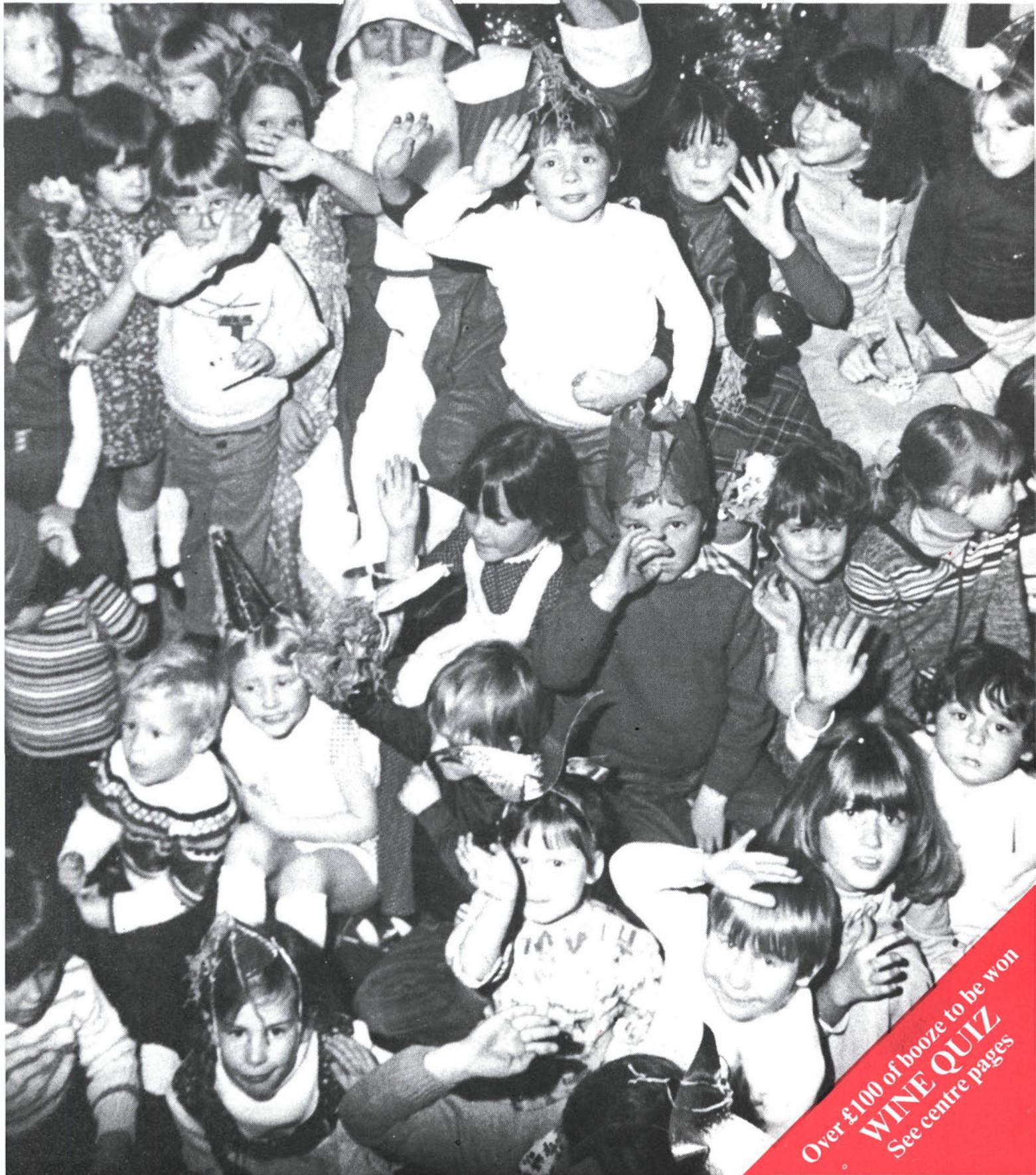


JS JOURNAL

Christmas 1977



Over £100 of booze to be won
WINE QUIZ
See centre pages

JS JOURNAL

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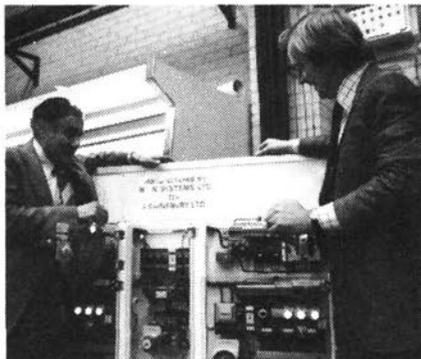
The three brrs

A COLD WINTER is in store for JS engineers. On December 9 a refrigeration training school was opened at the Prestcold Works in Greenford, Middlesex, as part of a new scheme to help engineers become familiar with the sophisticated refrigeration equipment which is now installed in JS stores and SavaCentre.

The school, which is the brainchild of JS's engineering design chief, George Lloyd, is the first of its kind to be opened specially for engineers working in the food retailing industry. At the moment the demand for refrigeration equipment is on the increase and is developing so fast that there is a shortage of engineers sufficiently trained to look after it.

Many of JS's suppliers have helped to set up the school by providing the necessary equipment for practical demonstrations. Prestcold are playing host to the school and also providing the basic refrigeration installations.

Electrical, design, and refrigeration engineers from JS, as well as suppliers' own engineers, will be on the one day courses.



Previewing the fault-finding equipment are George Lloyd (left) with senior engineer, Derek Lloyd.



Warm welcome

OUTSIDE it was cold and damp. Inside JS's new Petts Wood Freezer Centre on opening morning, December 6, customers soon warmed to the bargains they found there.

An early start was rewarded by a steady stream of shoppers keen to compare prices and assess quality; and to judge from the overflowing trolleys the verdict was an emphatic 'thumbs up'.

Manager Jim Lowe, formerly at Church Street, Croydon, was very pleased with the morning's trading. He predicted that ice cream would be a 'best seller'—a surprising choice in view of the chilly weather. But sure enough trolley after trolley passed through checkouts with a mammoth tub of ice cream tucked away in there somewhere.

Turkey sales however beat ice cream sales feathers down. At one time it seemed the entire population of Petts Wood was

there buying its Christmas dinner.

Licensing difficulties meant the Centre had to open without the customary off licence section. In the end this proved to be a boon as the extra cabinets, installed where the drinks would have been, did a roaring trade.

The new Centre does not sell home-freezer cabinets. There is an arrangement between the JS store and a nearby Trident home-freezer outlet that anyone who buys a freezer worth over £100 is entitled to £10 of JS freezer goods free. Several new home-freezer owners were there on opening morning to claim their 'goodies'.



Above: Manager Jim Lowe and warehouseman Norman Newton (left) restock the turkey cabinet.

Scaling the butter mountain

A BUTTER BONANZA is what the national newspapers have been predicting for the new year, but it won't mean a decrease in prices.

On January 1 Britain's butter takes the next step to fall in line with the price charged in the EEC. This could mean an immediate increase of 7p a pound but because wholesale stocks have been built up the British consumer is unlikely to feel the full effect of the EEC legislation until the stocks run out.

According to JS's butter buyer, Stephen Jones, the cheaper butter stocks could last for six months, slowing down the rate of price increases.

Once the stocks are finished, however, the British consumer will be paying almost the same price for her butter as the European housewife, though there will still be the advantage of a consumer subsidy of 8½p per pound.

Higher butter prices would be a disaster for dairy farmers because they would simply encourage more and more customers to change over to margarine. Over the last two years annual butter sales have dropped by more than 80,000 tons, while sales of margarine have risen by 65,000 tons. Because the little men in the EEC

recognise the dangers of lower butter consumption they are likely to step up the amount of consumer subsidy in order to maintain the present consumption of butter in Britain for some time to come.

Despite the unpopular sale of EEC butter to Russia, and the third world countries, the butter mountain still exists in coldstore warehouses throughout Europe. To decrease it the EEC is trying out a new method this year called the Community Christmas Sale.

Although Britain will not be enjoying the fruits of this latest EEC brainwave let's hope British stores, and particularly JS stores, will not be forced to add to that mountain by having to charge the full EEC price for our butter.



Own-label weans JS milk off the bottle

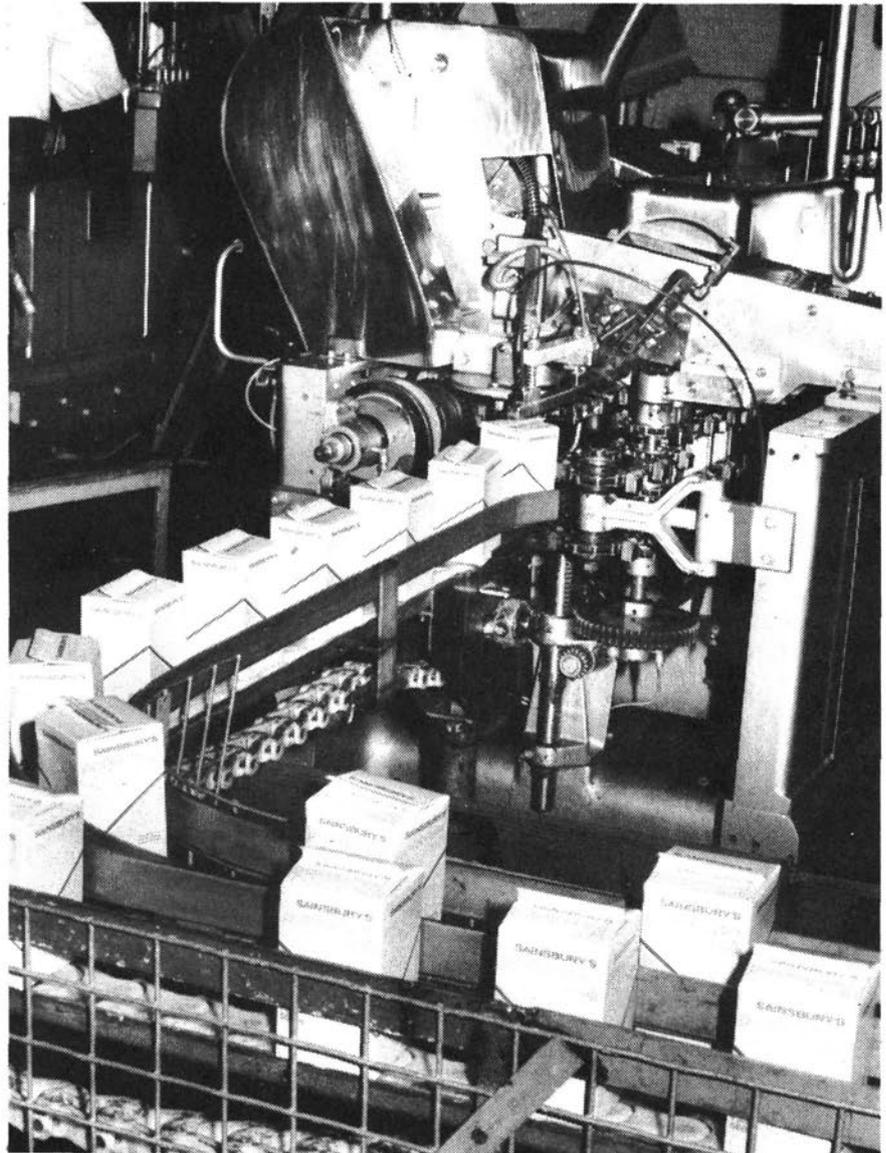
FRESH MILK is now being produced the JS way. This doesn't mean the cows are being fed Sainsbury's fodder—just that the familiar polystyrene bottle is being replaced by a JS own-label Pure-Pak carton.

