no idea it was a gun until someone shouted "there's been a shooting".'

Immediately Barry telephoned the police. While he was still on the 'phone JS branch security operator Eileen Strain dashed in saying she had the number of the getaway car and a description of the robbers.

By chance Eileen had been walking along Balham High Road when she noticed three men behaving suspiciously outside the branch. She ducked into a doorway to watch them. When the robbers dashed across the road she crawled between the traffic, which had ground to a halt, until she got a clear view of the getaway car.

Eileen's excellent observations put the police on the trail to some quick arrests. The incident also whetted her appetite for a life in blue. She left JS and joined the police force shortly afterwards!

Someone else who happened to be on the spot was branch security officer Jim Murray. Jim operates from Bromley area office but he was visiting Balham that afternoon; as an ex-CID man he quickly took charge and controlled the *mélée* outside the store; and cared for Colin Gayton until the ambulance arrived.

Said Jim: 'He was within a hair's breadth of being killed;

he was very badly hurt.'

He also took care of the wounded fourth member of the gang until the ambulance and police arrived.

It's a small world. Colin Gayton's wife was working at Central Croydon branch at the time of the shooting. She took time off to nurse her husband back to health, something she knew all about as Colin has been injured three times during his career as a security guard. Mrs Gayton recently gave up her job at JS because of the demands of her husband's work.

Parked in

A possible explanation of why the gunman fired on a member of his own gang is that the driver had allowed the car to get 'parked in'. So their escape was slowed down by numerous backings-and-forwardings to get out, smashing the cars either side in the process. Tempers flared and the driver was shot.

Sugar caning

OVER £6 for a bag of sugar was the price paid by one customer at the Bedford branch.

He was had up for speeding and told the court he was hurrying to get his mother to Sainsbury's before the sugar sold out. He was fined £6.

Deep down clean, that's the Stamford House crowd



An almost full muster of Stamford House clean kitcheners with catering manager Brian Reed (front left) and his deputy Christina Gale (front right). The plaque, being held aloft in the back row, will soon be prominently displayed in the restaurant.

KEEPING IT CLEAN has won the catering staff at Stamford House a British Steel and Egon Ronay clean kitchen award. All 35 of the catering staff, headed by manager Brian Reed, and other JS notables, gathered in the staff restaurant at Stamford House on November 26, to receive a gleaming stainless steel wall plaque honouring their super clean and efficient kitchen.

British Steel and catering critic Egon Ronay, started the clean kitchen award scheme last November. Since then they have inspected over 100 catering establishments, from fish and chip shops to swish London hotels. But they have only awarded 'clean kitchen plaques' to about 70 of them.

Unimpeachable

The idea of the scheme is to encourage catering establishments with 'unimpeachable' kitchens not to 'hide their light under a bushel'. In this way it is hoped to improve standards of hygiene and, of course, promote the use of stainless steel.

Deep in the basement, the

Stamford House kitchen 'light' might well have remained hidden but for manager Brian Reed.

'I read about the scheme and thought the kitchen at Stamford House was sure to qualify for a plaque. We use plenty of stainless steel equipment and the staff keep it spotless'.

He applied to British Steel, was accepted and later an 'inspector' came to look things over. Said Brian: 'He really delved into everything. He was as thorough as John Dripps, the company's senior hygiene officer.'

The 'inspector' said he would pay a second secret visit to the restaurant just to make sure. He must have been impressed, for not long after,

Brian heard that the Stamford House kitchen had won the right to display a clean kitchen wall plaque.

'Everyone was thrilled' said Brian. 'Throughout the company, hygiene standards are so high I'm sure other JS kitchens would qualify. All they have to do is apply.'

The award isn't just for hygiene, it is also for efficiency; and the crowd at Stamford House get full marks. The restaurant is two floors below street level and this sometimes makes getting rid of kitchen waste and water a problem; but the rubbish is stacked so neatly it's often hard to tell it is rubbish. That far underground drainage is also tricky. On the day of the presentation the floor was still drying out from flooding caused by exceptionally heavy rain the week before.

But the 600 or so people who eat there everyday hardly noticed a thing. It was business as usual.

Hazel's chance to air her views

WHAT IS IT LIKE to be a cashier? Hazel Lodge, chief cashier at Chelsea will be telling Radio London listeners in the magazine programme 'Woman in Town'.

For Trish Williams, a member of the 'Woman in Town' team is compiling a feature on jobs, and has been going around interviewing people about their work.

Armed with a tape recorder and microphone, she visited the JS Chelsea branch to have a chat with Hazel.

Hazel, who had only heard that morning she was to be interviewed said after it was all over: 'I thought I wouldn't be nervous, but you always are when you talk to someone for the first time.'



Satisfying

'We talked about what the job involved, the hours of work and the salary. I said what I honestly felt.'

'She asked me what career opportunities were like for cashiers within the firm, and I explained that you could become a chief cashier, or cashier supervisor. There are also openings as chief clerk, security officer, or personnel officer.'

'One of the most satisfying things I've found about being a cashier is serving a really old customer. You smile at the waiting customers, and

then spend a few seconds chatting with the old lady. It works wonders for them.'

'It is one of the toughest jobs being a chief cashier because you are dealing with both customers and staff'.

Trish Williams, who does not know yet when the programme will be broadcast, finished the interview by rushing onto the JS sales floor

and taping some authentic Sainsbury sounds such as tills opening and shutting, and general customer hubbub.

