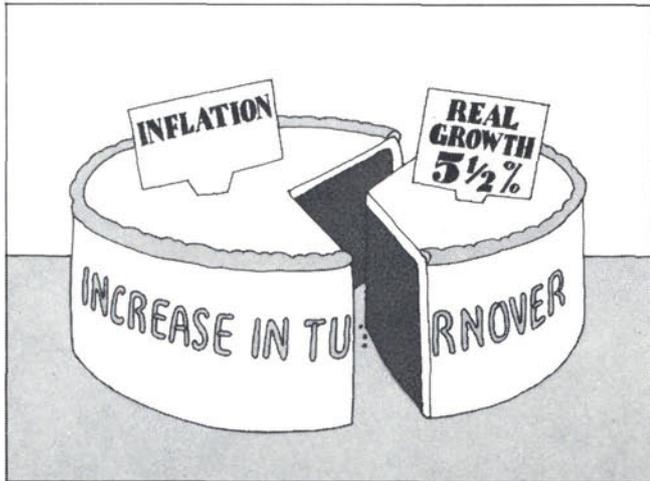


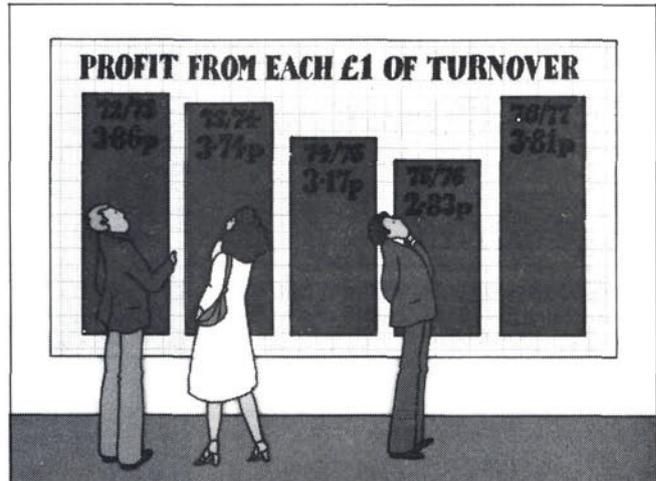
JS JOURNAL

May 1977

Efficiency pays off



Inflation ate up most of our 22 per cent growth in turnover . . .



but we're back to a healthier profit level.



We held our prices down . . .



so customers increased, boosting our sales and profits.

GOODS AND SERVICES	PAYROLL COSTS	PROFIT
		
86.2p	10.0p	3.8p

Staff get 10p from every £1 in the till

YOU CAN'T keep a good company down. After two years of disappointing profits JS's results for 1976/77, published on May 4, showed that sales were up 22 per cent to £664 million against £543 million for 1975/76. After allowing for price rises the growth in the volume of sales was about 5.5 per cent. Pre-tax profits increased by a healthy 70 per cent to reach £26.2 million compared with £15.4 million for the previous 12 months.

Viewed against today's economic back-drop of inflation and depression the figures emphasise the success of the company's concerted effort to increase efficiency/productivity and cut costs but still emerge as the 'best buy' on the High Street.

Commenting on the results chairman John Sainsbury said: 'During a period of acute inflation it is particularly pleasing to record that over the year, food prices at Sainsbury's went up less than those of the trade as a whole. In other words we improved the price advantage we have long enjoyed over our

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(The illustrations are from an audio/visual presentation for staff.)

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traditional High Street competitors.'

'In the food trade' said the chairman's statement 'the most competitive prices are to be found in companies earning a higher profit than their industry's average. We are not the only example of "the lower the prices, the better the profit".'

Customers were not slow to recognise that good food *did* cost less at JS, and consequently the company greatly increased its market share and the number of customers visiting JS stores.

How was this performance possible?

'The short answer is greater efficiency' said the chairman 'combined with the benefits from the massive investment made in the last years. We have invested no less than £70 million from our own resources in the last three years and this year have reduced borrowing substantially.'

Most of the investment has been in new

stores and during the past three years JS has opened 38 new supermarkets. Also a lot of money has been spent on updating equipment used throughout all three divisions.

The chairman also spelt out some of the dangers of the amendments to the price code. 'Now it seems possible that the next phase of prices legislation could mean that commerce and industry will be under constant threat of investigation to check whether companies are operating in accordance with well intentioned but unquantified criteria.

He said he believed the danger of misuse

... investment pays off



Chairman John Sainsbury

of this 'unprecedented power to intervene for short term political purposes' was 'sufficient to cause considerable concern'.

Returning to JS's expansion programme during the past 12 months he said: 'We opened ten new supermarkets with a total sales area of over 17,650 square metres (190,000 square feet).

'Allowing for store extensions and the closure of two of our smaller out of date supermarkets' he said 'our net increase in supermarket sales area was 7.5 per cent, bringing the total to 213,680 square metres (2.3 million square feet).'

Remarking on the 17 supermarkets opened during 1975/76 the chairman said these had made a considerable contribution to the current year's sales growth. 'In many cases these stores were by the end of the year achieving increases in sales of over 75 per cent against the same period a year before. Among the most spectacular performances were those in new trading areas noted for their highly competitive conditions.'

The year's figures showed that freezer centres achieved a commendable sales growth. All but two of the 16 opened during the year were integrated within supermarkets. This arrangement is where much of future expansion in this area is likely to be although the company intends to continue the policy to open 'independent' freezer centres where commercially appropriate.

Looking to the future the chairman

PRELIMINARY RESULTS

for the 52 weeks to 5th March 1977

	1977 £000	1976 £000
Turnover — includes VAT £10.9m (1976 £8.7m)	663,776	543,443
Profit before taxation		
Retailing — net margin 3.81% (1976 2.83%)	25,303	15,372
Associated Companies — share of profit	879	45
	26,182	15,417
Taxation	13,687	8,018
Profit after taxation	12,495	7,399
Extraordinary items	909	717
Surplus	13,404	8,116
Earnings per share		
Before extraordinary items	15.07p	8.92p
After extraordinary items	16.16p	9.79p

J Sainsbury Limited, Stamford Street, London SE1 9LL

continued ▷

Washington's high flyers!

AMERICAN PRESIDENT Jimmy Carter was welcomed to Washington Green, County Durham by a whole troop of SavaCentre bandmen during his visit to the town on May 6.

The bandmen/women (whose ages range from six to 14 years old) belong to the Washington Greys Jazz Band. Wearing bibs that spelt out the name of the new JS/BHS store being built at Washington new town, the children gave President Carter such an enthusiastic welcome that he took time out of his busy schedule to go

over and meet the band, say hallo and shake hands.

Junior jazz bands are very popular in that part of the country and the Washington Greys are one of the best known. Their striking red and grey uniforms are modelled on those worn by the Confederates during the American Civil War.

The new SavaCentre store is not far from Washington Green where the President planted a cherry tree to commemorate the close ties between Washington CD and Washington DC.

THE WHIRL of a low flying helicopter attracted local residents towards the SavaCentre at Washington, County Durham on Sunday, May 1.

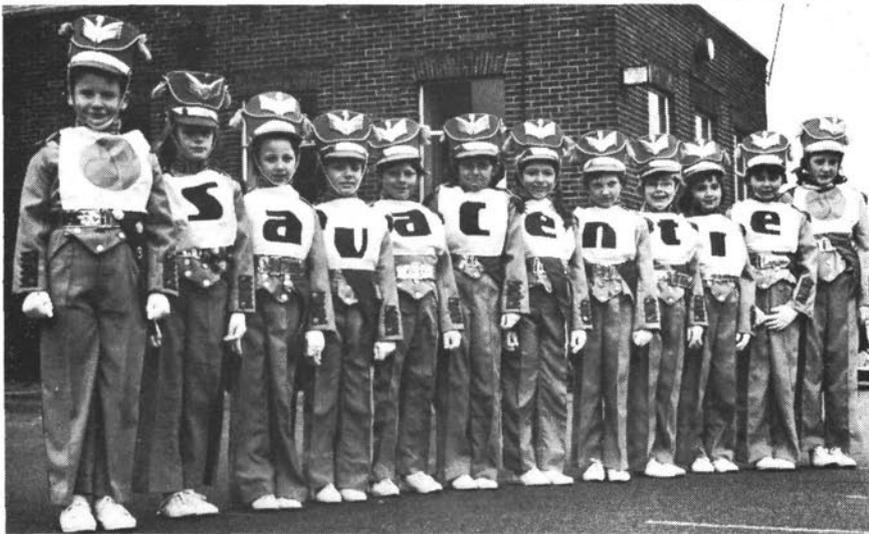
It was being used to airlift 25 air-conditioning, heating and ventilation units—each weighing a ton—on to the roof of the building where they were to be installed. The Lama helicopter is, basically, an airborne crane capable of lifting anything up to its own weight.

The airlift took place on a morning when even the weather (windless conditions) looked down kindly on the operation, co-ordinated by a walkie-talkie carrying team of 14 people.

Said Frank Gandy (engineering clerk of works, SavaCentre): 'The roof of the SavaCentre is so big that it would have needed a peculiar crane to do the job; using a helicopter made it a lot easier and quicker. The whole operation was completed successfully in just under two and a half hours.'

Below: The helicopter hovers gently as it gets a unit into position.

Below: Dressed in their best bibs and tuckers the Washington Greys junior jazz band.



◀ continued

said: 'The number of new supermarkets to be opened in the year ahead will not be as many as we would like, the constraints continuing to be the availability of suitable sites with planning permission at economic rents. Nevertheless during 1977/78 we anticipate opening seven new supermarkets totalling 12,635 square metres (136,000 square feet).'

One of the most looked-forward to new openings will be the first SavaCentre, at Washington, in November this year.

Commenting on the pension fund the chairman explained, although a recently revaluation of the fund showed the current level of company contributions to be adequate, it was felt 'prudent' to set aside a further £1,350,000 in the present accounts. This would cover the recent pensions increase paid to JS veterans.

Details of the results, with the full text of the chairman's statement, went up on all noticeboards on May 4. Booklets detailing and explaining the accounts will be distributed to all staff on May 16. During the next couple of weeks an extensive communications programme of meetings and an audio-visual presentation should answer most questions and help staff to understand more fully the facts and figures that make up the results.