Made of waxed cardboard and printed in green and blue, the new containers first appeared at the beginning of December in those stores supplied by Unigate's Walthamstow processing depot. The replacement of old machines gave the opportunity to change to this form of packaging, which can be shrink-wrapped. This eliminates the problem of keeping the more conventional, and cumbersome, crates clean.

Drinka tanka milka . . .

Each day, the depot handles 45,000 gallons of milk, with up to 9,000 gallons going to JS on peak days. These are usually Wednesdays and Thursdays so as to cater for heavy weekend trading. The milk arrives in large tanker lorries and is piped into storage tanks which feed a continual process line. As it passes through the system it is clarified and pasteurised to ensure any impurities are removed. Tests are made at every stage to ensure JS's high standards are maintained. Pure and perfect, the milk now passes to the packaging machines.

Each machine represents a substantial capital investment. Handling around 75 cartons per minute, with a low rate of wastage, the machines also mark the retail price and a sell-by date. Similar machines also package fruit juices, and many of the cartons of orange and grape-fruit juice in JS's south eastern stores are produced at the Walthamstow depot.



At present only one-pint cartons are being produced, but the quart size should appear in the New Year, and it is hoped that the process will spread to other Unigate depots that supply JS as soon as is practical.

Above: cartons of JS milk emerge from the new machine. Starting with cardboard blanks, the machine forms the carton, fills it with a precisely controlled amount of milk and then stamps the retail price and sell-by date on the top.

Fused with the news

NEWS of the company's first own-label electric product—a 13 amp fused plug—sparked off this shocking electro-ode by JS veteran Cyril Croft.



*N is for neutral, the colour black or blue
Now come down to earth, green or green
and yellow will do
To make them live, brown or red you now
connect
Then press down the switch and you'll find
it is correct.*

*Whether washing machine, fire, 'fridge or
lighting
Check with the experts before you do the
buying
For there are all sorts of plugs and all sorts
of fuses
Each of them designed for their particular
uses*

*So pick the right one to fit your desire
To make sure you're safe when at night
you retire
Just stop and think and you'll find all is
well
When you follow the directions of our
Little NEL*
Neutral, Earth, Live

Women's lib for ever and heifer

YET ANOTHER BLOW was struck for Women's Lib at the Smithfield Show earlier this month. Of the six animals entered by JS, five were heifers, and each walked off with the top prize in their class. The sixth member of the team, a steer, gained a second place.

On the following day, December 6, the 'ladies' team was entered in the championships, and emerged not only as the top team but also carried off the coveted prize for Supreme Champion Heifer.

The proud guardian of the female champions is Rory Edward, who manages the JS Aberdeen Angus herd at Kinermony in Scotland.

Dear Santa Sainsbury

THE CROCODILE ate the sausages at North Cheam branch's children's party on December 11. Over 50 kids shouted themselves horse replying to Mr Punch's customary, Oh no I didn't! with an emphatic, Oh yes you did!

Smokey the Clown's Punch and Judy show was just one of the treats during an action-packed afternoon, that ended with a visit from old white beard himself (below). Any similarity between Santa and warehouseman Jim Green is pure coincidence!

Chief display assistant Bernie Ryan did most of the organising including contacting Santa at the North Pole!



WALLINGTON BRANCH pulled off a coup on December 11 when their party for deprived and underprivileged children was graced by a visit from a very special Santa (above).

District manager Bill Somerton made his debut as a jolly Father Xmas at the end of a riotous afternoon's entertainment. Treated to a Punch and Judy show, vast amounts of food, and the smiling faces of Terry Day (manager) and Jack Irwin (deputy manager) as clowns, the 39 children had a great time. The credit must go to all the staff at the branch, who raised nearly £200 to enable the party to go with a Bang.

A CHRISTMAS CLOWN kept the SSA children's party bubbling at Streatham on December 10. Oceans of lemonade and plenty of sticky cakes helped things along as 33 kids enjoyed a mystifying magician and played some seasonal games. The clown, Gordon Roxburgh of purchases accounts, ran the whole affair and helped Santa distribute the presents (right). Arriving to a rousing chorus of 'Jingle Bells', Santa Bernard Mark, a systems planner, brought the proceedings to a close by giving out sackfuls of parcels to the eagerly waiting children.

ICE CREAM AND JELLIFICATIONS were on the menu on December 11 at the Stamford House staff restaurant. The occasion was a Christmas party for the children of staff at Blackfriars and Clapham. (It's the Stamford House kids on our front cover.)

Nearly 100 children ate their way through mountains of cake and laughed their way through a film show and comic conjuring act.

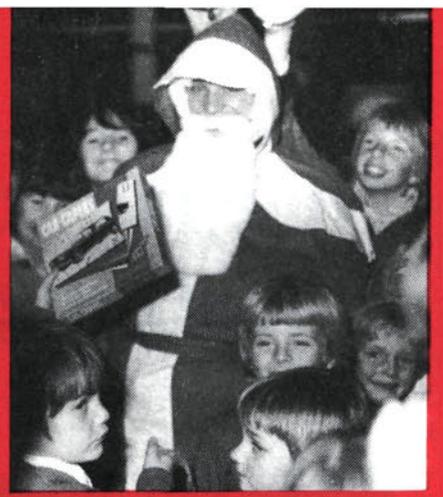
Santa (below) bore an uncanny resemblance to Ben Ruocco in stock control.

The fairy godmother whose magic wand and hard work made it all possible was Gillian Stockall of the SSA.



Being in two-hundred-and-two places at once is easy when your name's S Claus esq. We followed Santa's sleigh to just a few of the JS children's parties he visited before he set off to do his own brand of late night trading!





THE ENTIRE MANAGEMENT TEAM, most of the staff, and almost 70 kids turned out for Harpenden's bumper Christmas party on December 11. The branch has been organising a children's party since it opened nearly eight years ago, and this year it was the turn of deputy manager, Dave Hampshire, to don the red cloak and whiskers, and preside in the fairy grotto.

With very little difficulty the managers' sitting room was transformed into a 'grotto' and the trainee Santa (above) chatted, patted, and puffed his way through the long queue of children with splendid results.

Money was raised for the party throughout the year with raffles and whip rounds, and the canteen staff started work on the home-made feast more than a week before the event.

All the hard work was well worthwhile, and there was only one casualty. A six-year-old sneaked into Santa's dressing room for one last look, and found his clean-shaven hero unstrapping a pillow from his not so portly frame. 'Oh, you're not the real Santa at all, are you?' said a voice, plaintively.

A SECRET MOMENT with Santa (above) at a children's party held on December 4 at Burton-on-Trent store.

The old man with the beard is tradesman Mark Tucker, 16, who offered himself for the once-a-year job as a joke, but staff at the branch kept him to his promise. Mark proved an excellent Santa, from his snow-covered boots, to his rosy red cheeks. And what was that Christmas conversation all about? Nobody knows, except Santa.

Dave'll fix it

'I'M FINISHED WITH SCHOOL—I'm going to work one of the tills at Sainsbury's' said seven-year-old Catherine Southway, and promptly wrote to the manager of her local JS store at Bitterne, asking for a Saturday job.

She didn't get the job but manager David Webb worked a bit of Christmas magic and invited Catherine to the store on December 8, for a trial run.

Catherine has a passion for tills. She has three at home and spends hours ringing up items and counting out change.

Why? 'Cos I like them' replies Catherine with feeling. 'I like sums and best of all I like adding up money.'

'It was such an unusual request' says David 'I decided to do a JS version of "Jim'll Fix It" and arrange for Catherine to have a go on one of the tills.'

A couple of branch staff were Catherine's customers and chief cashier Edna Taylor was there to explain all the buttons.

'If Catherine's as keen as this when she leaves school' says David 'the job's hers!'



Catherine asks chief cashier Edna Taylor: 'Is this the right button?'

New lager is longer and stronger

BIGGER AND BETTER BEER cans herald the arrival of a new own-label lager. JS Extra Strength Lager is being marketed in the larger 15½ fluid ounce cans, a first for own-label beers.

In the stores in early December, and retailing at 98p, it compares favourably with beers such as Skol Special Strength, Carlsberg Hof, and Tuborg Gold. Stan Meekcoms, JS beer expert, says that the lager 'comes from the south side of Burton-on-Trent', where the water 'has its own distinctive flavour'. The *Journal's* own beer expert thinks it 'a nice little beer, with just enough bite to remind you that it really is a powerful brew.'



Tenderly jaws

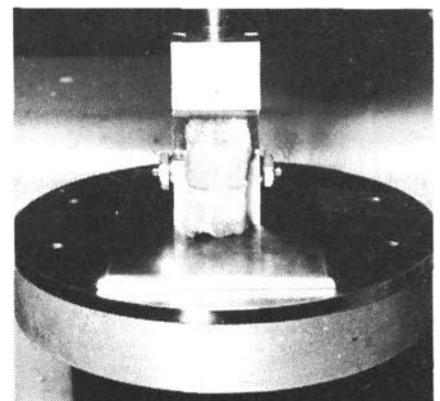
WHAT'S SILVER, never visits the dentist, but chews more meat than you or I could get through in a month of Sundays?

No, it's not the latest James Bond monster, it's a mechanical jaw used by the food science laboratory at Blackfriars.

The 'Wolodkewitsch Jaw' looks a bit like a miniature french guillotine, but when it is used in conjunction with the large Instron Universal Testing Machine

it provides precise and objective readings on the toughness or tenderness of meat.

Dr Wayne Morgan, JS meat scientist, finds the 'jaw' invaluable when conducting tests into the latest methods of tenderising and handling raw meat, but, he says: 'In the final analysis you can't beat human jaws if you want a really discriminating assessment of the quality of meat.'



Pieces of cooked meat, one centimetre thick, are placed under the blunt-ended blade of the Wolodkewitsch Jaw (above). The Instron machine (left) measures the amount of force needed to penetrate the meat and records this on a graph.

Worth croissant the Channel for . . .

PRICE CONTROLS are always difficult things to police, but M. Raymond Barre, the French Prime Minister, is having more than his fair share of problems with the price of that staple of the Frenchman's petit-dejeuner (breakfast)—the croissant.

M. Barre has decreed that the fair price for a top quality croissant is one franc 20 centimes, about 13½p. This has caused a storm of protest in Parisian baking circles, who have been charging as much as 18p. In response the bakers have reduced the size of the crescent-shaped delicacies to fit the smaller price. The French government hit back by establishing a standard size, and sending out teams of inspectors armed with tape measures.

His crusade for a fair price for croissants can perhaps be explained by looking at the price of JS croissants. Dubbed 'best buy' in the *Times* earlier this year, they cost a mere 9½p for a packet of two, or in French terms, 42 centimes a piece. Even allowing for higher manufacturing costs across the channel, it would seem that M. Barre has a point.

The *Guardian* on November 12 was quick to support the French PM's campaign, and in so doing throw in a quick plug for the JS supersave croissant: 'If anything can bring the French bakers to their senses it is surely the sight of ordinary Parisians queuing all the way round Montmartre for a lorryload of Sainsbury's croissants.'



What we want is . . .

'WE WANT MORE Sainsbury lines' say the demanding customers at the first ever SavaCentre store in Washington. This favourable reaction was discovered by a market research team presently working in the store, who have found that Northern customers are eager to try JS products, and that once tried, they are coming back for more.

After SavaCentre's first month's trading store director John Herbert has plenty to be proud about. 'Having had the experience of opening a similar store in Germany' he says 'I've been absolutely delighted with the progress we've made in SavaCentre.'