'I found Hazel very easy to talk to' said Trish. 'Often a firm will choose someone for me to interview who may be good at the job, but doesn't know how to put it across. But Hazel expressed herself very clearly'.

Twelve hundred say yes to share scheme

MORE THAN twelve hundred JS employees took up the company's offer to acquire over one million JS ordinary shares under a share option scheme, linked with a 'Save-As-You-Earn' contract with a building society.

Between them they are saving well over £12,000 a month, which is being deducted in regular amounts from their pay. Savings range from £1 to £20 a month. The most popular monthly sum is £8, with an option on 740 ordinary shares. But 186 'super-savers' are putting aside £20 every month, which is equal to an option on 1850 shares.

The price of the shares, 80p each, was determined the day before the scheme started.

This is 90 per cent of the middle market price on that day - October 10.

At the end of the five years the contract with the building society matures and employees in the scheme can take up the option on their shares, paying for them with the money they have saved. Or they can take up part of their share option and have the rest in cash; or even take the whole lot in cash.

Cash or shares?

The share option scheme is open to any JS employee who has been with the company over five years. When the scheme started in November about 57,000 people were eligible.

Let them eat bread

MILLIONS bemoaned the lack of daily bread during the bakers' strike, but staff at least two branches were tucking into branch-made bread and rolls.

Hot rolls and tea! That was the afternoon menu at Winton branch on December 5. Housekeeper Audrey Moore and cook Brenda Williams buckled to, filling the bread gap.

Winton rolls sold at 3½p. 'Delicious' said BPO Pam Cowan 'much better than JS rolls.'

Meanwhile at the South Harrow branch, loaves were being taken out of the oven. It was housekeeper Joyce Faulkner's first attempt at bread - and a great success it was too.

Opening feat!

Three supermarkets opened on one day. That was the staggering first time feat achieved by JS on 3 December when Coldhams Lane (Cambridge), Chingford and Woking opened to large queues, adding another 5426 square metres (58,405 square feet) of sales area, bringing the total of supermarket sales area to 168,159 square metres (1,810,000 square feet).

Within minutes of opening each store was packed out and doing great business. Coldhams Lane exceeded its sales forecast for the first day by a mighty 150 per cent, while Chingford and Woking clocked in with figures in excess of budget of 35 and 30 per cent respectively.

The new stores were not the only ones to report good business on that day. Shoppers on the look out for goods affected by shortages were out in force trying to avoid weekend scarcities. And of course the pre-Christmas build up was by then firmly underway.

Shadow minister opens the door



TORY MP James Prior joined chairman John Sainsbury in welcoming first-footers at Cambridge.

The shadow minister for employment and his wife were the chairman's guests, arriving on Monday evening for a guided tour of the new branch.

Mr Prior was minister of agriculture, fisheries and food from 1970 to 1972 and an advocate of out-of-town shopping centres like the one at Coldhams Lane.

Said Mr Prior: 'I was delighted to accept the invitation to attend the "opening ceremony" as I am still very interested in this type of retailing development.'

Cambridge riot

WE HAD LIFT OFF at Cambridge on December 3, when JS's new edge-of-town supermarket at Coldhams Lane (about 1½ miles from the city centre) opened to record crowds, who surged in on opening morning for one of the biggest shopping sprees the company has ever known.

Bread-hunters and sugar-seekers swelled the queues that stretched for hundreds of yards either side of the long building. In minutes every one of the 376 places in the car park was filled.

Outside is a new style JS, a long high wall of glass, providing customers with a covered walkway between the shop front and the car park. Huge cubes like stalactites hang from the ceiling of the walkway, the base of each cube glowing with coloured light.

Workmen were still busy on JS's first petrol station, due to open on December 17. Geared for a fast throughput of customers, the six space-age pumps will dispense a gallon of petrol in six seconds!

Inside the 2217 square metre (nearly 24,000 square foot) sales area was a riot of people, noise and excitement. The T-junction between the sugar and bread displays became known as 'punishment gap.'

The 186 square metre (2000 foot) textile area did a brisk trade and was way over budget.

Staff at the 24 two-bay checkouts waited for the first wave of customers to emerge from the aisles loaded with goodies.

And loaded they were. Christmas came early to Cambridge with JS staff playing Santa.



EFFECTIVE TEAMWORK at an Ipswich hotel in September got JS's new branch at Coldhams Lane, Cambridge off to a rip-roaring start in December, with a lot less branch-opening-aggro all round.

The magic formula? A one week effective teamwork course for the whole management team, held at an hotel far away from the pressures of branch life.

The purpose of the course, worked out by JS's branch operations training department and still in the experimental stage, is to give the management team at a new branch the chance to get to know each other before the handover; find out about the new store; work out some of the problems that might crop

up; and along the way get a better understanding of what being part of a team is all about. 'An outstanding success' was manager of Coldhams Lane Leonard Skellon's summing up of the course. He remained a remarkably cool man during the tumultuous opening morning.

Coldhams Lane's effective team lines up for an effective picture before the opening.

Even though 15 of the Coldhams Lane team were ex Sidney Street (JS's other Cambridge branch) living and working together for a week gave everyone a chance to reassess the strengths and weaknesses of the team.

Deputy manager Robbie Robertson was deputy at Bishop's Stortford, so he got the chance to size up his new manager; and many of the decisions he ironed out with

Mr Skellon at Ipswich were implemented at the new branch.