Profit Note: £26 million sounds a lot of money—and it is. But after allowing for inflations our profit growth over the last three years has only averaged 4 per cent, less than half the rate of growth for the last 25 years. ○

Now we are ten

IT'S OPEN HOUSE at Buntingford depot on May 22 to celebrate the opening of the depot ten years ago to the day.

During the morning there will be guided tours of the depot, a reach truck display and an impressive JS lorry line-up. At midday Pam Turner (the depot's Miss JS finalist) will cut a birthday cake made by the depot's catering staff. The exact nature of the cake is a secret surprise that even the local press (and the *JS Journal*) cannot prise from the organisers.

Over 300 invitations were sent out to staff, their families and friends—over 300 acceptances were sent back. So as far as the depot's concerned their open house is now house full!

Winning exposure!

IT WASN'T PERFECT weather for taking pictures but Terry Wright, winner of our photographic competition (see Christmas 1976 issue), still took his camera along on his mini-cruise to Denmark.

Our winning photographer didn't have much luck with his pictures, though. After his return all his film was put through a postal detector device, but the *Journal* hopes to rescue some of the prints for the next issue.

Women's rights

FROM April 6 this year, new regulations covering the national insurance contributions of female employees who are married or widows came into effect.

An employee in either of these two categories (and paying the full national insurance rate) can now opt to pay a reduced rate.

Having opted to pay the reduced rate, should she at any time desire to go back to paying the full rate she may do so from April 6 in any year.

More detailed information is outlined in Department of Health and Social Security leaflets which are available at JS branches, depots and offices.

JS's super marriage mart

SPRING IS in the air and so is romance—especially at JS's Wandsworth branch. For the second time this year (the first was in March when Wandsworth's grocery manager Steve Base and North Cheam's deputy chief cashier Rose Chandler took



the plunge) we can report a marriage between one of its staff and one from another JS branch.

This time it's the turn of Wandsworth's deputy chief clerk Lynn Pereira who married Alan Jones, assistant manager at West Wickham on April 16. The couple met when they both worked at JS's branch in Battersea.

Who'll be the next? Watch this space.

Elwyn is next in line for president

ALTHOUGH ELWYN DAVIES has been at Cwmbran only since November 1976, when he became manager of JS's first branch in Wales, he has already made his mark in local trading circles.

For Elwyn has recently been elected vice-president of the local Chamber of Commerce, and will take on the mantle of president in 1978.

He says: 'JS has made quite a big impact in the town since we opened, and my election is a reflection of this.'

This year his role will involve deputising for the president, but next year he will take on the full duties which include presiding at the monthly meeting and attending various social and civic functions.

Elwyn has a friendly chat with one of his Welsh shoppers.



Freezer centre advertising hots up



The eye-catching posters in position at Chingford's integrated freezer centre.

ALL JS freezer centres have been hooked on to a new style of advertising this month. The new theme is bolder, more colourful and has more pattern than the old style.

Big new posters now hang over the freezer cabinets advertising the month's special offers. Their bright new look is repeated in the barker cards and the cabinet stickers.

The bold design, created by Peter Dixon head of the JS design studio, is intended to make more impact in the rather clinical atmosphere of the freezer centre. Although it is going to mean more work for staff, especially at first when they put up the new fixtures, increased sales should make all the extra effort worthwhile.

Champions beat everyone under the table!

THE JS TABLE TENNIS team has won the division five championships of the central London Table Tennis League.

Led by 1976 JS champion Alan Bennett (purchase accounts, Streatham) and comprising Graham Harrison and Simon Fisher (computer department, Streatham) and Vic Tye (dp department, Blackfriars) the team won all 22 games they played, with Alan and Simon not conceding a game throughout.

The season ended with a competition for the Minor Cup—involving teams from divisions four, five and six. Needless to say, the JS team walked away with the trophy.

For the next season, which commences in August, the JS team has been promoted to a higher league. Although, as Alan says 'we won't know which one till nearer the time'.

Tesco gives the red light to Green Shield stamps

TESCO has finally cut off its 14 year link with Green Shield stamps. The decision, which was announced last week, brought a smile to the lips of many JS staff who have long backed the Sainsbury family in their opposition to trading stamps.

Tesco has now realised that today's shopper is more interested in lower prices than collecting books of stamps, and are promising substantial price cuts to mark their break with Green Shield.

It was back in 1963 when Tesco was one of the first food retailers to join forces with Green Shield. In those days Tesco had only 200 shops and trading stamps undoubtedly helped their early development.

The argument against stamps was keenly debated by JS and Allied Suppliers from the start. Trading stamps did increase a store's trade at first so that the cost of paying for the stamps was met by the increased turnover. But in the long run the fact that they cost between two to three per cent of turnover was bound to be reflected in prices.

Some pundits think the Tesco move may result in a price war on the high street. Tesco will try to keep its existing customers with the promise of lower prices, but other stores are bound to try to lure away those shoppers who only chose Tesco for the stamps.

Whether Tesco can now compete on the same price terms as JS will be interesting to see. In a press statement JS say they still expect to be 'comfortably in the lead' but Tesco's decision to cast aside those little green stamps shows that in the long term Sainsbury's and Allied Suppliers had wisdom on their side in the Great Stamp War.

New style concrete overcoat!



A LUCKY ESCAPE for Basingstoke driver Bill Collins when he was freed from this metallic muddle with only a few cuts and bruises.

The accident occurred on the Kingston bypass as Bill was passing a line of roadworks. The vehicle in front clipped one of the timbers used to divide the lanes and it flew up under the JS lorry causing it to career off the road into the roadworks.

The cab buried itself in a nearby cement mixer, and Bill was trapped under the steering wheel by his legs. Needless to say the cab has been declared a write-off but Bill was back at work after only a couple of weeks.

Washington
SavaCentre
first with
in-store computer



SAVACENTRE will be the first British retail company to install the highly-complex, totally in-store NCR computer system. It consists of 38 checkouts linked to a mini computer which in turn is linked to the larger 8200 computer. This will give the hypermarket more instant information on sales and stock than has ever been stored under one shop roof before.

At the checkout the cashier will either key in a code or the price and department of certain items. The mini computer analyses the code and prints on the bill the name and weight of the item and its price.

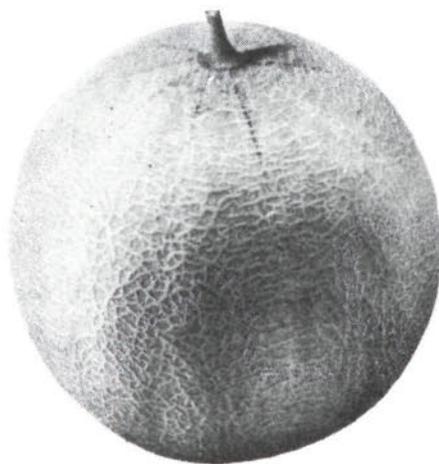
For the customer this means a much less confusing bill with each item clearly named against its price. The only disadvantage being argued by consumer groups is that certain fast selling goods will not have a price ticket under this new system. However, the customer benefits by cheaper prices and clearer receipts.

The advantages of the computer for management are numerous. Because it is linked to the 38 checkouts the mini-computer can tell which lines are selling well, how much money should be in each till, how many sales each checkout has taken, and whether a till is so full it needs emptying.

The complex 8200 computer acts as a back-up and can provide more in-depth information. It will report on stock in hand, gross profits in some departments, and suggest how much stock should be re-ordered.

The system has been ordered for the first two SavaCentres at Washington and Hempstead. If it proves successful it will be installed in future stores.

Israel keeps mum about new melon



Left: the new Galia melon—same high quality but higher yield than right: the smaller Ogen melon.



A NEW VARIETY of melon developed in Israel is now appearing in some JS stores. The Galia melon is a hybrid variety named after the Israeli girl who first grew it. The Israelis hope it will challenge the popular Ogen melon for its share of the British market.

The new melon is the same high quality as the Ogen but is slightly larger and has a rougher skin. Most important its high yield means it can be sold at a lower price.

Because it is a hybrid the Galia cannot be grown from its own seeds and the Israelis are keeping its parentage a closely guarded secret. They don't want it grown worldwide like the Ogen. If the first year trial with JS proves successful Israel will find it has a very profitable and exclusive melon.

Window dressing with a royal touch



JS WINDOWS will go red, blue, silver and purple to celebrate the Queen's silver jubilee in June. The posters are the work of Peter Dixon, head of the JS design studio—apart from the union jack for which he claims no credit.

One poster is set on a purple background, the other on silver and can be used alternately with the union jack to form a pelmet around the store window, as previewed at Kempston (see picture above).

All JS stores will receive the posters with instructions on how they should be displayed in time for the two week jubilee period.

We've got a holiday for guess what day!

THE SPRING BANK HOLIDAY on Monday, June 6 and the holiday declared for the Queen's silver jubilee on Tuesday, June 7, means a long weekend lies ahead for all JS staff.

Branches, depots and central offices will be closed on Monday and Tuesday. However, to ensure business opens as usual on Wednesday June 8, it will be necessary for a limited number of staff to work over the holiday.

Also, for the first time in many years, there will be no extra late night shopping days introduced to compensate for trading hours lost through the holiday.

Survival of the fittest at HO!

THE RECREATION ROOM at Rennie House, Blackfriars, buzzes with keep-fit activity every Monday evening.

For, under the guidance of Hatha Yoga expert Lester Springer (a food analyst in the JS laboratories), enthusiastic staff go through a programme of Asanas (postures) and other exercises.

The session lasts for about 90 minutes and has an average attendance of about 20. Says Lester: 'The whole point of yoga is to assist one's poise and breathing and in toning-up muscles. It makes you feel great but there's a lot of hard work to be done first. There are plenty of moans and groans at my class!'

Anyone suddenly enthused into joining the class is going to be disappointed. There are no more vacancies—unless, of course, any of the present batch drop out through exhaustion.

Elaine's easy on the ear . . . and eye

HOUSEKEEPER Elaine Davies, of JS's Cowley branch, was interviewed on Radio Oxford during a programme about local staff canteens.