Fortnum and Mason

Turnover is right up to expectations and four weeks after opening customers were still having to be turned away on a Saturday because the store was full.

Letters have been flooding into SavaCentre's offices full of praise for the new store. Customers like not only the JS lines but also the general look and feel of the new store.

The soft goods section has been highly praised for the quality of the goods on sale, and the special racking, used for the first time to hang British Home Stores clothing, has proved very successful.

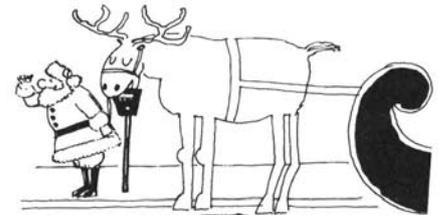
The in-store bakery and delicatessen area has proved so popular one visitor even suggested it should be known as 'Fortnum and Mason Corner'.

The store has not been without its problems. John Herbert reports: 'There is still a lot of work to be done behind the scenes to improve our warehousing system, but we intend to crack that problem very quickly.'

There have also been a variety of minor hitches around the store, including the day the locks jammed in the petrol station, but the team of JS engineers, who are on loan to SavaCentre, have been quick to iron out many of the teething troubles to keep the store running smoothly.

A traffic specialist has been called in to help ease the problems in the car parks where customers often decide to drive elsewhere rather than face the queues for a space, despite the fact that there is room for 1,350 cars.

John Herbert admits these sort of difficulties were expected but adds: 'The success of any store really lies in overcoming the problems of the first few weeks, so that's just what we intend to do.'



Behind the scenes of the in-store bakery, part of 'Fortnum and Mason corner'.



A-hunting he will go

D'YE KEN Terry English, in his coat so grey? He's a produce quality controller at Hoddesdon depot but every weekend he can be seen galloping far, far away across the Essex countryside with the hounds and the horn in the morning.

Terry is a keen member of the Essex Hunt, based in Harlow. He is an honorary hunt servant, which means he helps the full time hunt servants, the huntsman, whip and secretary, and the Master to look after the hounds and the horses, and to help at the Meet.

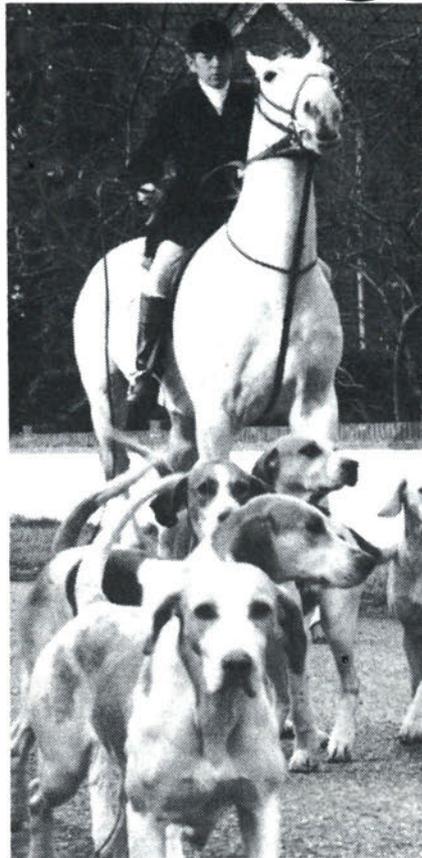
Colourful scene

The Essex Hunt has over 60 Meets a year, and is one of the closest hunts to London. Spectators often travel out to watch the colourful scene, and as Terry says: 'Hunting is becoming very popular with the ordinary people. It's no longer the province of the upper classes.'

Even so it can cost a phenomenal amount of money to join the hunting fraternity. Hand-made leather boots will now set you back a mere £250, 'but they'll last you the rest of your life' adds Terry. If you rise up the ranks to become a hunt servant you'll need to save £200 to buy yourself the traditional 'pink' coat (through the eyes of the uninitiated it looks red). And a good hunting horse can cost thousands of pounds.

But if you are keen to hunt, and you don't have that sort of money you can always do what Terry did and buy your boots second-hand, wear the cheaper black coat (grey to the fans of John Peel), and borrow your horse.

Looking after two packs—80 hounds—is not an easy job. Terry helps the hunt kennelman to collect the meat, feed the dogs, clean out their lodges (large kennels) and exercise them when they're not out hunting. The young hounds learn their job from the older



Horse and hounds visit the village of Good Easter for the colourful Saturday Meet.

ones when they go cubbing in the autumn. Says Terry: 'The farmers like the cubbing season because we usually kill a few foxes and it keeps down their numbers. It's good for the young hounds too, since it teaches them what they're supposed to be hunting.'

As winter approaches, the true hunting season begins. 'The fox has a much better chance of escape at a proper



Meet' says Terry. 'Some of them are so clever they live in the same area for years and we get to know them.'

Having a jockey for a father meant that Terry learned to ride at an early age. Before he joined Sainsbury's he worked for the Ministry of Agriculture, Fisheries and Food where he was a pest controller. 'I used to catch foxes every way there was—in snares, with gas, by shooting, using terriers, and I know that all those ways are far more physically cruel to the fox than hunting ever is. The hounds never leave a fox wounded. He's either killed outright, or he gets away unharmed.'

Terry feels that much of the public outcry against hunting is caused either by ignorance, or by 'sour grapes'. He explains: 'I think some of the objectors see top hats and expensive horses and hate hunting just because it seems to be enjoyed by a privileged class. That's not true these days, and many of the ordinary people who follow the hunt are just out for a good gallop.'

On the scent

Terry has had a few good gallops himself. One day a hound followed the scent right to the bottom of a 40 foot well. She wasn't missed until all the hounds were counted at the end of the day, and then Terry was given the job of roaming the countryside blowing the horn until he discovered her whimpering and very wet at the bottom of the well. He had to be lowered on a rope to rescue her, and a few weeks later she gave birth to a healthy litter of six pups.

All the spills and discomfort he sometimes has to put up with would not make Terry give up his sport. 'When the hounds are on the scent, and you hear them in full cry, it sends a tingle up your spine. It's fantastic.'



Facing page, top: Terry keeps a wary eye on the hounds.
Facing page, bottom: A few kind words for a horse that was left behind.
Top: Opening the flood gates at the kennels. Each pack lives in a large kennel known as a lodge.
Above: In the saddle. Some of the horses are driven great distances to attend a hunt.
Right: Back at the kennels and Terry shows his affection for one of his favourites. All 80 dogs are known by name.
Below: Terry and the pack move off up the village high street.



You can't pull the cotton wool over Andrew's eyes

WHEN HIS WIFE was discovered using a rival brand of cotton wool Andrew Mitcham knew something was amiss. Her explanation prompted him to investigate with suppliers and a few months later an improved quality cotton wool is on its way to JS shelves.

Not all improvements to the health and beauty range are that simple. Says Andrew: 'We are always keen to listen to other people's suggestions to improve our range but there is a lot that has to be taken into consideration.'

Watchful eye

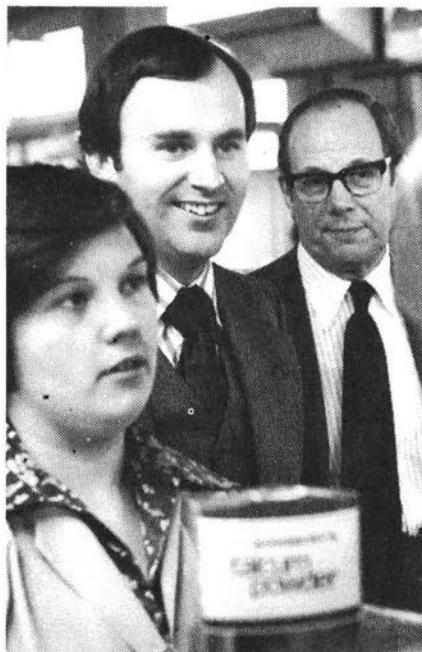
Andrew started his career with JS nearly four years ago as a buyer of traditional non-foods. He moved into the newer departments of hardware and toiletries, and is now managing the health and beauty department with three buyers working under his supervision.

Over 70 branches now have a health and beauty range. 'It's the fastest expanding new department in the company' says Andrew. 'In 1974 only 30 stores had our range, but it's now company policy to include health and beauty in every new branch.'

Andrew's job is a complex mixture of meeting turnover and profit targets, looking after the product range, initiating promotions, and keeping a watchful eye on the competition.

His targets are set every three months and it is Andrew's job to see that his department stays on course to achieve the required profit margin at the end of the period. Every week he receives profit and loss figures and anything unexpected must be accounted for.

The health and beauty department includes toothpaste, soaps, hair care, deodorants and a limited range of cosmetics. 'I'm always looking at new products to add to our range, but cosmetics is one area that's very difficult to increase' says Andrew.



Just the job

This month our series takes a look at the work of a buyer from head office.

The up-market cosmetic manufacturers are very slow to appreciate how much trade they could be missing by refusing to allow supermarkets to sell their products. Their refusal is due partly to anxieties about whether the presentation and display in supermarkets would suit the quality image of their products, and partly to pressure from present retailers who are unwilling to enter into a more competitive situation.

As Andrew says: 'It's quite a battle but we're continually talking. I think we'll win in the end.'

Even without the various cosmetic ranges JS is becoming more aggressive in letting the customers know about its wide range of toiletries. Says Andrew: 'Up to this year we never had a press advertisement solely for toiletries, but now we've had three national campaigns, which have helped to build trade.'

In the tough world of health and beauty Andrew has had little difficulty in persuading suppliers to cooperate in promotions when he wanted to advertise a special offer, and the result has been that shoppers are now far more aware that JS is in the toiletries business.

'The customer is now more inclined to buy all her needs from JS' says Andrew 'instead of going to the high street chemist for those extras.'

Main competitor

Andrew regards Boots as his main competitor. 'When a JS customer leaves the store I don't expect her to go down the road to another supermarket for her toiletries. If she doesn't buy them at JS then I think she probably goes to Boots.'

Every Wednesday Andrew gets out and about surveying not only the competition but also JS stores to see the results of his work. 'I believe JS displays toiletries far better than any other supermarket group and our branch display team deserve full marks for that' comments Andrew.

The department's main aim at the moment is to increase the range of goods. Andrew wants to give the customer more choice and to enable her to compare prices between branded and own label goods. Even cotton wool comes in for this treatment. Not only is its quality being improved but it will soon be available in a variety of shapes, sizes and colours. And that should please Mrs Mitcham.



On a visit to the Cussons soap factory in Manchester, Top: Andrew (centre) checks the weight of JS talc watched by Cussons' contract sales manager, Albert Owen. Above: Around the factory, in the labs, and in the perfume room.

Joyce's 'services to humanity'

IN RECOGNITION of 37 years' service with the St John Ambulance, Joyce Gallagher, grocery clerk at Basildon branch, has been invested as a sister of the Most Venerable Order of St John of Jerusalem.

At an impressive investiture ceremony, held on December 1 in a beautiful, old, historic church in the City of London, Joyce was honoured for her 'services to humanity' and received an insignia from the Lord Prior of St John, Lord Caccia.

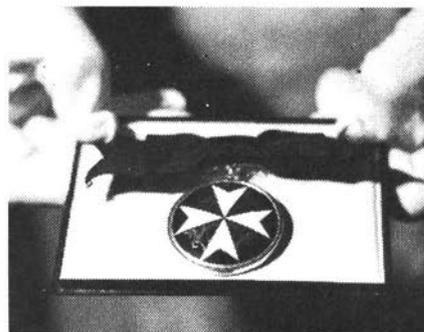
Joyce has been a staunch supporter of the St John Ambulance since she was 11, when she joined as a cadet. She is now head of her local nursing division. As well as lecturing on first aid she is also an expert on the history and background of the brigade and its governing body, the Order of St John.