Manager of the freezer centre at Coldhams Lane Norman White spoke for the whole team when he said: 'Everyone after a while tends to think his own department is the most important and should come first.'

'The course showed me I was part of a much bigger team.'

Woking packs 'em in

THREE WEEKS before Woking opened the site was a shambles and JS staff were racing against the clock to get the store finished in time. But none of the ladies in the 200 yard queue on the opening morning of December 3 knew that as they poured into the store past director Timothy Sainsbury, who performed the opening, to get on with their shopping.

Within 15 minutes the shop was packed. Predictably the bread, yeast, flour, sugar and syrup gondolas were the centre of attraction.

By half past ten the shop was so crowded that the management called it a day - well, for half an hour anyway, to let the long queues at each of the 22 checkouts subside and to replenish the shelves.

'I've never seen anything like it', said manager Charlie Banner, all at sea in the middle of an ocean of trolleys and hand baskets as he tried to bring order to the queues without and within.

Trading continued at this pace for the rest of the day.

This is the third JS store in Woking. The first opened in

1919, the second in 1933 (it was area general manager Les Westcott's first command and he and his family lived above the branch for five years). This store, in the High Street, closed on Saturday November 30 to be superseded by the new one.

Display is tops

COLDHAMS LANE LOOKED GREAT - every can was eyes front and every packet had its shoulders squared.

The general behind the regimented order and all the other things that go into dressing a new store, was Bert Nurthen, manager of branch merchandising.

Mr Nurthen has had a hand in over 200 branch openings during his long career with JS. He retires in February 1975, but this was the first time he and his 30-strong team of display specialists have had to get three stores ready to open on the same day.

Teamwork is the key says Mr Nurthen. He is full of praise for his individual team leaders. While he looked after

Cambridge he knew that Chingford and Woking were in good hands.

Dressing the store is the final stage of the long job of opening a new store. Mr Nurthen smiled as he said: 'We are here at the end to get the praise - or the criticism. After the doors are open, when it's all over, I slide off quietly and have some breakfast.'

At Cambridge he was still on the shop floor at lunch-time; faced with shelves emptying as fast as they were filled.

Youngest

MANAGER of the new Chingford supermarket, 26-year-old Stephen Woodrow, is one of JS's youngest managers.

He joined the firm when he was 15 as a junior salesman, and nine years later became manager of the Debden branch.

JS seems to run in the family, for his father Ted Woodrow was manager of the Crouch End service branch when he retired in 1971.



Woking Branch Manager Charlie Banner surveys the waiting crowd as the branch closes temporarily.

Petrol too

TANK DIPPING is one of the things Robbie Robertson, deputy manager at the new Cambridge branch, has had to learn about as the man in charge of JS's very first petrol station.

The station is self-service and quite separate from the main store with a drive-in pay-kiosk at one end. Customers will not be able to fill-up with JS four-star (the only grade being sold to start with) until after Christmas; but for Mr. Robertson this new venture is already well underway.

He spent three days with the experts finding out about things like tank dipping. This is an important part of checking-in a delivery of

petrol and entails 'dipping' a long rod (a bit like a motor car's dip-stick) down into the tanker and taking a reading. Readings are also taken once the petrol has been pumped into the underground storage tanks at the station.

There are six self-service pumps. They are bang-up-to-date with electronic push-button operation and an overall design that looks good enough to be a JS 'own label'.

The petrol is almost JS own brand, but not quite. It's being sold unbranded (what's known in the trade as 'white' petrol) and, at 59p a gallon it's a real JS 'super save'.



Robbie Robertson, deputy manager at Coldhams Lane, at the petrol pumps.

No trousers at Chingford

9.20am TUESDAY DECEMBER 3: and the new Chingford supermarket at 13 Hall Lane opened 10 minutes early.

David Sainsbury did the honours, and ushered the customers into the store. Once the floodgates were opened they poured in, searching for bread and sugar.

'It took 15 minutes for everybody in the original queue to get inside' said manager Stephen Woodrow.

The new store is self-contained, and not part of a shopping precinct. The adjoining local authority car park can cater for 280 cars, and the branch operates the lifts to and from the car park.

The new supermarket has 1827 square metres (19,655 square feet) of sales space, and has 17 twin-bay check-outs.

The store has a textile department, a shop-within-a-shop, which displays the full range of JS clothing. But staff had to say no to one of the first customer queries,

which was for men's trousers. JS does not sell them yet.

Branches at 30/32 Old Church Road, Chingford and 32 The Broadway, Woodford Green, closed after trading on Saturday November 30, to make way for the new supermarket.

Superstore Superloo

P'S BUT NO QUEUES for JS's first ever customer loos.

Opposite the main store and the freezer centre at Coldhams Lane, Cambridge, the small discreet brick building was a tranquil haven amidst the throngs of people, loaded shopping trolleys and cars.

Workmen were still putting the finishing touches to the outside but it was all cisterns go inside and it wasn't long before mums found out the convenience of having relief close by on long shopping trips with the family.

... And on foot they came



A long crocodile of shoppers waits outside Coldhams Lane.

Chingforders go for clothes

HOW did the Chingford people take to the clothing department in the new store? Stephen Walkley, manager of the textile department, based at head office, was there to find out.