The programme discussed a health inspector's report which stated that canteens in the Oxford area kept up a good standard. And JS's canteen was among those that had been spot-checked when the report was being prepared.

During her two minute interview Elaine was questioned about the problems of keeping a big kitchen clean and the varied fare provided to hungry staff.

Was she nervous?

'I only had about an hour's notice that the interview was to take place' she said 'so I didn't have time to be nervous.'

Listeners were also informed of Elaine's recent success in the Miss JS finals when she emerged runner-up.



News of pay and players

THE SALARIES OFFICE has moved from Streatham to Blackfriars. Staff who are paid four-weekly will now receive their payslips from the second floor of Rennie House. Any queries about pay should be directed there.

June Jennings, manager of the salaries office will be responsible to Dorothy Paterson, head of the central payroll office.

STOCKWELL took the winning honours in the Bromley area darts competition on April 25.

The Stockwell team beat other teams from AGM Eddie Rickett's area in a series of knock-out matches. The four finalists, one from each district, met at Dulwich for the final KO.

Free-flow produce is a hand-picked winner

SINCE THE TRIAL PERIOD one year ago free-flow produce has proved a tremendous success in JS stores. By the end of May almost 30 branches will have 'gone loose'.

Every branch to have made the change has increased produce turnover as expected. Potatoes and tomatoes have been particularly successful. Customers seem to prefer the larger spuds and don't mind getting their hands dirty to choose them. Loose tomatoes are popular because their price has remained low compared with those that are pre-packed.

The first experiments at Lewisham and Forest Hill taught JS a number of lessons in how best to deal with loose produce. Most of the fruit and vegetables are now kept in their original market containers or JS plastic trays rather than being piled in loose mounds. This means that they can be kept rotating so that all the stock is sold in order of freshness and nothing is left buried at the bottom of a pile. It also means that the handling of produce is kept to a minimum.

Some items have been found unsuitable for loose sale. Cauliflowers and spring greens are now pre-packed and priced because customers used to strip them of their outside leaves. Bananas were unsuccessful because they were so easily bruised by all the handling they received, and too many odd ones were left unsold.

The poor quality and rising prices of home-grown carrots, parsnips, turnips



Mrs Hazel Thomas weighs and prices a customer's produce at Barkingside branch.

and swede in April meant that these vegetables could no longer be sold loose and remain competitive. Turnips and swede were discontinued altogether; parsnips were sold pre-packed; and JS buyers had to look abroad for their carrots which

were better quality, more expensive, but already pre-packed.

JS buyers are hoping good spring crops will provide new produce to be sold 'on the loose' and the future of this JS venture will continue to look exceedingly bright.



Each one hand-picked—that's what makes free-flow produce such a success.

JS counsellors have their once a year day



JS COUNCILLORS went willingly to the Tower on April 5, not to lose their heads but to attend their agm. The tower was the conference suite of the swish Tower hotel just across the river near Blackfriars.

The agm is the only chance JS counsellors get during the year to meet up and exchange ideas. It also gives them the opportunity to hear collectively about any new developments at JS and the company's plans for the future.

Basically the job of a JS counsellor is to promote Sainsbury's to the shopping public through talks, mainly to women's clubs and associations. When the counsellor service started in 1970 there were only five counsellors, now there are nine. They work on a freelance basis and are paid a fee for every talk they give, plus expenses.

Between them they cover JS's trading area. They are all qualified home economists and some of them teach domestic science subjects at schools and colleges.

With the accent on Sainsbury's products and services, as JS counsellors they give talks and demonstrations on every conceivable subject relating to running a home and feeding a family. Requests for counsellors to speak at a club or meeting are channelled through Blackfriars.

JS counsellors come under the wing of public relations manager Peter Ireson. Press officer Eddie Marriott takes care of the administration side of the service and keeps a 'diary' of who's speaking where and when.

The service has proved to be a tremendous success and provides a valuable platform for customers (and potential customers) to put forward their views and suggestions. The feedback from the counsellors to the company also helps JS to give customers what they want.

In future issues of the *JS Journal* we will be publishing profiles on all nine JS counsellors, whose backgrounds are as varied as the talks they give.

The once a year moment when all nine JS counsellors are able to sit down around a table and talk about the work they have done during the year and what the future plans are at JS. In the chair, with his back to the camera, is Peter Ireson. Working clockwise from him is Valerie March, who covers Surrey and the south west suburbs, Barbara Logan, who looks after Surrey, Sussex, Hants, Wilts and Berks, Jane Babbage who is responsible for the Exeter area, Diana Bennett who covers the Midlands, Eddie Marriott, the man at the Blackfriars base camp, Cynthia Gillett, who takes care of Kent and the south east suburbs, Pat Macrae, who talks around London, Essex, Herts, Bucks and Berks, Jillian Battersby, breaks new JS ground in Cwmbran and Bristol area, Jennifer Marshall, counsellor in Kent and on the coast, and Elizabeth Murphy, busy around the Midlands.

News from around and about . . . comfy cabs on trial

TWO NEW MAKES of JS lorries will be seen on the roads this month. Buntingford depot is trying out Mercedes and Daf and hopes to have five of each by the end of July.

The new lorries are the rigid variety, holding 24 roll pallets. They are said to provide better fuel economy, have a longer life and give the driver more comfort in the cab.

These claims will be investigated by the depot and according to the lorries' merits a decision will be made on their future by the end of the year.

EMPTY SHELVES at Wealdstone branch were the result of another highly

successful grub grab raid by a swift-footed customer. The damage was £60 of JS goods swept from the shelves by Ann Kirby in under four minutes.

Mrs Kirby got the chance to run riot at Wealdstone as a bingo prize winner at an EMI social club at Harrow.

Mrs Kirby admits she was very nervous before the 'grab'. 'I had nightmares about trolleys days before.' But with the help and co-operation of JS staff everything was all right on the night—except for one slip-up. Mrs Kirby grabbed a 5lb bag of dog meal. She doesn't have a dog.

JUDGING by the increase in the social activities within the SSA, it would seem

that the Silver Jubilee is being well celebrated at JS, reports SSA organizer Len Starling.

He says: 'Usually the SSA social season winds down about the end of April, but this year it seems to be never-ending with discos, barbecues, river trips and dances.'

The main SSA event is a Silver Jubilee Ball, to be held at the West Centre Hotel on June 4. A few tickets (priced at £3.50 for members and £4.50 for non-members) are still available.

This year also marked a cultural first for the SSA. On May 4 a party of members and their friends attended a performance of the classical ballet 'Coppélia' at Sadlers Wells Theatre.

C'est magnifique— and scrumptious

CROISSANTS AND COFFEE are to the French what bacon and eggs are (or were) to the British—the perfect way to start the day. It is therefore not surprising that the French know their croissants as well as they know their onions. It also helps to explain why JS croissants were recently judged 'best buy' in a British croissant taste test set up by *The Times* newspaper.

'Our croissants are made by a man with French connections, who now lives and bakes in London' says JS bakery buyer Mike Matthews. 'He doesn't go in for mass production techniques and I think this is the secret of his success. Croissants made on a production line basis tend to lose a lot in translation.'

JS croissants (pronounced *krwuson* and French for crescent because of the shape) were first introduced in 1968 and they are currently sold in 150 branches. At 9p for a pack of two they are as economical as they are delicious.

If you want to go native and eat them as the French do they must be eaten warm. There is no such thing as a cold croissant in France (five minutes in the oven at 350° or *regulo 4* is just right).

Pausing only to adjust their beret, true Froggies break off a large chunk (like rolls croissants should be broken, never, repeat never, cut) and then dip it into a large cup of real coffee.

Most Britishers however find this is going a little too far and prefer to confine their excesses to spreading a little butter on each piece and sipping their coffee between bites. Individualists take a little jam with the butter.

Fred Platts, was a senior chargehand electrician at Blackfriars until he discovered JS croissants . . .

Below: When in Britain do as the British do—add a little butter and jam.



Royal feast

FIT FOR A QUEEN—that's how staff at JS's High Street, Walthamstow branch described the sumptuous buffet prepared for them by housekeeper Flo Gooden for their jubilee party, held on March 29.

The canteen was decked with flags and royal insignia (mostly the work of manager Lawrence Rome) and the buffet included a cake patriotically decorated in red, white and blue.

About 50 staff (including a few JS veterans) were there to drink the sovereign's health and dance a jubilee jig to music provided by disco-man and tradesman Piers Bishop.

'This was just the first of many functions our branch hope to hold to celebrate jubilee year' said clerk Sue Flack.

The driving force behind the wheel



In the cab mechanic Charlie Carr (left) prepares to put his driving skills to the test under the expert eye of Ralph Henderson.

FOR RALPH HENDERSON driving a car is a constant search for motoring perfection. For his passengers it's probably the smoothest ride they have ever experienced. But that's hardly surprising since Ralph is the company's driving examiner.

He joined JS in 1973 after being a private HGV instructor, and before that an examiner with the police. When he started with the police he was driving a Black Maria—I've been in and out of prison more times than I care to remember!

Ralph's enviable career had an unlikely beginning as an apprentice to a marble mason. Apart from making tombstones he also produced marble slabs for shopfitting. 'That was my first contact with JS.'

Now Ralph's job involves him in most aspects of the JS network. Many management staff meet him when they take their company driving test. He's used to nervousness but as he says: 'All I'm looking for is some improvement since they passed the MOT test.' Very few people fail, but those who do are told their faults and to try again. 'Usually it's lack of anticipation—occasionally driving too fast.'

... above all discreet

Selecting new chauffeurs is also a part of Ralph's job. He works with the personnel department to choose someone who is smart, a smooth driver, and above all, discreet. 'A chauffeur is in a position to overhear conversations that must never get any further so it is important to find the right man.' Ralph's special test for a smooth driver is to sit in the back of the car

Just the job

The first in a new series of articles that will take an in-depth look at a JS job, and the person behind it. This month we visit Rennie House to meet Ralph Henderson...

while he drives and try to write. 'If I can read it later then he's OK!'