'The Order goes back to the time of the Crusaders in the eleventh century' says Joyce. 'The St John Ambulance came much later—in the 1800's.'

The brigade is almost a way of life for Joyce. 'It was a case of "... wilt thou take this woman and the St John Ambulance" when I got married' jokes Joyce. Husband Basil is a policeman. Together they make an efficient team. 'At a road accident I look after the injured

while Basil directs the traffic!' says Joyce. Over 200 people were at the investiture.

Below: Joyce with her husband Basil after the investiture ceremony. Right: A close-up of the insignia, presented to Joyce as a sister of the Order of St John.



Skate and trips

SKATEBOARDING may be a hit with the young but it has resulted in a few near misses outside JS's Hemel Hempstead branch. The ramp leading down past the store was just right for sidewalk surfing, until a number of collisions with pedestrians forced the police to put the area 'out of bounds' to freewheeling youngsters.

One of the victims, a middle-aged woman knocked down outside the store, was lucky enough to be rescued by chief cashier Marilyn Pick and cashier/first aider Joyce Damery. The woman was badly injured and they called an ambulance. Later she wrote to the branch thanking the ladies who had helped her saying she would 'never forget their kindness and help'.

Pooling their resources pays off!

A VERY MERRY CHRISTMAS is in store for four ladies from Coventry branch. Back in November Janet Lewis, Terry Tricket—(deputy chief cashiers), Joan Paisley and Anne Walsh—(senior cashiers) won a pleasant little Christmas box on the pools. Nine first dividends and 36 second dividends netted them the grand total of £5,291-10p, or £1,322-77p each.

The lucky quartet have been doing the pools regularly for some time, each contributing 22p towards a four perms (eight from ten) entry. They each select a line, but Joan's was the one to produce the goods. 'I don't follow form' she says 'they're just a list of birthdays and ages that I use every week.'

Obviously a policy that pays, although a power cut prevented Anne, who checks the coupon each week, from watching the TV for the football results. Luckily the evening sports paper arrived and she soon realised that they could be in for a win.

'I was a bag of nerves waiting to find out how much we'd won' says Janet. 'We had to telephone the local paper on the Wednesday to check up on the final dividends.'

The waiting over, Janet is planning a holiday in Greece next year, and would also like a new hi-fi and a Christmas spending spree. Joan has set her heart on a new music centre, and all four are going to have a slap-up meal before Christmas to celebrate their 'good fortune'.

Joan Paisley (left) and Janet Lewis are obviously happy at the prospect of a bumper Christmas. (The rest of the foursome were not around to be photographed.)



4 cans of strong lager
assorted mixer drinks
and a jar of cocktail cherries

Second—worth a cool £25

- 1 bottle whisky
- 1 bottle gin
- 1 bottle vodka
- 1 bottle sherry
- 1 bottle vermouth
- 2 bottles red wine
- 2 bottles white wine
- 4 pints bitter
- assorted mixer drinks
- and a packet of crisps

Third—worth a sparkling £15

- 1 bottle whisky
- 1 bottle gin
- 1 bottle vodka
- 1 bottle red wine
- 1 bottle white wine
- and a packet of nuts

PLUS

Lots of liquid consolation prizes kindly donated by the wines and spirits department at Blackfriars, whose booze buffs also compiled the quiz.

Conditions of entry:

The competition is open to all full- and part-time employees over the age of 18, except members of the office buying department and JS Journal staff.

The judges' decision will be final. The closing date for entries is first post Tuesday, January 10, 1978.

Send your completed competition entry to: JS Journal, Sixth floor, Stamford House, Stamford St.

Name _____

Dept _____

Tel _____

5) Are the following statements true or false:-

- a) Cognac is distilled using the continuous method of distillation.
- b) Château Latour is in the parish of Margaux in Bordeaux.
- c) All Spanish sherry is made exclusively from wine produced in a single year.
- d) Calvados is made by distilling cider.
- e) Gay-Lussac is an effeminate Frenchman.

6) Beaujolais has nine crus or villages. Name 5 of them.

7) Put the following sherries in ascending order of sweetness:-

- a) Brown b) Fino c) Cream d) Manzanilla e) Amontillado

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8) Solve the following anagrams, of terms associated with Beers, Wines and Spirits:-

- a) Stun Ham (2)
- b) Been to see Lees Rack Run
- c) Why Barge Local Roadster? (3)
- d) Lean Brow (2)

a
b
c
d

The breaker: complete the following limerick:

A maiden who made her Madeira
From dandelions, hock and wisteria,
Was found rather ill
And remained so until



The Great Wine Quiz

The great JS Journal wine competition
now in its fifth intoxicating year

All you have to do
is answer eight questions,
complete the tie breaking limerick
and you could find yourself
the winner of enough booze
to keep your cup running over
until next Christmas!

First, the moment you have all been
waiting for, the prizes:

First—worth a full-bodied £50

- 1 bottle whisky
- 1 bottle gin
- 1 bottle vodka
- 1 bottle white rum
- 1 bottle French brandy
- 3 bottles sherry (armonillado, cream and fino)
- 3 bottles vermouth (chambery, bianco and rosso)
- 6 bottles white wine
- 6 bottles red wine

1) Is Chateau Mouton Rothschild

- a) an Hotel for wealthy French sheep
- b) a First Growth Claret
- c) White Burgundy

2) In which French wine producing areas are the
following districts:-

a) Chinon b) Cadillac c) Condrieu d) Côte des Blancs

a

b

c

d

3) Name the odd-man out:-

a) Föder b) Stück c) Pin d) Magnum e) Hogshead

4) In 1976 which country consumed more wine per



Many a good tune . . .

JS veterans never retire—they don't even fade away. Long after they officially leave JS they continue to take a keen interest in 'the old firm' and make a valuable contribution to many of the company's social activities. Thirty years ago they formed their own JS Veterans' Group. They now have a regular *Veterans Newsletter* and during the year they organise numerous outings, with a grand annual get together at the Royal Lancaster Hotel in London.

They are such a lively bunch we thought it was about time the *JS Journal* took a look at how the Veterans' Group began.

BACK IN 1947 someone at Blackfriars had a bright idea. The idea was to enlist the help of interested, able-bodied JS pensioners to act as stewards at functions organised by the recently formed Sainsbury's Staff Association

The idea caught on and soon there was an elite group of JS pensioners who were in constant demand as doormen, ushers and disc jockeys.

Pensioner Harry Tack was probably Britain's first home-grown DJ, upstaging even Jimmy Young/Saville. Harry, who is still around to tell the tale, would travel to his 'gig' for the evening by public transport, the SSA record player tucked under his arm. From time to time the SSA

Top: This year more than 1400 veterans filled the Royal Lancaster Hotel to capacity. Above: A memorable visit in 1948 to JB Sainsbury's house near Bexhill.

would change the records and give him a new tin of needles. The standard charge for an evening of 'Harry and his music' was five bob plus his bus fare.

After a while a committee was formed and the JS Veterans' Group was officially born. George Hoare, an ex-superintendent (AGM) was the Group's first chairman.

The Griffin darts trophy was named after his house—Arcady. The Group's first secretary was Nellie Dudman, who had a phenomenal memory. One of Nellie's party pieces was to sort through a list of veterans' names and then proceed to give a brief history of every one.

Among the first things the committee did was to organise outings to the coast. The coaches started from Stamford House, and usually two directors would be in the car park at Running Horses Yard to see the veterans off and wish

them a happy and enjoyable day.

These outings were revolutionised when Wally Gurr, another well-known character, came up with a plan that made it possible to pick people up much nearer their homes. Wally had worked out the distance between the seaside resort and the main areas where veterans live. The result was a highly successful network of 50 picking up points.

Outings were not always to the coast. One that stands out in everyone's memory was a visit to JB Sainsbury's (the founder's son) house at Little Common, near Bexhill.

Mr JB, as he was called, was a delightful host. It was on this occasion he made the much quoted comment: 'We are all pensioners, but I confess that my pension is a little larger than yours.'

Another memory of those early outings was Wally Gurr, resplendent in strawboater and linen jacket, standing on the promenade at Southend, whistle in mouth, ready to give the signal to board the coaches for the return trip. A captain in the First World War, Wally appreciated the value of doing things in military style; and he was meticulous about time-keeping.

For many years before his retirement Wally was warehouse and transport manager at Blackfriars and possibly did more to build up the SSA than anybody else.

Almost from the start an annual get together was a must. But as the years went by, the Group outgrew venue after venue as the number of JS veterans increased. For a while the Group met at the then new canteen in Colombo Street at Blackfriars. There were snags however. Before preparations for the reunion could begin they had to wait until the last lunch had been served. Furious activity would then break out.

Chairs and tables would be cleared and a makeshift stage erected from campboards borrowed from the warehouse. Potted palms and cut flowers completed the transformation. There was live entertainment, from such artistes as Jessie Speller and her accordion, who was top of the bill on any veteran's programme for many years.

Dorchester too small

The Group outgrew various halls in Bloomsbury, Paddington, Walthamstow and The Lyceum in the Strand. Finding a venue big enough was becoming a problem. Every possibility was explored from the Dorchester to the Royal Festival Hall. Most places were found to be inaccessible to coaches.

In 1969 the perfect venue was found, the Royal Lancaster Hotel in the Bayswater Road. It had two entrances, two suites, a helpful staff and an underground station a short walk away. Since then all the re-unions have been held at the hotel, including the Group's Silver Jubilee in 1973, which was attended by over 1400 veterans.

Another of Wally Gurr's ideas that bore fruit was the setting up of a veteran's visiting panel. The scheme he outlined was that active JS veterans should pay regular calls on any of their colleagues who were unable to participate in the Group's activities because of illness or infirmity. Today the panel is thriving and provides a useful service to veterans who might otherwise feel alone and cut-off

from the world and ex-colleagues.

In 1962 the first *Veterans Newsletter* was published. Two veterans who did a lot of work on the early issues were George Lovegrove and Bill Austin. They collected all the material and gave a rough draft to the SSA who printed it. The 'thought for the month' proved so popular that when once or twice it was left out, due to pressure of space, many

veterans wrote to complain.

Every year veterans receive a Christmas card or a calendar. The first, sent in 1949, had a photograph of JB Sainsbury on the front. The story is told of one lady who, when she was told she had to leave her flat in a hurry as there was a suspected gas leak, took only two things with her—her cat and her Mr JB veterans Christmas card.



Above: A grand gathering of retired area superintendents taken at a reunion dinner in 1958. In the back row (from left to right) Messrs Hedges, Lamb, Farrow, Pagden, Knight and Walters. In the front row (again from left to right) Messrs Snow, Jones, Shippides, Hoare and Adge.



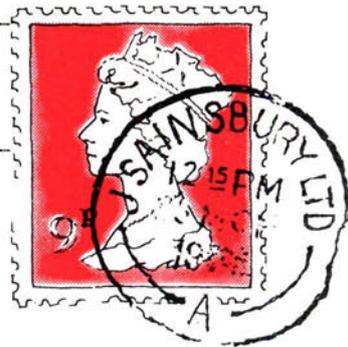
Left: The Sainsbury family have always taken an active interest in the Veterans' Group. Here Sir Robert recalls some of the 'good old days' with 93-year-old Emily Bailey.

Below: An outing to Sunny Southsea in 1976. Making the most of the sun are (from left to right) Florence Lever, Renee Merrick and Daisy Grafham.



Your letters

Letters are welcome and should be addressed to the editor.