'The initial reaction has been the most enthusiastic I have seen', he said. 'This is probably because there are very few clothes shops in Chingford. There isn't a Marks and Spencer, or British Home Stores in the area'.

One of the early customers spent £10 in the department.

Many people were buying presents for Christmas, and it seems from the initial figures that a lot of Chingford husbands and sons will be getting socks in their Christmas stockings!

'In the textile departments there is more contact with the customer. It's really a return to a closer staff/customer relationship' said deputy grocery manager Richard Angus.

Engineers beat the rush

UNDER present economic conditions opening just one branch can be a bad dream for the backroom boys in branch engineering design and the architects departments. Opening three branches on the same day, and to a very tight deadline, is a nightmare.

The nub of the problem, according to George Lloyd, engineering design manager, whose department is responsible for all the engineering services and equipment in new branches, is suppliers who continually fail to meet delivery dates.

Andy Brown, site programme controller for new branches and major alterations, adds 'It's also a lack of responsibility - many manufacturers give optimistic delivery dates, perhaps to clinch an order, knowing that they can't possibly be met.'

One went bust

Not all the blame for missed delivery dates and last minute hold-ups lies with the manufacturers, however. Many of them have serious financial problems of their own. One supplier of refrigeration equipment exclusive to JS went bust halfway through making all the cabinets for the three branches which opened on December 3. In the end the problem was sorted out, but the result was that all three branches

handed over to branch staff refrigeration equipment which had not been fully tested and run in. There is also the problem of last minute design and layout changes which can cause havoc to an opening run-up.

Six month wait

Kernel of the suppliers' problems is cash flow. Engineering companies will not make equipment unless they have a firm order and, in some cases, money. Nobody makes equipment to be supplied from stock any more.

As far as JS is concerned the result is a strait-jacket. Most items in common use in fitting out JS branches can only be supplied after at least a six month wait and so over three quarters of the equipment needed for the 1975 openings has already been ordered.

This of course means that any lessons being learnt now from new equipment are difficult to incorporate in 1976 openings. The engineering design departments has to be sure when introducing new designs that they will work. With so many branches in the design pipeline there is no time to 'wait and see'.

Coldhams Lane, Chingford and Woking all have their own problems. At Chingford it was refrigeration units, at Cambridge it was the shop front, at Woking it

was light fittings and the translucent plastic diffuser panels. All three branches opened with contractors still at work putting the finishing touches to the branch, a far cry from the days when branch staff would expect to move into a warm, light, clean branch.

The men on site responsible for making sure that each branch is ship-shape for the opening are the Engineering and Building Clerks of Works who at every opening walk a tightrope as middlemen between the JS engineers and architects, the builders and contractors and the branch.

Of the three branches which opened on December 3 Woking is perhaps the most typical - a medium sized branch in a shopping centre development.

On handover day, three weeks before the opening, nobody would have believed it possible to open as a spanking new JS branch in just 21 days - except engineering c-o-w Ron Lawday, building c-o-w Ian Wort, branch manager Colin Banner and AGM Les Westcott, who knew the branch would have to be ready - or else.

Outside the branch there was a shambles as builders (over which JS had no control) put the finishing touches to the rest of the site. Access for the delivery of badly needed equipment was strictly limited; none of the

refrigeration units had been turned on yet; few light fittings were in place, ceiling tiles were missing; the ventilation had not been functioning; air locks in the water heating system prevented hot water getting to the ladies' cloakroom. And on top of all this branch staff and the support team for the opening were arriving in droves, camping in the canteen (looking like a refuge from the Blitz), anxious to get on with the job of cleaning the branch and stocking up the shelves.

Touch and go

Right up to a week before the 'off' a casual observer might have thought it touch and go whether the branch would open on time. Last minute efforts by branch staff and contractors put on the final spurt to make the branch open in time.