By far the most important part of Ralph's work involves the HGV drivers and their training. He chooses new JS instructors, selects the trainee drivers and keeps an eye on accident records.

Instructors are drawn from among the existing drivers who have a good work record and can pass a written exam. After that they are chosen for their attitude to people. Ralph says: 'I am looking for someone who has a sympathetic approach, who can listen and who is good at explaining. We don't want someone who will huff and puff with impatience when a learner stalls at traffic lights.' When the instructor has been chosen Ralph teaches him the basics of the job and he is then sent on a month's course in Shrewsbury.

To select a new driver Ralph first takes him on an initial test. He is looking for a good knowledge of the highway code, patience, and the ability to read the road. 'The single most important quality is their attitude to other road users, particularly pedestrians.' After selection a driver has

three weeks' training.

Under a scheme run by the Royal Society for the Prevention of Accidents drivers are awarded a certificate and a financial bonus each year they don't have a blameworthy accident. It's up to the depot's transport manager to decide whether an accident is blameworthy or not, but with so much at stake any disputes are sorted out by Ralph. 'Our HGV drivers have a very good record. It's very rare that they don't get a certificate.'

Training drivers the JS way certainly seems to work, but it's very expensive and only 42 per cent pass the HGV test first time. Ralph has very positive ideas on how to improve matters. Surprisingly he thinks the three week training period is too long. 'By the time they take the test they have become complacent.'

Own-brand training school

He would like to see JS set up its own training centre or mobile school where drivers could go away with an HGV licence after only two weeks. He would also like to see JS sell its instruction to other companies needing to train drivers.

Ralph, who is 47, is married with a son 'who doesn't want to be a lorry driver'. As a member of the PTA and a school governor, Ralph is very keenly involved in his son's education. He is also eager to see other people improve themselves, especially their driving.

His tip to those who want to better their motoring skill is to be self-critical. 'Talk to yourself as you drive and every time you catch yourself doing something you shouldn't, tell yourself off.' ○

Something to celebrate

EVERYBODY'S jumping on the jubilee souvenir-hunters' bandwagon. Everybody except, perhaps, James Fairman, deputy manager, at JS's Dorking branch. He has been an avid collector of royal commemorative mugs for over 15 years.

His mugs, the oldest dating back to when the Prince of Wales married Princess Alexandra in 1863, commemorate every jubilee since Queen Victoria's golden jubilee in 1887.

'My collection is supposed to be quite valuable and I have had big money offers, but I wouldn't part with it' he says. 'I

would, however, like to see it eventually placed in a museum.'

Most of his collection was secured from what he refers to as 'junk shops'. He has over 120 pieces purchased for prices ranging from £7 to 50 pence. Now that commemorative mugs are sought after, their locations have changed to antique shops.

James says: 'Whenever I visit a new town or city the first places I call are antique shops.'

'Since it is an unusual hobby the chances for displaying the collection are limited. But, because of the jubilee, this year has opened up many possibilities.'



James, with his prize collection in background, holds up a mug commemorating the wedding of the Prince of Wales in 1863.

Living
memories
of those

good old/bad old days



AT THE VETERANS REUNION on April 18, living, walking, talking history revealed itself in a field-day for the JS archives. Here are some of my favourite quotes:

'I answered an ad for a tall, well-educated young man and the first job I got given was to hold a horse's head.'

'Life in the hostel depended on the housekeeper. If she was a good cook, then you were alright. The police were friendly and it was good fun to spend a night at the station when you got locked out.'

'In the summer-time staff transferred from London branches to seaside branches to help with the extra trade—mostly catering.'

'I wonder whether you've got a cardboard cow in your archives? I made my mother buy Crelos margarine when it started because my friend had this brown cardboard cow which came with the margarine. The cow apparently had moveable legs attached with paperclips and was about ten inches long.'

Has anyone got one for the JS archives?

Thank you to all those who passed on tales and anecdotes and helped to make it a memorable day for the archives.

Honor Godfrey, JS archivist

A labour of love

HUNDREDS of letters pour into JS's public relations department every week. Many of them are from teachers and students asking for posters they can use to illustrate a project they are working on.

One letter they received recently however was a little different. It was from a teacher who is trying to teach a very poorly sighted 20-year-old student of hers to read.

The request was taken up by JS press officer Mal Cole. With the help of print programming manager Alf Whybra he sorted out some of JS's more visually striking advertising and promotion posters, selecting those that included everyday words like beef, sugar and butter.

'We looked out all the material we could with big bold numbers on as well' says Alf, who also devised a system using large plastic numbers that could be moved about on any smooth surface.

Their effort and ingenuity was greatly appreciated by the teacher who wrote to Mal enclosing a letter of thanks written by her pupil, who had never before been able to even write his own name. 'He wanted to write the letter himself' explained the teacher 'even though it took him nearly two hours.'



J



Left: An fortnight



JS converts take a trip to their local



and Brian Currie outside their Dorset pub. Above: The hopping expedition. Below: Behind the bar.

Continuing our series of close-up studies in different areas of JS we visit scrumpy country to meet a couple who take their own customer-eye view of a JS store . . .

ANN AND BRIAN CURRIE are the proud proprietors of the Admiral Hood, a beautiful old-world pub situated in the tiny Dorset village of Mosterton. They moved there from Essex ten years ago and settled into their rural way of life with the greatest of ease.

The Curries have never liked supermarkets. They always used to do their shopping in the local village grocer's. 'It was real personal service, but if you bought a packet of cornflakes in February you could expect the special offer to have expired last December' says Brian Currie.

Supermarkets, they felt, were noisy, crowded and impersonal, but that was before they experienced their first JS store. It was a rainy day in January. Mrs Currie realised she needed a packet of tea while she was in Taunton, so they popped into Sainsbury's. 'I was amazed. It wasn't at all how we'd imagined, and we didn't stop talking about it all the way home.'

The next time they drove the 20 mile journey to Taunton they took a calculator with them to check the prices on their weekly shopping. Ann Currie explains 'It was such good value we went

out and bought a deep freeze and now we shop there once a fortnight.'

These new converts to the supermarket society showed such an interest in the JS way of doing things that the *Journal* thought it would be a good idea to invite them on a guided tour of their favourite retail establishment—Taunton branch. Their day started with a welcome from the manager.



△ On the shop floor manager John Langrish (right) discusses with Brian Currie the mutual problems of running a successful business. High on the agenda is shoplifting. Mr Currie is still smarting after thieves stole a coach lamp from the front porch of his pub. John Langrish is philosophical. He and his deputy Ivan Bluffield, don't have the same problems as store managers have in the larger cities, and he prefers to deter people from the temptation rather than have to catch them in the act.

'What about the mentality of people when they part with their money?' asks Brian Currie. 'In this store they're certainly looking for ways of saving those extra pennies' replies John Langrish. But Brian thinks people sometimes lose their logic when they quibble about the odd penny on food and then cheerfully spend more on their beer.

continued ▷



◀ continued

You don't usually find bananas on sale in pubs but that doesn't prevent Ann Currie taking an interest in how they arrive in Taunton. Tony Quick (right) explains they no longer come from a JS depot but are supplied locally.

Tony has been with JS for 2½ years, ever since he left school at 16 and has now joined the management training scheme. Today is produce manager, Cyril Grandfield's, day off so Tony is getting plenty of experience taking over his responsibilities.

'Which department do you like best?' asks Ann. 'Provisions—I like to be out on the shop floor where it's all happening.'

Cheese please, Philomena! Mrs Phil Godfrey shows the Curries how a brie cheese is weighed and priced while Brian Porter, acting provisions manager, (out of picture) explains what happens in the preparation area.

Ann Currie wonders 'Do the public health inspectors come round often and make your life difficult?' She is quickly reassured by the manager that many of them regularly do their shopping in the store. They certainly don't make life difficult, 'they've got a job to do and so have I.'

'What about the shelf-life foods?—Do you often have a lot left over when they're out of date, or are you expert at judging?' 'Not always' confesses John Langrish 'everyone is endeavouring to read a crystal ball.'

Meanwhile Brian Currie is fascinated by that brie. He never realised how much was prepared behind the scenes.—'No-one ever thinks how that pot of jam or lump of cheese gets onto the shelf. The television people ought to do a documentary on it.'



△ Meat manager Mick Reynolds (in the hat), who has worked in the store since it opened three and a half years ago shows the Curries how the automatic wrapping and pricing machine works. 'But why do they always put 5.5 lbs rather than 5 lbs 8oz?' asks Brian Currie. 'It takes us ages to work it out' adds his wife. There's a simple answer to everything, and Mick Reynolds explains there's just no room for lbs and oz on the ticket.

But 31-year-old Mick isn't out of the line of fire yet. 'Don't you think your joints of meat are on the small side? We like a large joint for the weekend and quite often there's very little choice.' Easy. 'You've only to ask and we will be happy to cut you any size you want' Mick replies charmingly.



'We get the impression the shop is a happy place to work because we see the same friendly faces again and again.' A flattering remark for Jane Southam, personnel officer (middle of picture) who agrees that the staff turnover is very low.

There is a feeling of loyalty in the store, hardly surprising when you learn that its manager, John Langrish, on the left, has been with JS for 38 years.

Ann Currie points out that JS is unusual in employing a personnel officer. 'Yes' says Jane, 'we used to be considered a luxury but I hope we're now a necessity.'



◁ Grocery manager Gerry Fulcher gives a wry smile as Daphne Bell demonstrates the Plessey ordering system. Brian Currie, who was a draughtsman before he decided to run a pub, takes a long look at the machine. 'That's the sort of equipment I used to design' he says.

28-year-old Gerry is proud of running the biggest department in the store. That prompts Brian Currie to comment to John Langrish 'You don't seem to have any real whizz kids—no-one seems to want to make dramatic changes to the JS way of doing things.'

'We do have men who suggest new ways and I always listen. If it's a good idea then I'll pursue it. Sainsbury's has its fair share of people in the right place at the right time, but I believe there's no substitute for experience.'



◁ Down at the checkouts and Ann Currie is surrounded by familiar faces. 'The cashiers are always so friendly, I feel I know a lot of them personally' she tells Eileen Clifford, deputy chief cashier. 'Don't you ever stop smiling?'