The personnel touch

From: T M Robins, pork department, Blackfriars

A fairytale or jobs for the boys
(A tongue-in-cheek protest against personal appraisals)

Once upon a time a wise man decided to purchase a shop. He was very clever and before long he bought another, and another.

As his firm became bigger and bigger he employed other men, some nearly as wise as himself. The company grew from strength to strength. Alas the wise man grew old and died but others took over and the company prospered.

Now by this time many thousands of people worked for the company and it was forced to split into several sections, each one an empire in its own right.

This story is about one such empire called personnel.

Now the people in personnel had a toy called a computer and because of hard times they needed to become noticed by other empires within the company.

'What can we do Number One?' asked Number Two. 'Let's have some more company appraisals' answered One. 'But there's nothing new in that' argued Two 'we've been doing it on and off for years and it hasn't achieved anything yet.'

One was not put off. 'We'll have a special one this year, with green, yellow and pink forms and will make the questions so silly that we need to print a long letter explaining how to fill in the forms; just like the taxman, then we'll place them all in a nice expensive blue folder to make it look important.'

Number Two jumped up and down with glee. 'I suppose we put it all into the computer and forget about it the same as always' he said. 'But what if the computer actually finds an error and we could upgrade or help someone!' He explained. 'Don't worry' said One 'we'll just say the computer is at fault again, or blame it on to poor management or even . . .' 'Yes' interrupted Two excitedly. 'I understand perfectly, and we can even have it just before Christmas to be even more awkward.'

'Anyway' said One 'I've arranged for the training documents to be filled in in pencil, that way we can rub it out and blame the poor fool who wrote it.'

'Number One sir, you're a genius!' cried Two 'a perfect genius and to think it

will keep us in work for another year, oh I do love all this lovely red tape.'

One nodded in agreement: 'We might even help someone by accident' he added 'but I hope not.'

The wise old man is in his glorious shop in the sky now and I wonder what he thinks about it all? Still that's progress . . . or is it?

Blackfriars, personnel department, replies:

In a golden supermarket somewhere in the sky a wise old man was taking a short break from his work to read an air mail copy of the JS Journal. 'This ought to cause some reaction even amongst those people in personnel' he chuckled and inclined his head in the direction of a hard working office on the first floor of Stamford House, overhearing this conversation:

'Look at this letter in the JS Journal Number Two, what do you think we should do about it?' said Number One giving the paper to Two.

After a few minutes, when Two had regained his self control, he answered: 'I think we should answer all points in detail' he said. 'You know, say things like appraisal discussions give people the opportunity to discuss in an open way decisions and judgements which are being made about them by their bosses; that people should be interested in knowing how well they are doing or, that as companies get bigger you have to formalise communications (like having a JS Journal); or, that the information helps the company to plan; to organise training courses that are relevant or, that . . .'

'No I don't think we should get into that

THE QUEEN'S SILVER JUBILEE is almost over. The following poem was sent to us at the height of the celebrations in June, but we deliberately held it over until now, as the perfect epilogue to a right royal year.



sort of discussion Two, I think we should just leave it; most people see the benefits even if it does involve them in a little effort' said One on reflection.

Number Two was obviously disappointed. 'But it is unfair that someone should be able to get a dig at us without us replying. What about all those people who have had their first real opportunity of thinking about their jobs and discussing their progress or who have received training as a result of "those silly forms"?'

'Yes, I know Two, but you must expect some reaction—and not all of it will be favourable—when you introduce improvements . . . but imagine the reaction if we now suggested abandoning appraisals!'

On the right course

From: Rosemary, Eleanor, Yvonne, Carol, Yegwen, Anita, Sue, Pat, Sue, Cheryl, Avril, Marion, Jan, Sue, Joan, Mary and Irene

We have just finished a three day supervisors' course at Coventry area office. Not enough is mentioned about these courses or the reason for holding them, which is to help girls who have been made up to chief clerks, senior cashiers or senior display specialists to understand their new responsibilities.

Training specialist Paul Johnson was great and listened to all our grievances about our different stores. We also put forward lots of good ideas, but not many have so far been put into practice now we are back at our branches.

We would like to suggest that the films
continued ▶

*Most gracious queen, upon this day,
We give our humble thanks and say,
You've done your job, you've done it well,
And every heart with pride must swell,
For when you smile, our spirits rise,
So fear not those who criticise,
For had they done half what you do,
Then England's dreams would all come true.*

*And when your father gazes down,
He'll see how well you wear his crown,
So on this day, take heart and know,
You walk with friends where'er you go,
For there'll be people just like me,
We'll be around and we will see,
A gracious Queen, one loved by all,
Ride forth to greet your people's call,
Who pray that one day there will be,
Your gracious, golden, Jubilee.*

Irving McKenzie, customer service assistant, Ilford branch

▷continued

we saw during the course should also be shown to all managers and assistant managers because we think this would greatly improve teamwork and communication at the branch, which is what it is all about.

Please pass on our thanks to Paul for the training.

We have decided not just to pass on your thanks to Paul, but to go up to Coventry area office to find out more about him, his job and the supervisors' course you speak so highly of.

Read all about it in the JS Journal early in the new year. Editor

A face from the past

From: Samuel A Johnson, Polegate, East Sussex

Although I am not an employee of J Sainsbury I have the pleasure of reading your *JS Journal*, loaned to me by a neighbour. In your July '77 issue, to my pleasant surprise, looking at the picture of Carmen's Outing 1920, the man third from left, front row, in panama hat, is my late uncle, Jack Bugg. He was head horse-keeper to Sainsbury's for most of his life, and was well known to the founder and his sons through looking after the trap horses and hacks used by 'the boys'. The stable then was behind the Balham shop. He finished his days in charge of the then new Running Horses yard in Blackfriars Road until it was mechanized.

My own close association with Sainsbury's was through my working with the engineers, E Coules & son of Blackfriars and I designed many of the wrought iron signs that were erected over the shop fronts. I was with Coules 52 years (1918-70).

I met your founder once when he, accompanied by three others, paid a surprise visit to our office in Dolbin Street and selected one of my designs for a sign and which he signed right across the drawing. I still have a folder with designs of J Sainsbury's signs and if your archives department would like to see them I would be glad to send them.

The photograph of the carmen's outing has brought back happy memories for many people, but none so far as interesting as your family's connection with JS.

JS archivist Honor Godfrey will be in touch with you regarding your design folder. Thank you for the chance to look through it and the pleasure of reading your beautifully handwritten letter. Editor

The belt that braces

From: Ralph Henderson, company driving instructor

I was recently involved in a road accident, where none of the occupants were wearing a seat belt. In the hope that other people will benefit, I would like to tell the story of what happened.

Many of us wear seat belts only if we intend to travel a long distance. I believe that about 70 per cent of road accidents happen within one mile of home, although I cannot vouch for these figures. I only know that the accident to which I refer happened less than 100 yards from the car's starting point.

The car got out of control and gathered speed at a rate I thought impossible then hit a solid wall head on. In the last 40 feet the speed increased from five or six miles per hour to about thirty miles per hour. Having spent a great deal of my working life judging speed and distance these figures are probably not far out.

With the exception of the front seat passenger, who sustained serious injuries to his neck and back and I believe slight injury to his chest, the injuries were slight. This was because we all knew it was about to happen. Incidentally seat belts were fitted to the rear seats.

I have always thought that the wearing of seat belts should be a personal choice and not compulsory by law. Although I must remind JS staff that it is a company rule that seat belts are worn while driving a company car, I still feel that in your own car and in your own time the choice should be yours. But I feel stronger than ever about encouraging people to wear them. Don't wait until it's brought home to you in the same way it was to me.

Legislation forces manufacturers to fit seat belts, manufacturers in turn charge for them as an extra. You pay for them, why not wear them, and insist on your passenger wearing them too. There have been many cases where a judge has reduced the amount of the award to injured persons when seat belts were not being worn.

Having said all that I should emphasise, seat belts will not prevent an accident, but they will lessen the consequences.

All for one and one for all

From: Joyce Carmody, display assistant, Shirley branch

On behalf of all the display assistants in our branch I would like to object strongly about a phrase which appeared in the November issue of the *JS Journal*—see page 10.

We think that Miss Andrews must have her priorities mixed up when she says, I quote: 'When you meet people and tell them that you are a cashier in a supermarket, they often think all you do is fill up shelves. This is an insult to me.'

We would like to point out that if we didn't fill shelves then a cashier could have no pride in her job as there would be no goods to ring up. We are all part of the retail trade, and whether working from the top or bottom of the scale, as long as we are efficient and hard working we are all just as valuable to the business.

I am sure the last thing Miss Andrew's wanted to do was minimise the importance of keeping the shelves stocked with goods. Teamwork is top priority at the branches, as it is at every location throughout JS; we all rely on one another to be able to do our jobs well.

The thought behind Miss Andrew's remark was that filling shelves was only one aspect of her job as a multi-skilled cashier. Editor

Eggs-patriot

From: Edward Boulter, ex-egg boy and manager

I wish to protest and show how strongly I

feel, regarding the derogatory manner in which William Ponter referred to 'selling eggs', on the occasion of his retirement from JS. (See December issue.) I would like to place on record that I started as an egg-boy in 1926 and retired in 1970 having been in management for my final 20 years and very proud I am to state it.

At the tender age of 16 years at 87 Ealing, as a seller of eggs, my egg baskets, also my board and trestles, were my pride and joy and were scrubbed to sparkling whiteness every week.

Perhaps Mr Ponter is unaware of the fact that eggs were considered such an important part of the old and original JS set-up that it was deemed necessary to appoint one of the Sainsbury family, I think it was Mr Frank Sainsbury, to be in charge of egg buying.

Had it not been for the devotion to duty of us lowly 'egg-boys' and our subsequent advance and progress through all departments of the shop (we didn't call them stores in those days) one wonders whether the firm would have progressed enough to need experts like Mr Ponter for the SavaCentre project.

Political round

From: Mrs Renée Turner, JS driver's wife
Reading about Lord Sainsbury and Haverhill in the October and November issues of the *JS Journal*, brought back childhood memories of when I lived in West Suffolk. I can remember Mr Alan, as Lord Sainsbury was then, campaigning in the area wearing a yellow, the Liberal colour, chrysanthemum in his buttonhole. My grandfather was a staunch liberal and a great supporter of Mr Alan.

A Tory friend of my grandfather's related with great glee, that on one occasion, when Mr Alan had visited a pub in that district and ordered a round of drinks, some of their Tory friends had asked for Burtons. The local Tory candidate was a Colonel Burton. We never knew whether the anecdote was true, or just Tory propaganda!

Flying 'doctor'

EMERGENCY TREATMENT administered by Joanna Walsh has earned her a commendation from the commander-in-chief of the St John Ambulance.

Joanna, 16, a Thursday/Saturday student at Bromley branch, was on first aid duty at this year's Biggin Hill air fair when a helicopter and a light aircraft were in collision. First on the scene, she gave emergency first-aid to a severely injured pilot during the dash to hospital. The man died later, but doctors praised her 'courage, determination and skill' in giving mouth-to-mouth resuscitation and stemming the bleeding from a severed artery.

She has been a member of St John Ambulance since the age of eight, and devotes a great deal of her spare time to the work. Studying for 'A' levels, Joanna hopes to join the police when her student days are over. 'You often meet the police when you're on duty' she says 'and I think I'd like the job'.

She has worked at Bromley since July, on the checkouts and in produce.

CEMENT

SURFER



'DIRTY HARRY' is now playing at the South Bank Arts Centre, close to JS's Blackfriars offices. No, it's not Clint Eastwood as the tough American cop—it's Howard Dennis, a planning officer in the office managers department, on his skateboard.