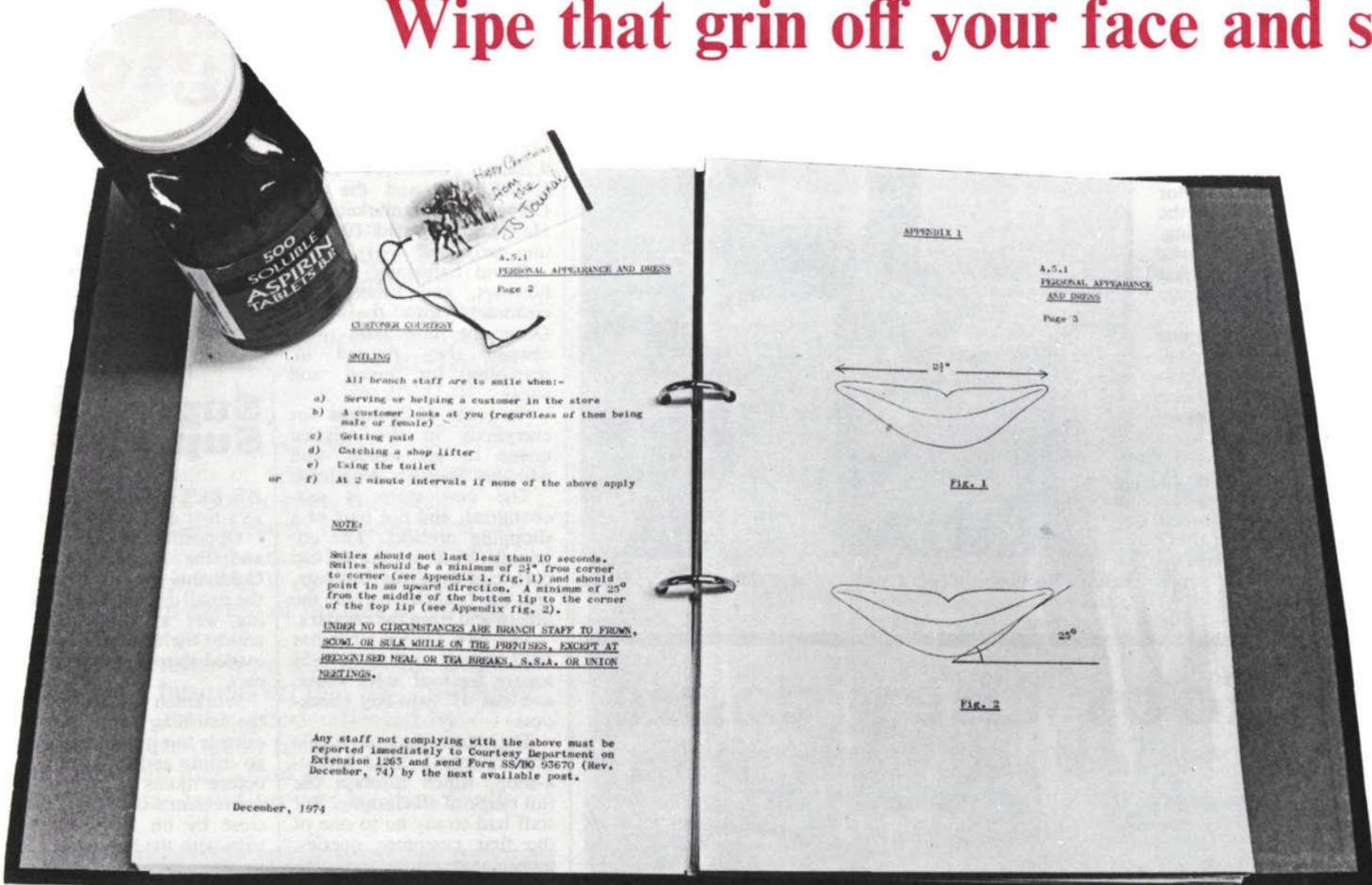
Back at Clapham Andy Brown commented 'We are not complaining though. We see the pressures of current economic trends and the ever-tightening opening schedules as a challenge that we are delighted to meet!'

'Once a date has been set the experience and expertise of the department is brought to bear to open on time, minimising inconvenience to branch staff whom we appreciate have their own problems.'



Three weeks to go. Ian Wort and Ron Lawday compare notes on handover day.

Wipe that grin off your face and smile!



COMPLETE with a bottle of headache pills and our very best wishes to everyone in JS for a very happy Christmas, comes the latest edition of the Standing Instructions, pictured here, which is now on issue and being put into practice everywhere.

Mastermind of this little piece of work, which is positively the last word on the smiler campaign, is Paul Sayer, area general manager Archie Booth's PA.

A Journal's eye view of December



The recent flooding in the Blackfriars restaurant was put to good use when a sudden cold spell just before Christmas caused widespread freezing. Assistant editor Phyllis Rowlands took advantage of the glacial conditions to perform a series of twirls and pirouettes to the delight of watching diners.

Rumours that the SSA are staging a grand charity spectacular on ice in the new year are denied.

Below right: Jill Kirk from Hemel Hempstead branch has been chosen as Miss JS Western to represent AGM Ken Wood's area in the Miss JS finals on 15 February 1975. With her are the runners up, on the right Candy Bourne (2nd) and on the left Cathy Dodd (3rd).

Jill rose to stardom on December 9 at the area's dance at Dunstable. After the competition the thousand-strong crowd let their hair down, and in one case, their trousers up, and got on with some spirited dancing (other pictures).



Right: Percy Roberts from the perishables warehouse played Santa at the Buntingford children's party on December 14.



Postbag: A bald protest

From D Parkin, statistical services department

On behalf of those members of both branch and head office who, shall we say, suffer from a receding hair-line, we really must protest in the strongest possible terms about the dubiously named 'smiler card' published on November 19. The card which read, 'There is no point in losing your hair - nobody likes you better without it' is, we feel, offensive almost to the point of libel to those somewhat balding members of JS staff. Indeed the question of damages (a year's free supply of hair restorer possibly) cannot be ruled out.

Surely the perpetrators of this horrendous piece of literature are not implying that those male members of JS staff who may have less hair than certain of their brothers are in some way offensive to the rest of the human race. If indeed they are under this opinion let us remind them that frequent surveys reveal that women, and hence the majority of our customers, find balding men just as interesting, if not more, than their hairy counterparts and that a surfeit of hair has long ceased to be fashionable. Surely then the creators of this dubious slogan are not implying that JS staff should be both uninteresting and unfashionable.

No way!

From George Jackson, customer service assistant, Leicester

I have noticed that customers sometimes enter this shop by the exit door making their way to the shop floor by walking through the barriers of closed tills and start shopping without basket or trolley. I have on occasions spoken to some about this.

Surely this could encourage stealing. Why not close

barriers off with a chain fixed to one side and hooked on the other by a spring hook. I'm sure this would stop this practice, saving a lot of inconvenience and also unpleasantness.