'We do get our difficult customers and sometimes it's difficult to keep smiling while you check right through a bill with them, but we do our best.'

Eileen should know all about difficult customers as she's been with JS for 7½ years. Ann Currie is curious to know whether she's ever had any worrying moments looking after all that money. 'If it was me I would be cautious of everyone.' But there's no need to worry—Sainsbury's is aware of the risks and take all the measures they can to protect their staff.

At the end of an enjoyable day—'It's been fascinating' says Ann Currie. 'Everything is so well run, and everyone is so happy. In fact I think the staff is so well looked after here I'm going to put in a complaint to my boss when I get home!'

Luckily 'the boss' is out of earshot . . . he's just remembered . . . he has to do some shopping.

Footnote: Taunton may not have its whizz kids exactly but they're certainly an up and coming bunch. Since visiting the store Gerry Fulcher has taken up a position in Exeter as deputy manager, Fred Edwards has become grocery manager and Brian Porter is now provisions manager.

A-golfing we will go . . .

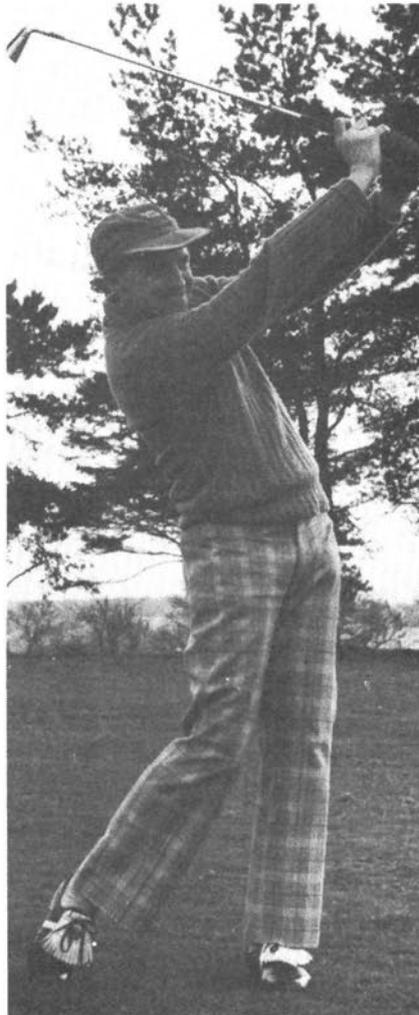


OVER THIRTY GOLFERS took to the hills of Berkshire on April 25 to take part in Ealing area office's annual golf tournament.

The hills were those that go to make up the 18 holes of the Goring and Streatley golf course where the tournament was held, led by AGM Ken Wood, the man who thought up the idea of a golf day.

'For the first time JS staff from outside the Ealing area took part' says Dick Jay, the area's mechanical supervisor and organiser of the event. So this year the 32 contenders included golfers from Charlton depot and Blackfriars as well as branch staff from within the Ealing area, some coming from as far afield as Blackpole, Worcester.

A good day's golf was had by all, although a frisky wind on the higher levels added a few strokes to nearly everyone's score. The man who won the day was Stuart Briers, manager of Swiss Cottage branch, so keeping the winner's cup in the 'EAO family'—for another year at least.



What's the score: the men doing the adding up are (from left to right) Dick Jay, Ken Wood and manager of Kilburn Bill Stevens.

Our top picture shows Charlton depot's golfing quartet stepping it out towards their next-hole-in-one. From left to right they are: Ernie Williams, Tom Briody, Wally Bishop (who are all drivers) and Joe Green from the works engineers section. Above right: A winning smile from Stuart Briers, manager at Swiss Cottage. Left: Barry Appleby, manager at Norbury, puts it straight down the middle.

Shirin's happy giving away money!

SHIRIN KESHAVJEE can be forgiven if in the cause of duty she allows her heart to rule her head. For she is JS's charities clerk, responsible for dealing with the many requests for help that pour in from various societies, organizations and individuals.

'I read every letter that comes in and, not unnaturally, I often act according to my feelings' she says. 'I remember a letter from an elderly lady requesting financial assistance to help install an alarm system in her block of old people's flats so that they would feel safe. That really tugged at my heart strings.'

'But having done this job for nearly five years I now know what is a good cause and what isn't.'

Shirin joined JS in 1969 in the personnel department at the Blackfriars factory. On its closure in 1972 she took up her present appointment which, until the beginning of this year, came under the company secretary's department. Now the section comes under the wing of the public relations department.

On average Shirin receives 500 letters a month. The requests vary from schools needing help for their bazaars to old people's homes wanting help towards new equipment. Requests also come in from individuals, like students wanting grants to continue their studies or voluntary social workers needing funds to carry out their work.

More than money

Payment is made either with gift tokens up to the value of £25 or in cash. The tokens are, in fact, specially printed for charities.

Bigger appeals are usually handled by the Sainsbury Charitable Fund which meets periodically. JS's annual payment to charities comes to nearly £100,000.

But the help that Shirin can give on behalf of JS isn't limited to pounds and pence. She explains: 'I once had a letter from a rehabilitation school and home asking our help in fitting up their premises with wall shelves. I got in touch with the purchasing department which was able to arrange for the job to be done.'

In addition to dealing with correspondence and making payments, her duties also include paying annual donations and keeping records of all charities that JS has dealt with. She says: 'I've got hundreds of cards in my filing system indicating details of every gift in cash or kind that JS has made.'

Needless to say, Shirin has made a lot of

friends in the various causes that request help. But these friendships are usually only maintained by letter or telephone. 'I do get a lot of invitations to attend various functions' she says.

The letters that arrive from the various grateful recipients are her greatest source of satisfaction. She says: 'The thank you letters from children are usually full of lovely pictures and the letters from elderly folk carry remarks like "to the dear charitable lady".'

'An interesting point raised in many of

the letters is that JS seems to be one of the few companies still contributing to charities despite the present economic climate.'

Predictably, the charities section has its busiest period in the build up to Christmas. 'The letters really flood in from September right through until after Christmas.'

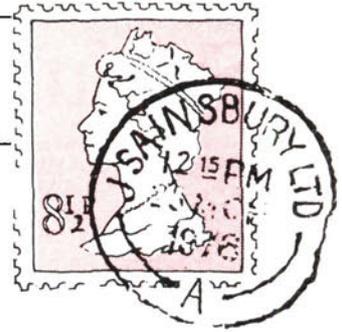
The job brings a great deal of satisfaction to Shirin and, as she says 'I'm quite happy and content handing out Sainsbury's money—and all in a good cause.' ○



The joy of giving makes Shirin's job a rewarding one.



Your letters



Letters are welcome and should be addressed to the editor. Don't forget you can use the Journal's ring-in service on 01-921 6221

Money's worth!

From: C S Lundy, JS veteran

I have a good deal of sympathy with Mrs Smith (see March issue) and her comments about wearing slacks at JS. You see, I first met my wife more than 40 years ago, when she was performing a compulsory head stand in one of the wickerwork cylindrical linen baskets to be found in JS branches about that time. Slacks then were known as beach pyjamas and tights were not invented. Seriously, I support everything Mrs Smith says, especially regarding dresses of various colours hanging below overalls.

With regard to Mr Wilsher's query on shirts (see February issue). I recall that single colour striped shirts on white background, as worn in the city, with white collar were smiled upon by JS at the time. I haven't heard of the instruction being rescinded. Of course, at the time I am thinking of, collars were separate and usually stiff. The tie, of course, had to be sober.

Whilst on the question of ties may I make a plea for a more imaginative JS tie which symbolises some aspect of the company. Last weekend I spotted an advert for Harrods depicting four ties commemorating events during the Queen's

reign. The price was beyond me but the design was subtle.

The three bars on our tie seem only to symbolise the three pubs you visit on the way home. I would like a tie which all JS personnel would wish to own and occasionally wear. I have yet to see a photograph in the *Journal* of a senior JS official complete with JS tie.

On the question of the Bullock report I ask myself two questions.

One. If the unions put forward the candidates for election to the board, are they not likely to nominate strong, active trade unionists? Are the qualities required to be a good trade unionist the same as those required to be a director?

Two. In a company as split up as JS, how will a part-time supply woman at High Barnet know whom to vote for if the candidates are a warehouseman from Sheffield, a produce manager from Telford, a check-out operator from Folkestone, a driver from Charlton, a punch-card operator at Blackfriars and a cowman on a JS farm in Scotland?

Perhaps there will be room for a JS veteran (60-65 age group) on the board. Before you say out of date, may I say that the first principals of shopkeeping have not changed since 1869 or before.

I see that it has taken a 'Jubilee' to create interest in window dressing. Posters alone mean nothing or little to many 'pro-

spective' customers. I know the interest shown by the public in simple, instructive window displays in the few JS service shops that are left.

Being a veteran, I expect value for my postage stamp, hence the length of this letter. Whatever you do, do not make kind excuses for not publishing. I have had my fun in writing.

Proof of success

From: C W Edwards, purchasing accounts, Streatham

With the rising prices of drink in general why doesn't JS go in for sales of wine-making and beer-making kits and essences, in competition with Boots etc, who seem to be doing well with them? It is obviously a growing trend—even though connoisseurs would shudder.

Little bit extra

From: M Knott, Brentwood

With regard to hours worked in the branches (April issue) Mr Perry of retail personnel need not remind us that guaranteed overtime means extra money. Indeed overtime and evening shift payments are for the most of us the only way in which to earn any money at all, for basic wage, especially that of management, does not stand up to close scrutiny.

I would add this, that one of the major contributory factors for any profit made on this company is the general low salaries paid to those in the branches compared with that of other sections.

Holiday money?

From: C Ingle, Hoe Street

I would like to draw the attention of the personnel department to a grievance of my departmental managers and assistant managers.

These members of staff lose approximately £60 to go on holiday. This is made up of a total of four evening shifts = £36, plus 12 hours scheduled overtime at time-and-a-half = £25 approximately.

Weekly paid male staff get their three and a half hours guaranteed overtime for sickness and holidays, also staff doing late night trading also get this special payment when sick and on holiday.