Howard, 17, first got interested in surfing the cement in July on his younger brother's board. He was soon hooked, and has been spending more and more money on his new-found sport. His latest acquisition is 'a G & S Fibreflex 29-inch bowlrider with ½-inch urethane risers, California slalom trucks (axles) and 60 mm Startrack Green Kryptonics (wheels)'. This thoroughbred of the skateboard world set him back £55!

With it he performs radical 180's on the bank, 360's, fakeys, kerbies, pivots and hanging tens, with only the occasional wipe-out. He sports a pizza on one elbow and a hamburger on the other.

Flying coffins

The complex concrete edifice of the Royal Festival and other concert halls provide a variety of ideal skateboarding areas for Howard. He's never on his own though, as any visitor to the South Bank will testify. At almost any time of day and night the flagstones and pillars echo to the shouts and escapades of teenagers perfecting their 'gorilla grips' and 'flying coffins'. Even on the icy day when we went along to watch him in action there

GLOSSARY: Howard was dubbed 'Dirty Harry' by the South Bank fraternity because of the rough tactics he employs. 'Radical' means great or superb; a '180' is a reversal of direction; 'on the bank' means on a slope; a '360' is a full circle turn, a 'fakey' involves running up a bank and coming down without turning; a 'kerby' is riding over a kerb; a 'pivot' involves jumping off the board, turning through 180° or 360°, and landing safely back on it; 'hanging ten' means riding with all ten toes over the front of the board; and a 'wipeout' is a crash or fall. 'Pizzas' and 'hamburgers' are injuries.

Above: Howard leaps over three skateboards, to land on his own and skate off.
Below: Frozen in mid-air, the Thames behind him.



were lots of youngsters around—nearly all with expensive and specialised boards.

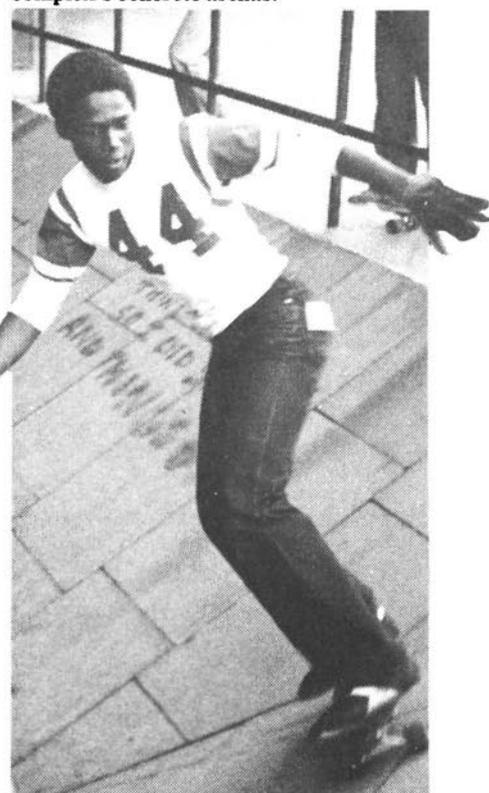
The sport originated in California a long time ago, where the wide Freeways and rolling hills encouraged people to develop a form of dry land surfing. The early skateboards were simply pieces of wood with roller skate wheels bolted on, but these crude devices rapidly gained popularity and this encouraged boffins to turn their brains to ways of improving performance.

Star turn

The technology is now very sophisticated, and in America, where skateboarding is big business, a great deal of time and money is being spent on development and refinement. In this country the sport has only caught on in the past two years, but already parents all over the country are being pestered to provide their children with these 'sidewalk surfboards'. As a result, shops are springing up all over the place, and demonstration teams are touring the country to promote the pastime. Howard has already been invited to take part in one of these demonstrations, and having watched him we can see why.

His aim is to perfect a '540 on a bank' (1½ complete turns at the top of a slope), reputedly one of the most difficult manoeuvres in the book. It's taken him only six months to become as good as he is—there's obviously no reason why he shouldn't go on getting better and better.

Riding the bank in one of the South Bank complex's concrete arenas.



Kindness and a Christmas cuppa



THE TEA SHOP in the wines and spirits department at Hemel Hempstead branch was the busiest spot in town on November 29. The branch was one of a number of big stores in Hemel Hempstead that stayed open late so the elderly and disabled could do their Christmas shopping in comfort.

The hit of the High Street was without doubt the tea and biscuits served to JS customers as they finished their shopping. About 40 branch staff volunteered to

work unpaid to keep the store open—and man the free tea shop!

'We're not here tonight to make money' said manager John Trendall. 'For many of these people this is more than a shopping trip, it's one of the few chances they get to have an evening out. We're here to make sure they enjoy themselves.' From the friendly laughter and happiness that filled the store they certainly succeeded. The first 20 customers through the door also got an early Christmas



Above: A sit down and a cuppa at Hemel Hempstead's impromptu tea shop.

Left: Cashier Maureen Reynolds gives customer Flossie Caldwell a helping hand.

present of a £1 JS gift token.

Hemel Hempstead was just one of the many JS stores that took part in special late shopping nights for the elderly and disabled. Central Croydon, Kingswood, Stevenage and Harlow held theirs, along with Hemel Hempstead, on November 29; Maidstone's was on December 14.

Langney had to abandon their plans for a disabled shopper's evening because the date chosen, November 9, coincided with the powerworkers' dispute, which threatened to throw the whole shopping precinct into darkness.

However the JS stores that did open, and our apologies for any we have missed, between them helped to brighten up Christmas for hundreds of elderly and disabled people up and down the country.

HERITAGE is the deserving cause that has just received a boost from JS's Kempston branch. At a ceremony held on November 9 at the store, manager Rodney Brooksby handed the chairman of the local education committee a cheque for £1,000 to be used towards converting a redundant church into a Heritage Centre.

The appeal was launched by Bedfordshire County Council who need £40,000 to convert St Mary's Church, Bedford, into an education centre for local groups and organisations. The council envisages staging exhibitions, displays, concerts and plays in the 900-year-old church.

Worthwhile project

The Sainsbury donation was received by the chairman of the education committee, Councillor Frank Lester on behalf of the council. Other substantial gifts have been promised and local schoolchildren are also organising fund-raising activities as part of the Silver Jubilee celebrations.

Rodney Brooksby said he felt the project was 'a worthwhile contribution to the preservation of the environment' and he was pleased that Sainsbury's were helping to increase the facilities available to the local community.

Kempston boosts local heritage fund



Manager of Kempston Rodney Brooksby (far right) hands over a cheque for £1,000 to Councillor Frank Lester.



People pages

Appointments

G W Stephen, formerly a buyer in canned goods II, has been appointed grocery executive, SavaCentre development.

C R Gatenby, formerly a buyer in canned goods II, has been appointed deputy head of the department.

J S Goulbourne, formerly branch liaison manager, produce buying, has been appointed produce merchandising manager.

D M Lamb, formerly a buyer in the produce department, has been appointed deputy head of the department.

A Creighton, formerly productivity services manager at Basingstoke depot, has been appointed productivity/administration services manager at the depot.

R G Denning, formerly a design engineer (administration) at Clapham, has been appointed engineering services coordinator.

D Bailey, formerly a senior systems analyst working on the DP 2900 conversion, has been appointed systems teams leader of the DP 2900 project at Blackfriars.

L P Kiernan, formerly standards and training coordinator, DP operations at Blackfriars, has been appointed communications systems coordinator.

Long service

Cyril Goodman, manager, Leatherhead, celebrated 40 years with JS on November 22.

Mr Goodman started as a junior trainee at Redhill. During the war years he was with the RAF and served in Italy, Sicily and the Western Desert. He returned to England and rejoined JS's Balham branch as a salesman, later working at Stockwell, Dorking and Leatherhead.

In 1963 he was appointed manager at Epsom. He became manager of Leatherhead in 1972.

Ivor Evans, deputy manager, Ealing, celebrated 40 years with the company on December 6.

Mr Evans started his career at Greenford. Soon he was called up to do his national service in the Royal Navy. He rejoined JS in 1946. His first promotion was to assistant manager at West Kensington. Further promotion followed in 1963 when he was appointed manager at Gloucester Road. Mr Evans went on to manage 51 Ealing and Brent Street. When Brent Street closed he transferred to Kilburn as warehouse manager and later took up his present post at Ealing.

'Willie' Williams, driver, Charlton depot, celebrated 40 years with JS on November 30.

Mr Williams started in the empties department at the Blackfriars depot. In 1940 he joined the RAF Bomber Command and this took him to Africa. On his return to England he rejoined JS and was Mr RJ's (Sir Robert Sainsbury) chauffeur for two years. He then transferred to his present job at Charlton, where he has driven all the different types of vehicles in the JS fleet, including the new 45 foot long Tautliner.

'Webby' Webb, a branch engineer at Romford area office, celebrated 40 years with JS on November 15.

Mr Webb's first job at JS was a delivery boy at Lewisham, known then as a 'cycle lad'. Later Mr Webb became a butcher and transferred to Forest Hill.

At the outbreak of war, he was called up. He was in the Royal Artillery and was a gunner during the blitz of London. His service overseas included time in India and Burma.

At the end of the war he returned to England, JS and his job as a butcher at Lewisham. A complete change came in 1975 when he joined the engineering department at Blackfriars. He was involved with the development of cold stores and worked on Central Croydon and from then on all JS's new self-service stores.

Later he switched to working mainly on alterations at existing stores. He is now an area engineer.

Marie Hynes, chief cashier, Ruislip celebrated 25 years with JS on November 29.

Miss Hynes started at Ruislip in 1949 as a sales assistant, later she transferred to Harrow. When Harrow closed she moved to Kenton as chief cashier and later worked in the office. Before taking up her present appointment Miss Hynes was employed at South Harrow.

Roy Enoch, senior engineering service assistant, branch engineers, Bromley area office, celebrated 25 years with JS on December 1.

Mr Enoch started at Blackfriars as an engineering service assistant in the branch engineering department. He then transferred to Clapham with the branch engineering department, and two years later took up his present appointment at Bromley.

Edwin Ashton, driver, Charlton depot, celebrated 25 years with JS on December 15.

Starting as a meat porter at Union Street, Mr Ashton then became a driver based at Stamford House, and subsequently took up his present job in 1970.

Retirements

Renée Mulholland, chief clerk, Wallington, retired on December 10 after 19 years with the company.

Mrs Mulholland started at JS as a clerk

at North Cheam. Promotion came 18 months later when she was appointed first clerk at 218 Sutton. When the new self-service branch opened, she transferred to Wallington.

'Angus' Henderson, works engineer, Blackfriars, retired on October 21 due to ill health. He had been with JS for 16 years.

Mr Henderson's first job at JS was as a cold store shift engineer. Later he was promoted to foreman. He then transferred to Stamford House and became a chargehand working on refrigeration and air conditioning.

Violet Pond, skilled supply assistant, Central Croydon, retired on December 10 after 14 years with the company.

Mrs Pond started at Wallington branch. Before joining Central Croydon, she also worked at George Street.

The following employees have also retired. Length of service is shown in brackets:

Mr R Steele (10 years)
Mrs D Eagles (9 years)
Mrs D Sussex (9 years)
Mr W Nutton (9 years)
Mrs S Downey (8 years)
Mrs R Wilson (8 years)
Mr D Milwain (6 years)
Mrs H Stewart (5 years)
Mr R Gaunt (5 years)
Mrs O Rollings (5 years)
Mrs A Pitts (4 years)

Obituary

George Stannard, engineer, Hoddesdon depot, died on October 8. He had been with JS for the past two years, but had previously worked at the depot for six years.