I'll keep trying

From C S Lundy, Barkingside
So we have the slogans 'smile' and 'the customer is the most important person in the shop'. Let me say that I am right behind these sentiments.

But, like a soldier about to go over the top, may I ask

for maximum support from the ancillary services. It is much easier to smile if things are running reasonably smoothly. So, may the left hand know what the right hand is doing, may we have better computer programs, more intelligent assessment of the manual sales sheets, more sympathetic consideration of requests for adjustments to allocations, less ambiguous bulletins, better loading of deliveries, and, to other shop staff, efficient preparation and streamlining of 'phone calls to HQ so that I waste less

time on the 'phone and spend more time with my customers.

Having read the JS Journal, I followed up by reading the article in the Press Digest on the grocery management interview with Mr J Barnes on the reputation of JS. In an article covering four pages the only mention of JS staff takes two lines and this out of 670 lines. Not a word of appreciation or thanks to staff past and present, some with 50 years' JS service, from offices, depots, factories, transport, maintenance - even the JS Journal staff and, of course, the shops. Come on, Mr Barnes, shake the speedi-dri out of your turn-ups and give us a smile.

In the meantime, for JS, our customers, and my work-mates, I'll keep trying.

Is it not a very poor reflection on such a great company?

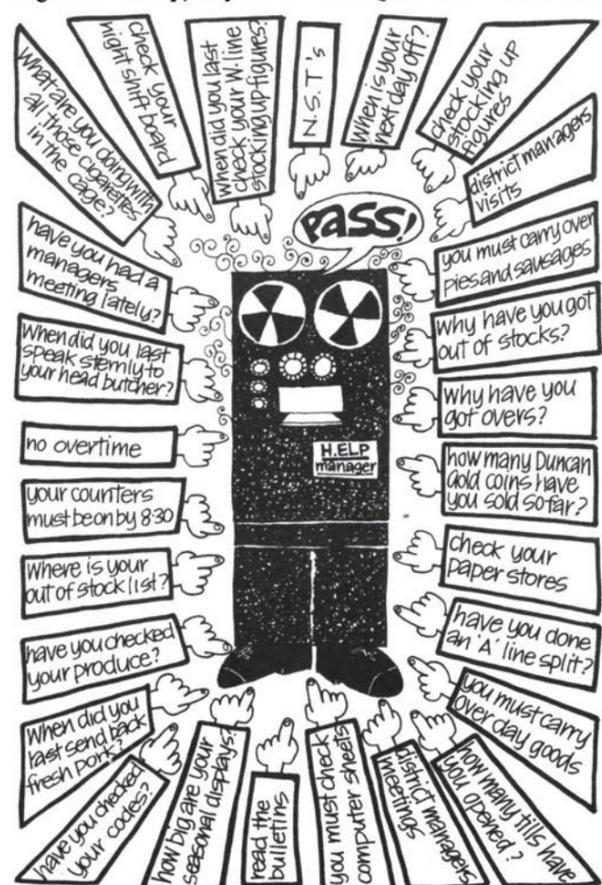
Most companies concerned with image regard this as an extremely important area.

I would like to add a word of congratulation to the ladies on this exchange. Despite what must be a hazardous task dealing with frustrated enquirers, I have never heard them spoken of in anything but the most glowing terms.

A new telephone exchange is on order and should be delivered within the next two

years. Until then staff can use a wheeze invented by your editor who, when he can't get through to the office, rings up a depot or office with a direct line and asks for his department to be told to ring him. It works.

Letters are welcome and should be addressed to the editor. Don't forget you can dictate one by using the Journal's phone-in service on Blackfriars extension 2363.



John Worledge, deputy manager at Northampton, sent us this alarming idea of life as a JS manager. Hope things get better!

Frada's limerick wins wine

NUMEROUS telephone calls about the Christmas wine competition told us you had unravelled the anagram of our Yorkshire brew 't' St Emilion, bottled at Château Heathcliff. T'were just a slip o't pen!

There were less entries this time, just over 40 instead of nearly 100 last year. The competition was difficult, so congratulations, to everyone who attempted it.

Only two people got the answers absolutely correct - first and second prize goes to them: third and fourth prize was drawn from the 'one-mistakers'.

First prize goes to Frada Toms of Stamford House. Her tie-breaking limerick was:

'A wine taster's daughter from Bouzy
Ran off to join the Watusi,
Of clothes she has none,
But she's having such fun!
(Well beggars, they say,
can't be choosy.)'

David Fisher of Charlton depot comes second. Third prize also goes in the Charlton direction to Norman Lee

depot accountant, with this limerick:

'A wine taster's daughter from Bouzy,
About vintage was not all that choosy
After vin ordinaire
She just didn't care
And staggered around like a floosie'

And fourth prize to Miss A Davey of Richmond branch, who wrote:

'A wine taster's daughter from Bouzy
Over drink was decidedly choosy
'Twas champagne every time,
Till she hadn't a dime
Not even a coin for the loo-see!'

Six consolation prizes go to entries with just a slip twist cup and lip or with outstandingly good limericks.

M G Mott, engineers, Stamford House; J M Lehane, administration officer, Charlton; R V Hilliard, Hove branch; J P Goodson, DP clerical, Stamford House; M Brodie, Halesowen branch; H Jones, Technical adviser's office, Blackfriars.