STOP PRESS: We have received another letter on the same subject but it arrived too late for this issue. We have therefore held over any reply until the next issue. **Editor**



Dream holiday knocks Roy and Margaret for six!



For Margaret and Roy Quelch winning a Greek island holiday was like a dream come true. 'We were not going on holiday this year but using the money to have central heating installed at home. Now we can have both.'

'IT'S LIKE A DREAM come true' says Roy Quelch, winner of the £400 Greek holiday for two that was the top raffle prize at this year's Miss JS finals.

Basingstoke depot drew the holiday at the finals and on April 19 it was re-raffed at the depot's SSA annual general meeting.

Roy and his wife Margaret, who also works at the depot, were at home when a workmate who had been at the draw rang them to say the winning ticket was one of Roy's.

'We thought they were having us on' says Margaret. 'We didn't really believe it until the luggage arrived.'

Part of the prize was a set of matching suitcases and the SSA thought it would be a nice idea if they were delivered to the winner on the night of the draw.

'They came about nine in the evening—then we knew it must be true' says Roy, a storeman in the motor engineers department at the depot.

'We did no more than get some family and friends together and go out for a celebration drink' adds Margaret, a packer/weigher in the lamb department.

And they both have plenty to celebrate—it was their twenty-fifth wedding anniversary on April 26. They had decided not to have a holiday this year but put the money towards installing central heating in their home.

'Now we can have both' says Roy.

Margaret can't wait for June 20 when they leave for 15 sun-drenched days on the Greek island of Evvoio.

'It's my first time abroad' says Margaret excitedly.

But it was a chance she almost missed. Roy explains: 'I'd already bought a couple of tickets but "Smudger" Smith, the chap who organises raffle tickets and things in our section, had a few left over and he badgered me into buying just one more.'

'That was the one that came up—I know it is because he wrote my name on the counterfoil and put an "e" on the end of Quelch.'

Bracknell gets its name in the paper

STAFF AT BRACKNELL branch are well known locally for being extra helpful and considerate to their customers. So much so that one of their 'regulars' decided to say 'thank you' through the letters column of a local newspaper.

In the letter she thanks '... all the staff at Sainsbury's from the manager down with a special thank you to Ann...'. Investigations revealed the receiver of the special thanks to be Mrs Ann Evans, deputy chief cashier at the store.

'Mrs Quinn, the lady who wrote the letter, is partially sighted and likes to be a bit independent and do her own shopping once a week' says Ann, who has worked at the branch for about five years.

'As Mrs Quinn says in her letter she's a bit of a one for dropping things—mostly eggs! But for all that she's a treat to serve and is a good one for telling jokes.'

Ann's mother is blind which she says 'probably helps me to be more understanding with customers who are disabled in some way'.

always helps me pack my shopping and has even forgiven me when I drop things in the store, which happens, I am sorry to say, very often. She doesn't bat an eyelid, just smiles and wishes me a friendly cheerio as I leave the store.

She also helps me pay at the checkout as I find it difficult sorting my money out. She allows the cashier to handle my purse, with full confidence that I am being well looked after.



Deputy chief cashier Ann Evans' (on the right of our picture) ready smile and helping hand have made her a special friend to customers of all ages at Bracknell branch.

Dear Editor . . .

From Mrs R Quinn, a customer at Bracknell branch.

I wish to say 'thank you' to all the staff at Sainsbury's, from the manager down, and a special thank you to 'Ann', one of the chief cashiers, who helps me when I have to shop alone.

I am partially sighted and this good lady



People pages

Appointments



Derek Graham (pictured above) has been appointed depot manager at Charlton depot. He was formerly depot manager, contracts, based at the distribution division's central offices at Blackfriars.

Mr Graham, who is 42, joined the company in 1954. He worked at the branches for a number of years before transferring in the early sixties to the distribution side of the business. His first job was an inspector at Union Street. After about a year he moved to Basingstoke and in 1971 he became depot manager at Hoddesdon.

In 1975 Mr Graham moved to the division's Blackfriars offices.

Mr Graham is married with a grown-up family.

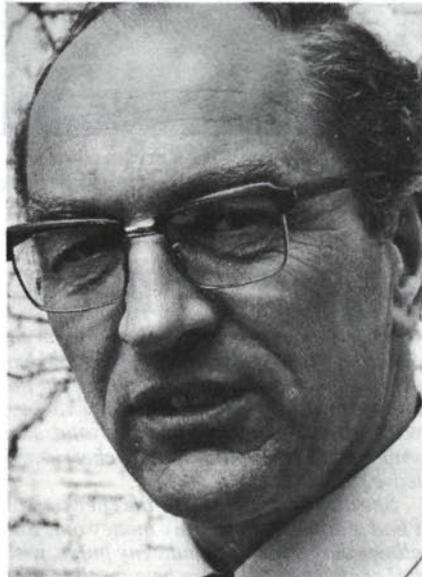


WITH the impending retirement of **Bill Ponter** (estates manager—SavaCentre), the following appointments affecting the estates department have been announced:

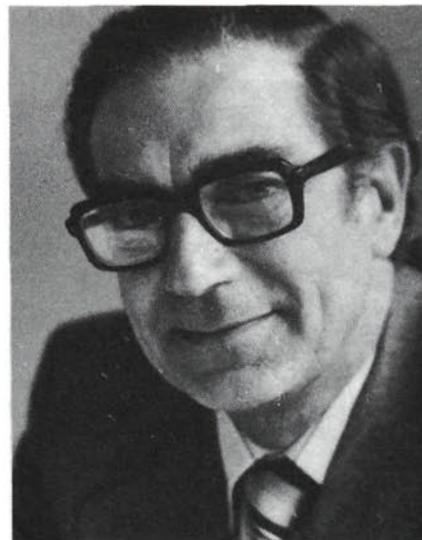
Geoffrey Haynes, deputy estates manager, will also become estates manager—SavaCentre. Mr Haynes has been with JS for 16 years.

Simon Barnes, assistant estates manager, who has been with JS since 1966, will relinquish his present duties and assist Mr Haynes on SavaCentre business. He will, however, retain his responsibilities for housing, offices and depot property matters.

Derek Salisbury, who as marketing



Derek Salisbury



Geoffrey Haynes (above), **Simon Barnes** (left) and **Mike Conolly** (right).

project planner has been responsible for setting up the discount programme, joins the estates department as manager—estates services. Mr Salisbury, who has been with JS for 20 years, will be responsible for the general administration of the department.

Mike Conolly, manager, advertising department, will, in addition, assume responsibility for the supervision of the discount programme.

David Simpson, of the grocery division, is to become discount co-ordinator and report to Mr Conolly.

Mike Farmer, until recently the design studio manager, has been appointed print manager. He will assume responsibility for all point-of-sale advertising.

E Ormes, formerly deputy manager of Bretton, has been appointed manager of Wellingborough.

G Davis, formerly depot accountant at Buntingford, has been appointed manager of branch financial control, Blackfriars.

R Edgar, formerly manager of revenue expenditure control, has been appointed senior accountant, management accounts, Streatham.

Mrs A Fletcher, formerly assistant design studio manager has been appointed design studio manager at Blackfriars.

R Whitbread, formerly personal assistant to the chairman, has been appointed trainee produce buyer.

continued >



Pontin's weekend gets everybody in the holiday mood

JS staff and their families from places as far afield as Cwmbran and Cambridge descended on Pontin's holiday camp at Camber Sands, Sussex, on April 15 for a SSA weekend of relaxation and recreation.

The 1500 holidaymakers, of whom 400 were children, had good weather to enjoy all the outdoor activities that had been arranged for them.

During the weekend everybody had the opportunity to take part in various competitions with plenty of worthwhile prizes. These included two holidays in Spain, two colour television sets and a stereo unit.

Three more Pontin's weekends are planned for later this year. They are at Hemsby and Southport (both on September 24-26) and Bream Sands (October 8-10).

The original flavour of the fancy dress competitions held during the weekend is depicted in the picture on the right.



▷ continued

Long Service

Fred Coombs, post messenger, Rennie House, Blackfriars, celebrated 40 years' service with JS on May 3.

Mr Coombs started with the company in 1937 as foreman in the bakery at the now closed Blackfriars factory. In 1972 the factory was taken over by Telfers and he assisted the new company, with an option to join their payroll. He declined this offer, and three years later took up his present post.

Dave Barclay, manager, Ipswich, celebrated 25 years with JS on April 30.

Mr Barclay started with the company in 1952 at 296 Holloway as a tradesman. In 1956 he was appointed assistant manager at Stamford Hill and later 12/16 Kingsland Road. From 1961 to 1965 he was personal assistant to the area superintendent and it was during this period that he was made up to manager.

His first managerial position was at Wood Green. Before his present position Mr Barclay was manager at Leytonstone.

Pete Druce, deputy meat manager, Reading, celebrated 25 years with JS on April 28.

Mr Druce commenced at 176 Streatham as a trainee butcher and later transferred to Stockwell. In 1965 he moved to Reading and was assistant meat manager before his present position.

Frances Single, cashier, 51/57 Kingsland Road, celebrated 25 years with JS on April 16.

Mrs Single started with JS in 1943 at Walm Lane, Willesden Green, and later transferred to 12/16 Kingsland Road. She then left JS but several years later rejoined the company and worked at 82/84 Kingsland Road before her present post.

Rose Durrant, chief display assistant, Purley, celebrated 25 years with JS on April 21.

Miss Durrant started at Purley when it

was a manual shop. When the branch changed to self-service she worked in the provisions section before taking up her present job.

Tony Privett, assistant meat manager, Guildford, celebrated 25 years with the company on April 28.

Mr Privett started as a butcher at Fife Road, Kingston and later transferred to Tolworth as assistant meat manager. Before his present position he was assistant meat manager at Hook and New Malden.

Retirements

John Rappard, warehouseman, Shirley, retired on April 30 after 22 years' service with the company.

Mr Rappard joined JS in 1955 as a porter at Above Bar branch in Southampton. It was in 1971 that he took up his last post.

Before joining JS Mr Rappard had a varied career, ranging from professional musician to dairy farming.

Margaret Bithell, housekeeper, Southgate, retired on April 30 after 15 years with JS.