Mr Stannard leaves a wife, son and daughter.

Arthur Allen, stores serviceman, Folkestone, died on October 18. He had been with JS for 15 years and before transferring to Folkestone was employed at Hythe.

Mr Allen leaves a wife.

Norman Whitaker, senior assistant, architects department, Clapham, died on October 12. He had been with the company for nearly 22 years and was currently working on extension plans for 68 Church Street Croydon. Mr Whitaker was also due to retire on October 14.

Mr Whitaker leaves a wife, son and daughter.

Joseph Hill, post room messenger, Blackfriars, died on October 25. He had been with JS for four years.

Mr Hill leaves a son.

Frances wins twice over

A CARNIVAL ATMOSPHERE reigned supreme at Brean Sands in October when the new Miss Southern was chosen from a line up of fourteen gorgeous girls. Ex-carnival queen, Frances Burke, was the lovely lady who caught the judges' eyes.

Frances, a weekend student at Bath branch, is a keen fencer and yoga enthusiast so she had plenty to talk about when she faced her audience. Previous experience as the carnival queen of her local village of Midsomer Norton helped to keep her calm and confident, but there were still the inevitable nerves as the results were announced in reverse order.

As the new Miss Southern Frances is not sitting pretty. She's already started hunting for the perfect dress to wear at the Miss JS competition, which will be held in February.



The name's the same

WE'VE TRACKED DOWN yet another Sainsbury, this time to Leicester branch. And just to complete the coincidence, like Sally Sainsbury featured in the October issue, his father's name is John, too.

Paul Sainsbury (right) is a leading senior butcher at the branch and has been with JS for five years. He chose the company not because of the name, but because 'it has given me the best butchery training there is'.

In his spare time Paul can be found down at the local racetrack putting his Suzuki motorbike through its paces.

'I love motorcycling' he says 'and if I had the money to buy a really good bike I could give Barry Sheene a good run for his money!'



Confessions of a JS clerk

LITTLE BLACK BOOKS are by tradition where dark secrets and confessions are recorded. And the one discovered at JS's Pitsea store is no exception. BPO Joy Lines found the following poem 'written in a little black book in the office'.

*There is no noise in this little room
I feel I am locked in a tomb,
The only sound is the bleep bleep bleep
of the intercom, no time to sleep,
Answering all pleasant and sweet
they never think of my aching feet,
Looking for prices in the book
and lifting the phone off the hook,
Getting myself all worked up
I'll be glad when it's time for me to pack
up
I think I'm doing very well
so now I'll sit back and let them go to . . .*
An anonymous clerk



WATNEY STREET was the catalyst when the chemistry of love brought Cathy Anderson and Lee Ramnought together. Cathy, now BPO at Stratford, and Lee, assistant manager at Watney Street were married in September and honeymooned in Tenerife.

Jamaican born Lee has worked for JS for three years, starting as a storeman in Stamford Hill, but rapid promotion took him to East Ham as well as his present store. His wife assures us that he will be well fed—she used to be a cookery demonstrator for a large frozen food company!

Sports report—the score so far

SPORT PLAYS a very big part in many people's Christmas celebrations, whether it's actively trying to burn off the excesses of overeating, or simply going to watch some top class competitions. With the fattening festivities nearly on us, the *Journal* decided to have a look at JS's sporting life.

Christmas is always a crucial period for the teams at the top of the football league, and JS's own Sunday Soccer League is no exception. Hotly contested promotion and relegation battles are to the fore. At the bottom of Division One, Drivers and Islington are going to have to produce some fighting football to escape the drop. Charlton appear to have the top of the table sewn up, holding a six point lead (at the time of going to press). Playing hard competitive football they have proved too much for the other teams, scoring 41 goals and conceding only 8.

The promotion battle at the top of Division Two is being keenly fought by three teams, Norbury, Heathrow and Ilford. Norbury consolidated their hold on first position by beating Ilford 5-0 at the end of November, and Heathrow are maintaining the challenge in second place. Some tense matches are in store.

The season so far has suffered only one

day's stoppage, and there are plans to organise a knock-out competition when the league programme is complete.

On a somewhat smaller scale, the two JS table tennis teams have made a promising start to the season. The first team, newly promoted to Division Three of the Central Table Tennis League, have won the first six games of their 20 match programme, and the four strong squad are hoping to repeat last year's performance and gain a place in Division Two.

The second team, playing in Division 6B, have won four of their seven fixtures, and are hoping to consolidate their position before the season ends in April.

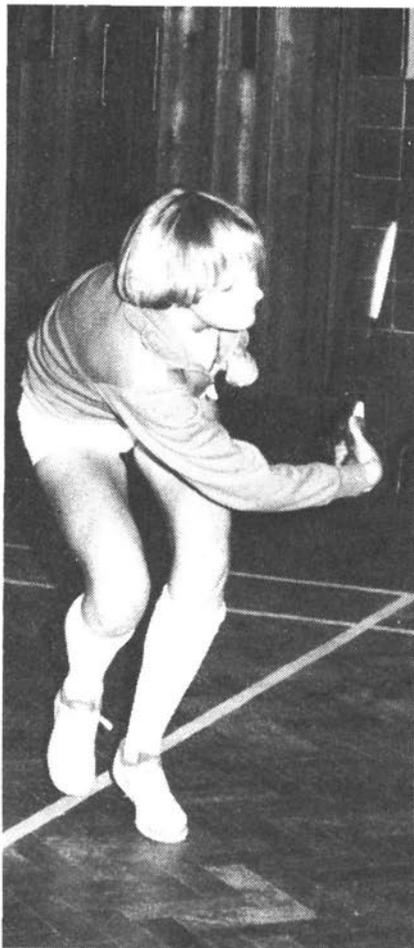
The Austin Reed Squash Championship is in full swing, and this year JS has a team competing for honours in this annual knock-out competition. Chas Stevens, manager of non-foods and hardware buying at Blackfriars, has led his three-strong team into the third round of

the SE London eliminators, beating Wellcome Laboratories 2-1 and Cornhill Insurance 3-0. Hopes are high for further progress, but the competition is stiff. Chas would be pleased to hear from any other JS squash players, perhaps for further competitions.

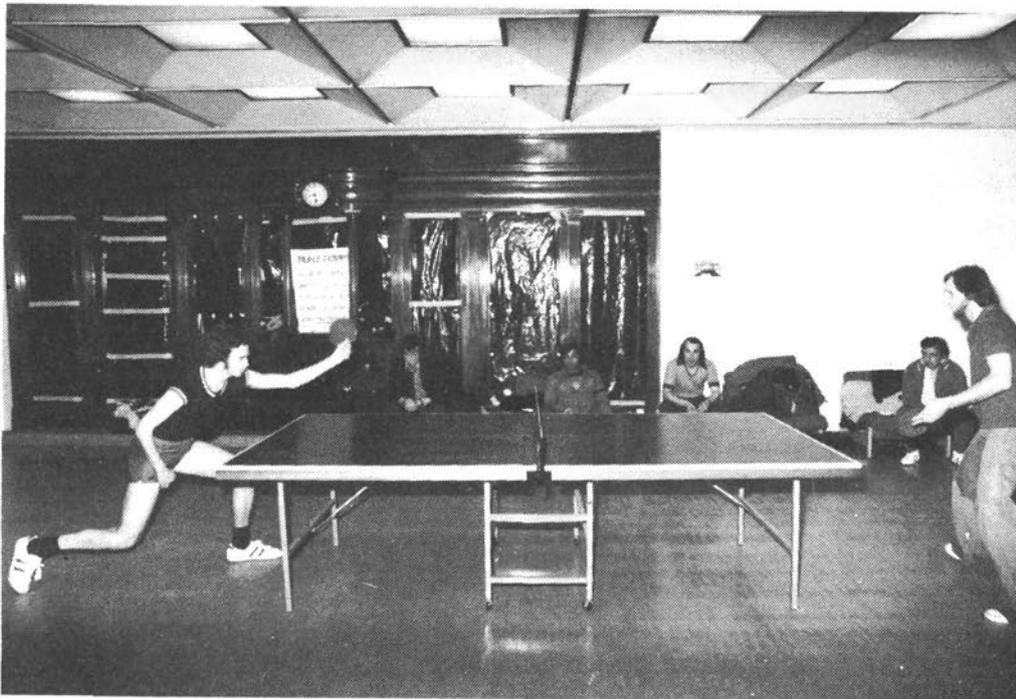
The Imperial Badminton Club are having a busy season, with seven teams competing in the Ravensbourne League. Last year, both the men's 'A' and the mixed 'A' gained promotion from their respective divisions, and are looking to repeat their success. So far, the best results have been obtained by the men's 'A', who have won all three fixtures played to date.

The Redfin Angling Club are facing a somewhat gloomy New Year, as their stretch of the River Beult in Kent has suffered from the attentions of the local water board. Weed cutting designed to reduce winter flooding in the area has destroyed the food supply, and the fish have left for greener pastures. It may take several months for the river to recover, and the fishing to return to normal. On the brighter side, an influx of codling into the North Sea has meant good sea-fishing, and the club plan to organise extra trips off the Kent coast to compensate for the lack of coarse fishing.



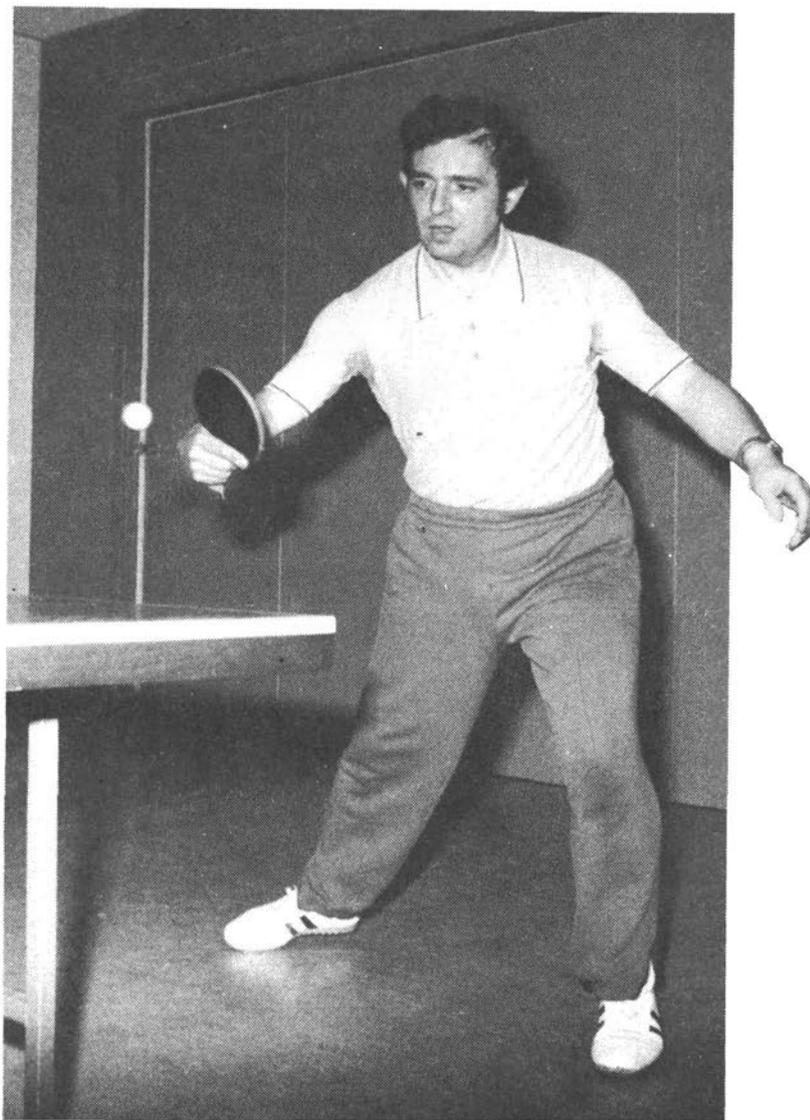


Below: Simon Fisher (left) playing a practice game with Vic Tyc before their match against Crown and Manor. (Simon and Vic work at Blackfriars.)
Bottom: Alan Bennett makes a firm reply to a shot from Graham Harrison (out of picture). (Alan and Graham work at Strettham office.)