Express exit

From Margaret Potter, veteran

I read with interest Miss Springthorpe's letter about express checkouts in the JS Journal, being an ex JS employee who was at all the early JS self-service store openings and was responsible for the office and checkouts.

I would like to say that when 9/11 Croydon was opened some goods were in short supply, some still rationed and JS did not stock half or even less the items they do today.

During the early weeks we tried having one checkout for five items or less but it only caused annoyance to others.

Hot lines

From David Solomon, senior buyer, purchasing department Clapham

An ever increasing number of suppliers complain of the difficulty in breaching the Sainsbury's switchboard. So often they find that the 928 3355 number is engaged.

People

Retirements

Albert Lambourne retires on December 21 after 45 years with JS. He was born in Caulcott, a hamlet (one pub and 24 houses) near Oxford, and started at the Oxford branch in 1929.

Apart from a few months at Victoria and six years in the forces Mr Lambourne remained at Oxford, eventually as manager, until the branch closed last year. He finishes his long career at Cowley as reserve manager.

His Oxford roots go deep and retirement for him will mean more time for the allotment he has dug and planted for 27 years.

Bryan Nolan retired on December 12 after 43 years with the company. He started his long and varied career in the sales office at Blackfriars. He did a spell in customer relations and was involved in the paperwork behind JS's first self-service store.

At the time of his retire-

ment Mr Nolan was working at Streatham office in purchasing accounts.

Miss Lily Ribbans retired on December 7 after 33 years with JS. She was 1st grocery hand in the High Street, Colchester service shop for 28 years and cake display assistant in the Kingsway precinct supermarket for five years.

Miss Ribbans says during her 33 years with JS she has never been late or had a day off through illness, and asks is this a record?

How does she keep so fit? Cycling and gardening.

Miss Rose Pinnock retires on December 28 after 18 years as a saleswoman at JS's St Albans branch.

Miss Pinnock is an ardent swimmer. She also likes dancing and making knitted toys.

Thomas Sanders has retired through ill health after eight years with JS. He

has been ill for some time. Mr Sanders worked at the Bishop's Stortford branch as a store warehouseman.

Appointments

Derek Pretty, formerly a financial analyst at Stamford House, has been appointed special assistant on financial matters to director Joe Barnes.

Mrs Susan Dark, head of internal statistics, will be working with Derek Pretty on matters of profit forecasting and targets and in setting up and operating the new stock control system.

Both Derek Pretty and Susan Dark will be taking up their full responsibilities over the next two months.

Don Richmond, formerly plant engineer at Charlton depot, has been appointed depot works engineer.

Peter Ibbotson, formerly deputy manager, branch engineering, Clapham, has

been appointed manager designate of branch engineering.

He succeeds Norman Johnson who retires early next year, and will assume his new responsibilities gradually between now and the end of the year.

Peter Armfield, formerly operations manager at Buntingford depot, has been appointed administration manager at the depot. He will take up his appointment from January 13.

E Edwards, formerly manager of Walsall, has been appointed manager of Sutton Coldfield.

P Purslow, formerly manager of Sutton Coldfield, has been appointed manager of Walsall.

Peter Cooper has been appointed deputy manager of engineering design at Clapham. He continues as manager of the refrigeration section.

Long Service

We congratulate the following employees on receiving long service awards.

40 years:
S S Inkpen (Barkingside)
H G Stone (Romford)
25 years:
M Bentley (Reading)
R H Collinridge (Basingstoke)

Obituary

Mrs Ethel Forecast, a part-time skilled supply assistant at the Debden branch, died on November 23.

She had been ill since September and died during her third stay in hospital this year.

Mrs Forecast had been with the company for five years.

Bert Gardener, who retired from JS in October, died on November 16.

Mr Gardener joined JS in 1956 as the company's first heating and ventilating

engineer and he subsequently became manager of the heating and ventilating section, engineering design at Clapham.

When he retired he was branch services co-ordinator of engineering design.

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The campaign is over—but its message goes on

KEEP SMILING!

'WE IN THE BRANCHES are in the same business as the stall-holder in Petticoat Lane - retail trading. The thing that is different is our image' said departmental director, branch operations division, Len Lewis.

'In Petticoat Lane you expect the banter of the salesman, and even the most difficult customer going to a street market would be disappointed if she didn't get this.'

'The JS image is kindness, consideration, friendliness, and an understanding of the customer's problems.'

'If the Sainsbury customer misses this she is equally disappointed.'

'Over the last two or three years we may have drifted a little from our cherished image.'

'But all our staff needed was a reminder. We wanted the staff to stop and think about the problem of customer relations. That's what the customer relations initiative was about.'

'We wanted to remind staff that we are proud of our valuable image, an image which makes us different from other supermarkets, and one we can't afford to lose.'

'Now that the initiative from head office is lying dormant, it is for the branch managers to continue the campaign. It is vital we pass on the message to new staff.'

'We must continually remind ourselves that goodwill is our most precious commodity.'

The customer is always right!

FIVE WEEKS into the customer courtesy campaign, and branch director Peter Snow wrote to all branch staff:

'Compared to the same period last year the number of written complaints of discourtesy has nearly halved while the number of commendations we have received for courtesy and helpfulness has more than doubled... Even in these extremely difficult times!'

So lets take a look at the bright side.