Mrs Bithell commenced with JS at 339 Palmers Green where she was employed for seven years. She later transferred to Winchmore Hill and four years later moved to Southgate.

Ann Huntington, display assistant/cashier at Debden, retired on March 17 after nearly 15 years' service with JS.

Mrs Huntington started as a packer at Debden. When the branch moved into new premises she became a supply assistant and later a display assistant/cashier.

Retirement has come at just the right time for Mrs Huntington who as a very proud grandmother expects to be kept busy by her brand new grandson.

Gladys Hodder, supply assistant, West Wickham, retired on April 18, after 18 years' service with the company.

'Hoddy' as she is known to her col-

leagues, started with the company at Beckenham manual shop, and later transferred to her last post.

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

Mrs D Morphew (11 years)
Mrs A Naughton (10 years)
Mr L Holding (10 years)
Mrs A Marshall (10 years)
Mr A Lloyd (9 years)
Mr J Crowder (8 years)
Mrs M Bowley (7 years)
Mrs H Koknesis (6 years)
Mrs M Stratford (4 years)
Mrs A Leach (4 years)

Obituary

Frederick Tilley, driver, Charlton depot, died suddenly on April 1. He had been with the company for nearly 40 years.

Mr Tilley started with JS in 1938 as a porter in Marylebone branch. In 1947 he was transferred to Union Street. He started driving in 1949 and was transferred to his last post shortly after the depot opened.

Mr Tilley leaves a wife and two daughters.

Pamela Wharry, part-time display assistant, Swindon, died suddenly on March 27. She had been with JS for three years.

Mrs Wharry leaves a husband and son.
Jack Tilley, post messenger, security, Clapham, died on April 2. He had been with JS for four years.

Mr Tilley had been away ill for a short time when he contracted pneumonia.

Gerardus Van Hienen, store service assistant, Poole, died on April 8. He had been with the company for seven years.

'Tony' as he was known to his colleagues, had been ill for six months prior to his death. He leaves a wife. (His children are now living in Holland and Australia.)

Veterans' get-together grows . . . and grows!

THIS YEAR more than 1400 JS veterans gathered at the Royal Lancaster Hotel on April 18 for their 29th annual reunion. Despite the increase in numbers, the organisation of the occasion was, as always, superb.

On arrival people were warned to ignore the alarm bell which was to be sounded during the afternoon as part of the hotel's safety practice. But it wasn't necessary, as the crowd swelled and the hubbub of voices rose, no-one heard the bell anyway!

It was an excellent chance for everyone to catch up on everyone else's news. Stories were swapped and reminiscences went back to the early days of Sainsbury's. For the JS archivist, Honor Godfrey, it was a dream come true. (See her column on page 11.)

Mrs Winifred Hislop, 65, who used to be a display assistant at Eastbourne branch thinks the best thing about the reunion is that 'you meet all your old friends.'

Harold French, who was a butcher at Worthing and Hove added: 'Some of them you only see when you come here.'

For many veterans the journey up to London by coach is a highlight of the day. The Worthing coach driver even provided a guided tour of the sights with a running commentary—much to the delight of his passengers.

Another highlight was the raffle which was drawn by Fred Salisbury, president of the veterans, helped by chairman Harold Dyer. The top prize, a week for two in Blackpool, was won by Steve Gibbins who sat in the Westbourne suite. The

holiday was donated by JS veteran Jim Murthwaite who now owns the Briny View Hotel just a minute's walk from the sea. Explaining his generosity he said: 'JS have done a lot for me so this is my way of showing my appreciation.'

The draw also included 20 prizes of £2 each which were equally divided between the people sitting in the upstairs and downstairs suites.

The Royal Lancaster Hotel has been the venue for the reunion for many years, not least because of the capacity of the Westbourne suite and the Nine Kings suite to cater for 1400 people. The hotel's biggest problem was finding enough cutlery to go round. But the head waiter was quick to reassure us that there was always room for more. And that's good news for the ever increasing ranks of JS veterans.

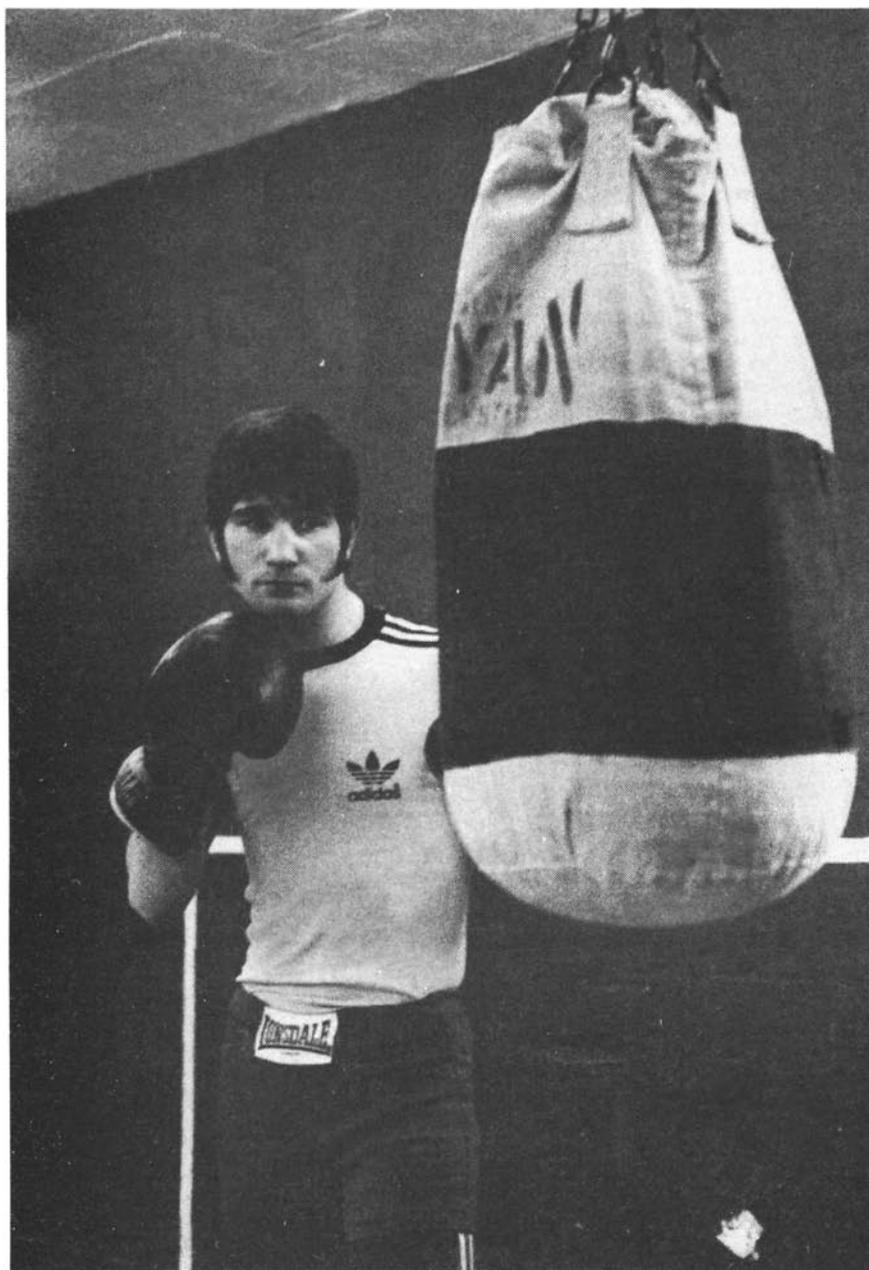


Above: Jim Murthwaite (right) now has a hotel in Blackpool and he donated a week's holiday for two as the day's top raffle prize.

The veterans' annual reunion is just the time and place to swap addresses (left) and catch on all the news (below) or have a good old gossip with workmates of years ago.



Mike makes mincemeat of his opponents



WHEN JS BUTCHER Mike Whelan, of Golders Green branch, flexes his muscles over a baron of beef he is not just doing his job but getting useful preparation for a sporting pastime that takes up a lot of his free time.

For Mike is a boxer, and as the Amateur Boxing Association's London champion in the Bantamweight division (under 8 stone 7 pounds) he has a reputation for 'butchering' his opponents into submission.

Mike, who is 19, took up boxing seriously about two years ago, although, as he put it: 'I had dabbled in it when I was at school.' In the last two years his boxing career has taken off by leaps and bounds. And when he fought for the national title earlier this year he was only narrowly outpointed by a more experienced opponent.

He follows a gruelling training schedule each day, commencing with three or four miles of roadwork before breakfast (and in all weathers!) and a strenuous work out three nights a week at the Stowe Boys' Club gymnasium—the West London club he represents.

Mike has some very positive ideas about his sport. 'It's not as brutal and aggressive as people may think. Controlled aggression is necessary, but you also need a lot of skill. In some ways it is like chess—you need to be thinking two moves ahead.'

How about cuts and bruises?

'Well, that's all a part of the sport' he says 'but so far I've suffered nothing more serious than two or three black eyes.'

Mike enjoys his work at JS, and is especially appreciative of the help and encouragement given to him by meat manager Derek Thomas and branch manager John O'Gorman.

Now ranked fifth in Britain in his particular weight, Mike has a burning ambition. 'I'd like to represent Britain both in the Commonwealth and Olympic Games' he says.

Butcher/boxer Mike Whelan knocks the stuffing out of punch bag during an early morning workout.

We also heard . . . a view with a room (or two)

GRACIOUS LIVING is incomplete without a JS store less than a Rolls-Royce ride away. Or so it would seem from an advertisement in a recent copy of the *Sunday Observer* which, after an effusive description of 'private views into seclusion . . . vistas of uninterrupted farmland and distant seascapes . . . numerous bedrooms and bathrooms . . . heated swimming pool . . . a few hundred yards from East Blatchington golf course . . .' ended ' . . . yet only one mile from the nearest Sainsbury's . . .'.

WHAT'S THE CHINESE for Sainsbury's stew pack? Tory leader Margaret Thatcher threw her Chinese interpreters into a complete tizzy when,

during a visit to a Peking market, she remarked that some pre-packed vegetables on sale were 'just like Sainsbury's stew packs'.