Above: Loraine Dilnot warming up and in action for the Imperial Club's mixed 'C' team against St Mary's, Shortlands at the beginning of December. (Loraine works at Blackfriars.)

Left: A Norbury striker being harried by the Ilford defence as he heads for the goal. Norbury ran out 5-0 winners.





... of mince and mangers

The donation of a one pound jar of JS mincemeat (circa 1950, price 1s 3d) set us wondering about the origins of mincemeat. We asked JS counsellor and super-cook Cynthia Gillett to delve into her own culinary archives and she came up with the following fascinating explanation.

Cynthia also brings the subject bang-up-to-date in the nicest possible way with her recipe for mincemeat stars, which we pass on to you with the compliments of the season from Cynthia and JS archivist Honor Godfrey.

CHRISTMAS pies, minced pies or shred pies are believed to be an imitation of the paste images and sweetmeats given away at festivals in Roman times. There is a lovely account of a traveller in the early sixteen hundreds who noted: 'in England every family makes a paste pie, the composition of the pastry being a most learned mixture of meats, tongues, chicken, eggs, sugar, spices, currants, lemon and orange peel'.

Pig bladders

Many people made the pies oblong in shape to imitate the manger at Bethlehem and referred to the spices as the offerings of the wise men. Early recipes all list suet, dried fruits, apples, sugar, lemon and oranges, plus minced beef, minced roast beef, lean boiled beef, ox tongues, chicken, eels, brandy, red and white wine in various quantities. Whole ox tongues and four pounds of lean beef give way to one pound of beef as the years go by, until the end of the nineteenth century when, 'old fashioned mincemeat' lists a 'pound of well roasted lean meats' and 'modern mincemeat' lists a mere four ounces of minced beef in the ingredients.

Pig bladders were used to store the mincemeat in, and in country families the lights of pigs were substituted for meat, and farmers often gave pig mince pies as a present. Bakers would give, 'yule dough paste images' as Christmas presents to their customers.

Changing shape

Puff pastry was used for mince pies during the 17th and 18th centuries, shortcrust is a modern idea. Shapes too have changed. About the time the first Sainsbury shop was being opened many people called mince pies, 'coffins' as they were still made in oblong shapes. The round pies we know today is another modern convenience idea. Perhaps historic cookery writing of the future will record that, 'about 1977 puff pastry mincemeat stars became popular following an article in the *JS Journal*'.

JS Journal Mincemeat Stars

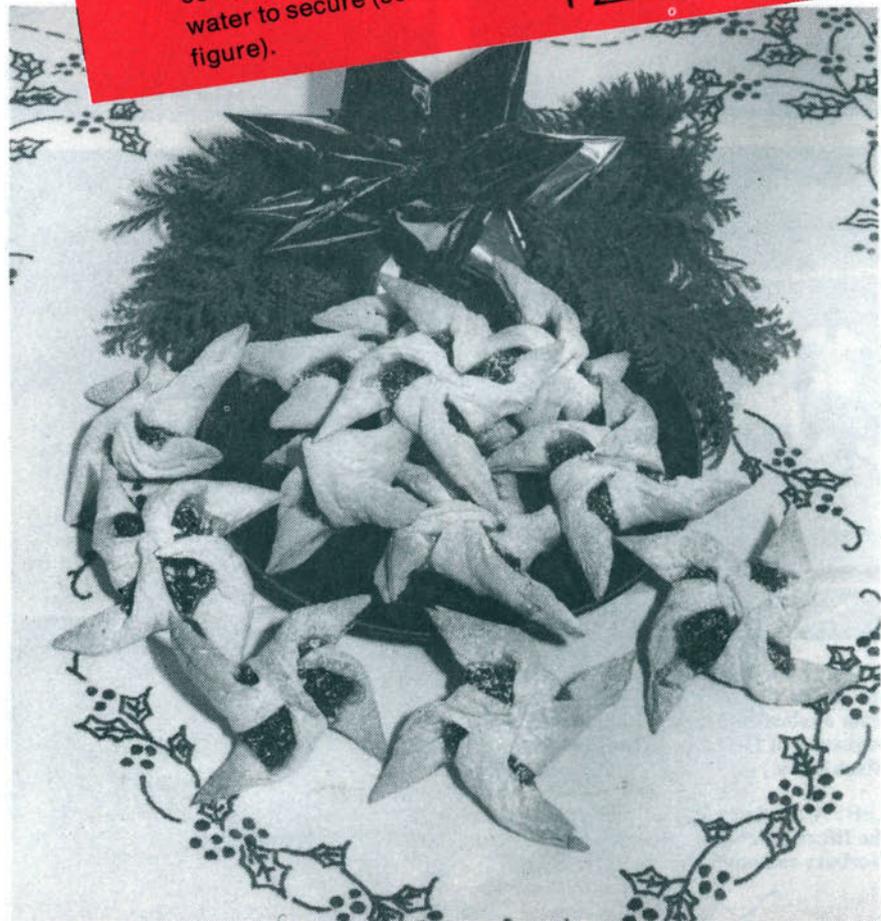
6 Cook approx. 20 mins hot oven regulo No. 7 or 425°F.

Choose your own size. A nine ounce packet of JS pastry and eight ounces of mincemeat makes 12 stars, approximately three inches square.

Ingredients:
 Packet JS puff pastry
 JS Christmas mincemeat

Method:

- 1 Roll out pastry thinly to rectangle shape.
- 2 Cut edges straight to ensure even rising.
- 3 Cut into squares.
- 4 Put mincemeat in centre of squares and cut corners in diagonally.
- 5 Fold alternate points of cut corners firmly to centre dampen with water to secure (see figure).

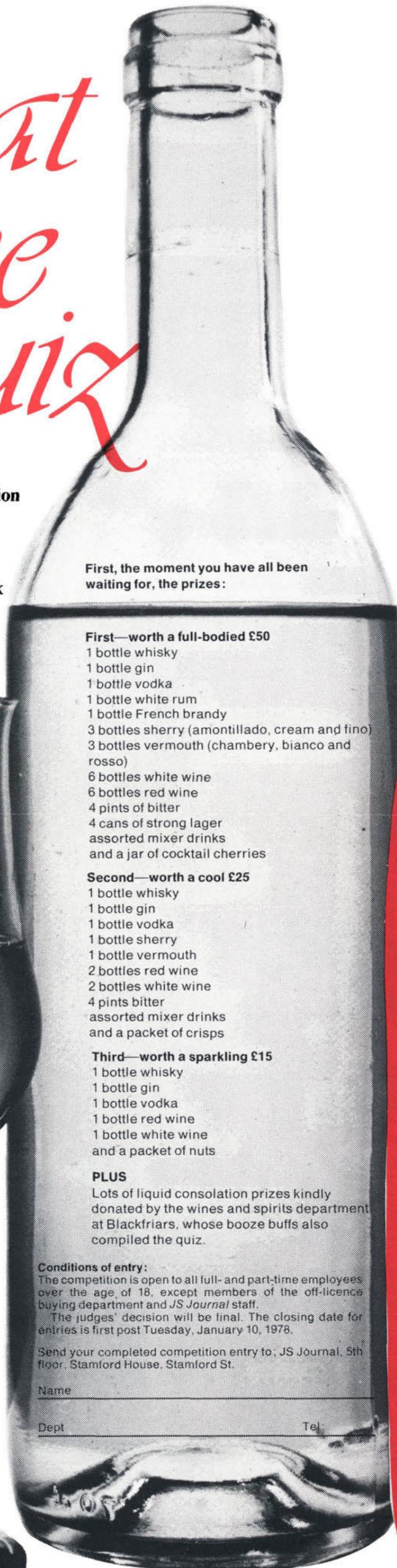


See you all next year Don't forget—the last copy date for the next issue is January 9th

The Great Wine Quiz

The great JS Journal wine competition now in its fifth intoxicating year

All you have to do is answer eight questions, complete the tie breaking limerick and you could find yourself the winner of enough booze to keep your cup running over until next Christmas!



First, the moment you have all been waiting for, the prizes:

First—worth a full-bodied £50

- 1 bottle whisky
- 1 bottle gin
- 1 bottle vodka
- 1 bottle white rum
- 1 bottle French brandy
- 3 bottles sherry (amontillado, cream and fino)
- 3 bottles vermouth (chambery, bianco and rosso)
- 6 bottles white wine
- 6 bottles red wine
- 4 pints of bitter
- 4 cans of strong lager
- assorted mixer drinks
- and a jar of cocktail cherries

Second—worth a cool £25

- 1 bottle whisky
- 1 bottle gin
- 1 bottle vodka
- 1 bottle sherry
- 1 bottle vermouth
- 2 bottles red wine
- 2 bottles white wine
- 4 pints bitter
- assorted mixer drinks
- and a packet of crisps

Third—worth a sparkling £15

- 1 bottle whisky
- 1 bottle gin
- 1 bottle vodka
- 1 bottle red wine
- 1 bottle white wine
- and a packet of nuts

PLUS

Lots of liquid consolation prizes kindly donated by the wines and spirits department at Blackfriars, whose booze buffs also compiled the quiz.

Conditions of entry:

The competition is open to all full- and part-time employees over the age of 18, except members of the off-licence buying department and JS Journal staff.

The judges' decision will be final. The closing date for entries is first post Tuesday, January 10, 1978.

Send your completed competition entry to: JS Journal, 5th floor, Stamford House, Stamford St.

Name _____

Dept _____

Tel _____

1) Is Château Mouton Rothschild

- a) an Hotel for wealthy French sheep
- b) a First Growth Claret
- c) White Burgundy

2) In which French wine producing areas are the following districts:-

- a) Chinon b) Cadillac c) Condrieu d) Côte des Blancs

a _____
b _____
c _____
d _____

3) Name the odd-man out:-

- a) Föder b) Stück c) Pin d) Magnum e) Hogshead

4) In 1976 which country consumed more wine per head of population?

- a) Spain b) Argentina c) Portugal d) France e) Italy

5) Are the following statements true or false:-

- a) Cognac is distilled using the continuous method of distillation. _____
- b) Château Latour is in the parish of Margaux in Bordeaux. _____
- c) All Spanish sherry is made exclusively from wine produced in a single year. _____
- d) Calvados is made by distilling cider. _____
- e) Gay-Lussac is an effeminate Frenchman. _____

6) Beaujolais has nine crus or villages. Name 5 of them.

7) Put the following sherries in ascending order of sweetness:-

- a) Brown b) Fino c) Cream d) Manzanilla e) Amontillado

8) Solve the following anagrams, of terms associated with Beers, Wines and Spirits:-

- a) Stun Ham (2)
- b) Been to see Lees Rack Run
- c) Why Barge Local Roadster? (3)
- d) Lean Brow (2)

a _____
b _____
c _____
d _____

Tie breaker: complete the following limerick:

A maiden who made her Madeira
From dandelions, hock and wisteria,
Was found rather ill
And remained so until