The lady who lost a handbag which was promptly retrieved by the staff wrote: 'I would like you to know of a customer's most grateful appreciation.'

Other letters run: 'I would have written at once had I a complaint, so I felt I would like to write and tell you what a pleasure it was to shop in the Folkestone branch of Sainsbury's...'

'... I would like you to know how very kind one of your girls was to me today... I am an old age pensioner, I was so cold I could not sort my money out, and she helped me and a kind word as well...'

'... I should like to acknowledge the kindness I received



They're in there somewhere. Having fun hunting out the winners are from left to right: publicity manager Jim Woods, directors Roy Griffiths and Peter Snow and departmental director Len Lewis.

What's in a name?

NAME BADGES, which came into their own during the 'smiler' campaign, may be with us to stay. 'They are an attempt to humanise the whole business of super-marketing' said JS publicity manager Jim Woods.

But when the badges were first introduced at the beginning of the campaign, staff were not very happy about them. The general reaction was 'I suppose they're doing this so customers will know who to complain about' - but customers also know who to compliment.

Ex-area superintendent Alf

Leach returned from retirement and has been doing mini surveys to find out what the staff think about their badges.

Recently Mr Leach visited six branches; Guildford, Feltham, Richmond, Balham, West Wickham and Wallington, and spoke to 170 staff.

Of those the majority, 140 staff, thought the badges were 'a good idea' and three others said they were 'excellent'.

Ten thought they were helpful with new staff. Of the other 17, seven didn't mind or care, and the rest were less than enthusiastic. But only one said she didn't like the badge.

Winners Competition 1

OVER THREE THOUSAND entry forms rolled in - a good response to the main courtesy competition.

Branch staff had to choose six important things that they should do for the customer out of the 12 listed - and put them in the right order.

The judges' combination was 2, 8, 6, 1, 10, 5 - but nobody got it!

If you chose your numbers at random this was not surprising, as the chances of getting it correct that way were one in 665,280.

So congratulations to those of you who came up with a near thing.

The winning action points were:

- 2 Showing consideration to all customers but in particular the elderly and disabled.
 - 8 Thanking customers at the checkout.
 - 6 Taking a customer to locate an item she cannot find (rather than just pointing to it).
 - 1 Being clean and well dressed.
 - 10 Having a pleasant, interested expression.
 - 5 Following through a request (for example if you have promised to do something for a customer, making certain it is done).
- Each area winner receives £100 and the runners up £10 each.

Competition 2

HERE are the winners of the slogan competition and winning slogans. Each winning slogan means its author is richer by £25.

Ealing area - Mrs P Ward, clerk, Gloucester
'A smile costs the least
But is worth the most'

Kingston area - Mrs B Chamberlain, chief clerk, Bristol
'It costs you nothing
But means so much
A smile of welcome
The JS touch'

Bromley area - Mrs J Smallcalder, P/T display assistant, Bromley
'Never be snappy, just smile and be happy'

Coventry area - Mrs C White, midday packer, Corby
'A smiling face is Sainsbury's ace'

Romford area - Mrs E J Groombridge, P/T display assistant, Ipswich
'To smile is a pleasure
So give them good measure'

We all love a loser..

A few of the slogans that didn't win area prizes:

'Roses are red,
Violets are blue,
Give me the money,
And I'll smile for you'
Martin Kay, management trainee, Drury Lane

'There's no S-miles an hour limit'
John Herbert, provisions tradesman, Edgware

'Customers are your bread and butter, so say cheese and smile'
Sheila Teare, display assistant, Aylesbury

'Goodwill stretches for S-miles and S-miles'
Ivy Hockings, chief clerk, Hastings

'Life may not always be a bowl of cherries but that's no excuse to give everyone the pip'
Harry Atter, senior meat tradesman, Bexhill

'Remember the smile may be genuine, even if the teeth are false'
Barbara Smith, fresh meat assistant, Bell Green

'Smileys-Smileys everywhere,
From every wall he glares,
From every nook and cranny, the
Flat faced devil stares.
The staring face so ugly,
All bloated big and puffed-
So if we're supposed to look like that
You can tell them to get stuffed!
(With JS sage and onion of course)'
Ron Elliott, meat tradesman, London Road, Brighton

Romford area - Mr A B Davis

First prize:
Mrs G E Linger, P/T cashier, Waltham Cross
Runners-up:
Mrs E J Broadley, P/T cashier, Tottenham
Mrs H Scarlet, P/T cashier, Basildon

Kingston area - Mr L T Westcott

First prize:
Miss A E Rayner, cashier, Portsmouth
Runners-up:
Mrs D Adams, cashier, Basingstoke
Mrs G M Gosney, cashier, Walton-on-Thames

Bromley area - Mr A G Booth/Mr D A Males

First prize:
Mrs M F Dibbell, display assistant, Churchill Square, Brighton
Runners-up:
Mrs K Gentil, cashier, Hastings
Mrs E Omer, cashier, Catford

Coventry area - Mr L T Wrench

First prize:
Mrs T C Hickman, cashier, Wolverhampton
Runners-up:
Mrs S Stevens, P/T cashier, Rugby
Mrs E A Robinson, grocery clerk, Rugby

Ealing area - Mr K P Wood

First prize:
Miss J C Eckett, weekend student, Kentish Town
Runners-up:
Mrs N Green, P/T cashier, Wealdstone
Mrs J Gibbs, cashier, Boreham Wood