Peking was one of the places Mrs Thatcher visited during her recent trip to China.

A TURKISH WAR museum near Gallipoli would seem to be about as far removed as you can get from a pot of JS jam—but no. A travel writer recently told readers of *The Daily Telegraph* that one of his most moving experiences during a trip to Troy and Gallipoli was to discover a Sainsbury's jam jar among the war relics collected from the battlefields along the Turkish coast. He said it was perhaps the

'most poignant reminder' of that disastrous time and was a relic that 'stirs the imagination almost as much as Troy itself'.

WORK HAS COMMENCED on two new JS branches. They are at Kettering, in Northampton, and Wilmslow, in Cheshire.

The new branch at Kettering which will form part of the Newborough Centre, will have a sales area of 1683 square metres. Work on the building, which includes a multi-storey car park, began in February.

Wilmslow, which will have a sales area of 1400 square metres, will mark JS's first opening in the Manchester area. Work commenced on the site in April.

Everybody's doing it . . .

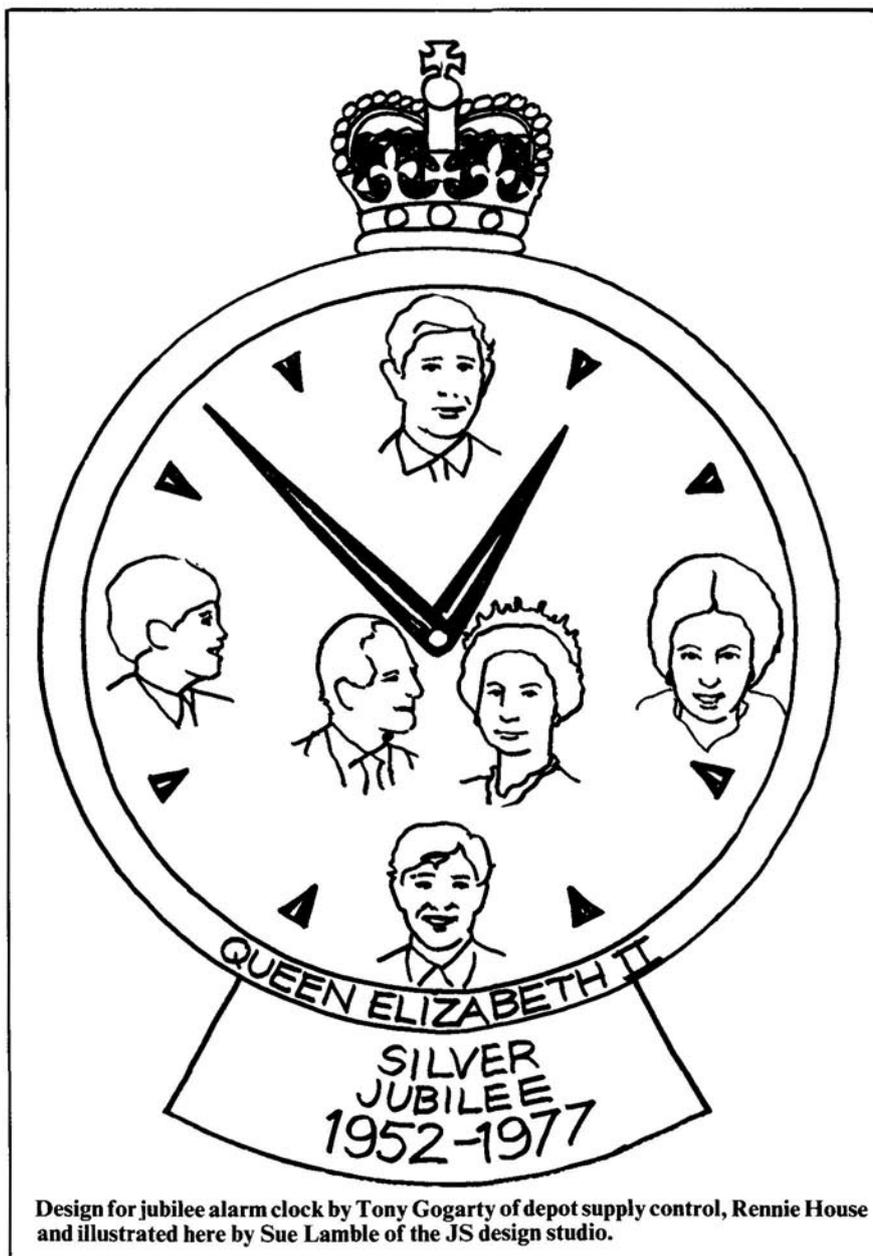
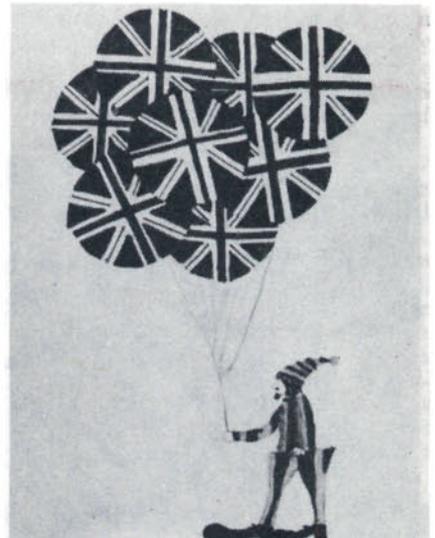
WE'VE BEEN INUNDATED with news of jubilee celebrations being planned around JS. Everybody's doing it. Branches are throwing parties, central offices are going the whole hog and having a jubilee ball, depots are discoing-it all over the place and kids seem all set to be indulged in the biggest ice cream and cake bingo of their lives.

For example we've heard that Hastings branch are having a jubilee buffet dance and cabaret at a country club; and the kids at Southend are in for an action-packed couple of days, if the programme of events is anything to go by. (The programme by the way, decorated with patriotic braid, is a credit to the store's jubilee committee and one of the best we've seen so far.)

Unfortunately all these jubilations are taking place at the same time. And even if we could be in two (or even three) places at the same time, the *JS Journal* is not going

to be able to cover a hundredth of them. But this doesn't mean that your particular red, white and blue day won't get the chance to be recorded for posterity in the pages of the *JSJ*. Let us know the details (before and after the event) and on the day make sure that there is someone around with a black and white film in their camera. If you want advice on the sort of picture that is going to catch our editorial eye, we will be delighted to give you a few pointers. A quick guide to what looks best in print is that the subject is in focus, not too dark, with plenty of action and close enough to see, if not the white of their eyes, at least near enough to be able to see that the people in the picture have eyes!

The jolly jubilee clown (right) is a detail taken from a collection of posters sent to JS by schoolchildren as their way of saying thank you for a JS jubilee donation.



Design for jubilee alarm clock by Tony Gogarty of depot supply control, Rennie House and illustrated here by Sue Lambale of the JS design studio.

There's still time to win £50

The *The JS Journal* offices have been flooded with entries for our jubilee competition. Ideas have arrived from as far afield as Brighton and Bridgwater, Doncaster and Dorking. But it's the branches that have been coming up with most of the bright suggestions.

Remember all you have to do is think up an original jubilee souvenir, either draw a design or write a description of it, and send it in to the *Journal* office by Monday May 23. (Entry forms are in the March issue.)

That means you've still got a week to get your entry in so don't delay . . . the top prize is a £50 hamper of food, or £50 to spend at your nearest JS store.

Clever ideas so far include a liqueur bottle filled with red, white and blue liqueurs, a jubilee cheese dish in the shape of a state coach, and—just what you've always wanted—a talking bust of the Queen giving her Christmas message.

One entry which caught our imagination is this jubilee alarm clock (see picture on left). The royal children appear at the quarter hours around the clock face, with the Queen and the Duke of Edinburgh in the centre. But the creator doesn't say whether the alarm will rouse you from your slumbers with a stirring chorus of God Save the Queen.

Remember: the final copy date for the next issue is Thursday, June 2



Left: Ann and Brian Currie outside their Dorset pub. Above: The fortnightly shopping expedition. Below: Behind the bar.



JS converts take a trip to their local

Continuing our series of close-up studies in different areas of JS we visit scrumpy country to meet a couple who take their own customer-eye view of a JS store . . .

ANN AND BRIAN CURRIE are the proud proprietors of the Admiral Hood, a beautiful old-world pub situated in the tiny Dorset village of Mosterton. They moved there from Essex ten years ago and settled into their rural way of life with the greatest of ease.

The Curries have never liked supermarkets. They always used to do their shopping in the local village grocer's. 'It was real personal service, but if you bought a packet of cornflakes in February you could expect the special offer to have expired last December' says Brian Currie.

Supermarkets, they felt, were noisy, crowded and impersonal, but that was before they experienced their first JS store. It was a rainy day in January. Mrs Currie realised she needed a packet of tea while she was in Taunton, so they popped into Sainsbury's. 'I was amazed. It wasn't at all how we'd imagined, and we didn't stop talking about it all the way home.'

The next time they drove the 20 mile journey to Taunton they took a calculator with them to check the prices on their weekly shopping. Ann Currie explains 'It was such good value we went

out and bought a deep freeze and now we shop there once a fortnight.'

These new converts to the supermarket society showed such an interest in the JS way of doing things that the *Journal* thought it would be a good idea to invite them on a guided tour of their favourite retail establishment—Taunton branch. Their day started with a welcome from the manager.



△ On the shop floor manager John Langrish (right) discusses with Brian Currie the mutual problems of running a successful business. High on the agenda is shoplifting. Mr Currie is still smarting after thieves stole a coach lamp from the front porch of his pub. John Langrish is philosophical. He and his deputy Ivan Bluffield, don't have the same problems as store managers have in the larger cities, and he prefers to deter people from the temptation rather than have to catch them in the act.

'What about the mentality of people when they part with their money?' asks Brian Currie. 'In this store they're certainly looking for ways of saving those extra pennies' replies John Langrish. But Brian thinks people sometimes lose their logic when they quibble about the odd penny on food and then cheerfully spend more on their beer. *continued* ▷