

JS JOURNAL

March 1983



*Wendy Oxford
Miss JS 1983
see p10,11*



National Health aide

ROY GRIFFITHS, JS's managing director and deputy chairman, is to head an inquiry into the effective use and management of manpower and related resources of the National Health Service.

The appointment was announced in a written parliamentary reply by social services secretary, Norman Fowler, who said: 'I have established an independent NHS management inquiry into these matters. Health authorities in England have a revenue budget of almost £9 billion; employ about a million people; and spend almost 75 per cent of their revenue on pay. The government needs to be satisfied that these considerable resources are managed efficiently and give the nation value for money.'

Along with three colleagues, Michael

Bett, a board member for personnel at British Telecom, Jim Blyth, group finance director at United Biscuits and Sir Brian Bailey, chairman of Television Southwest, Roy Griffiths will make a report on progress in June.

No area of scrutiny has been ruled out—from employment of ancillary workers to management of large teaching hospitals.

Comparisons with hospitals in the private sector, health clinics and GP services are likely.



Roy Griffiths.

New computers for JS

SAINSBURY'S has ordered an Atlas 10 IBM compatible computer system from ICL (International Computers Ltd), which is due for delivery in June.

The Atlas 10 offers a range of systems including the most powerful general purpose computer system now available in the UK. The range includes both central processor and peripheral equipment.

The Atlas 10 will be JS's biggest processor to date and will run in parallel with an IBM 3033 installed this January.

The processor can be further upgraded on site to a multi-processor configuration capable of operating at 25 million instructions per second.

Commented JS's personnel director, Angus Clark: 'We are impressed with the ICL proposals, the way in which they have set up a new Atlas division to support the equipment, and thus find it is the best value available to us at this time'.

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Youth Training Scheme

ISN'T IT NICE to know that during such times of high unemployment, Sainsbury's is yet again going against the trend!

As well as consistently creating new jobs through expansion, and being one of the top employers of graduates in the UK, JS is now in the forefront of piloting a new government backed scheme due to start nationally in September, the Youth Training Scheme (YTS).

It is estimated that in 1983/4 there will be a total of 460,000 young school leavers, for 200,000 of whom employers will need to provide additional places to meet the guarantee of a training programme.

Set up by the Manpower Services Commission, YTS is an ambitious scheme. It represents a radical change in the pattern of training for young people with a more structured approach to training and further education to bridge that difficult transition between school and work and to provide Britain with the skilled, adaptable workforce needed for the future. Planned work experience with on-the-job training will be combined with a minimum of 13 weeks relevant off-the-job training or further education—lasting 52 weeks in total.

The young people taking part, aged 16 and in most cases unqualified, will be recruited through the Career Services and from other sources and will receive an allowance of £25 a week.

JS will run a number of pilot schemes from April and by the end of the year it is anticipated that several hundred places will be available for young trainees.

The first scheme is already operating in South Bedfordshire, where opportu-

nity for work experience is being provided for a scheme run by the local authority.

The second pilot involves Blackfriars and Streatham offices and Nine Elms, Central Croydon and Lewisham branches. Other pilots are being set up in areas where a group of branches can support about 25 trainees and off-the-job training facilities exist.

At Blackfriars places are being offered in the architects and engineers, information processing, screen printing, advertising and office services departments, and at Streatham in the office manager's department.

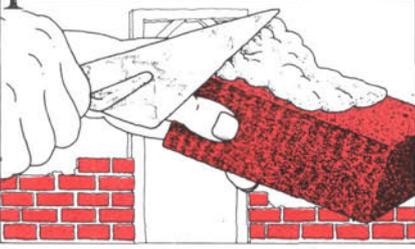
In the branches the first eight weeks will be spent on general skills—cashier training, customer service and simple display work, followed by a specialisation in either bakery, fresh meat or the office. A programme of training for the more general work of a supermarket assistant will be established later.

In London JS has organised off-the-job training at Kingsway and Princeton College for office skills, with distributive trade, life and social skills, and in other areas it will be provided by the YMCA youth at work service or local colleges.

There will be continual assessment and guidance for the trainees, including periodic meetings for general discussion and certificates of attainment will be awarded at the end of the course.

This is an imaginative scheme, to which JS is adding its own ingredient of quality, which will greatly enhance the young people's opportunity for employment—and JS's aim for those who reach the required standard is to provide that opportunity.

PROPERTY



Freezer Centre

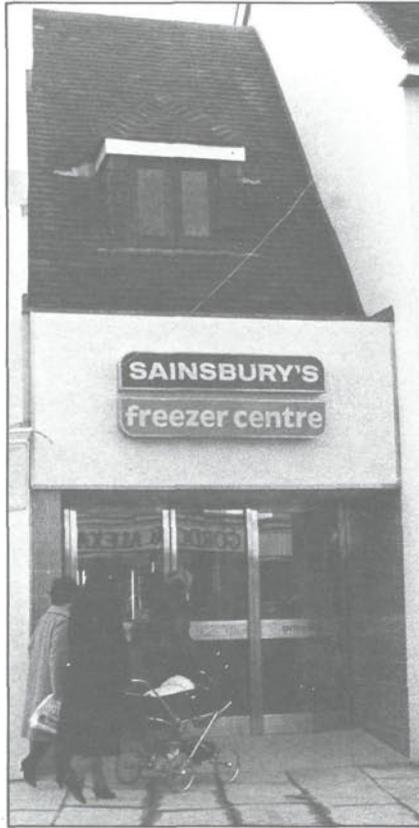
WALTON-ON-THAMES branch is very proud of its replacement Freezer Centre, which opened on February 2, only half-a-mile down the road from the old centre.

Situated next door to the supermarket, the new Freezer Centre is virtually the same size and sells the same range as the old centre, but it is hoped that the close proximity to the supermarket will encourage people to buy more.

'We will be able to pop in while shopping in the store instead of walking 15 minutes down the road!' commented one customer.

Four staff moved from the old Freezer Centre and, together with the branch staff, they will look after their 'younger sister' on a rota basis.

Ron Yeates, AGM, Woking area, opened the new Freezer Centre together with manager, John Heberd, who is delighted to be assuming charge of it.



The new Freezer Centre.

Stage one at Arnold

SNOW STORMS did not deter faithful customers on February 8 from turning out to witness stage one of the Arnold branch extension.

The 'old store', of 10,800 sq ft, closed for extensive modernisation and the new adjacent premises opened. When stage two is complete, there will be a total sales area of over 26,000 sq ft.

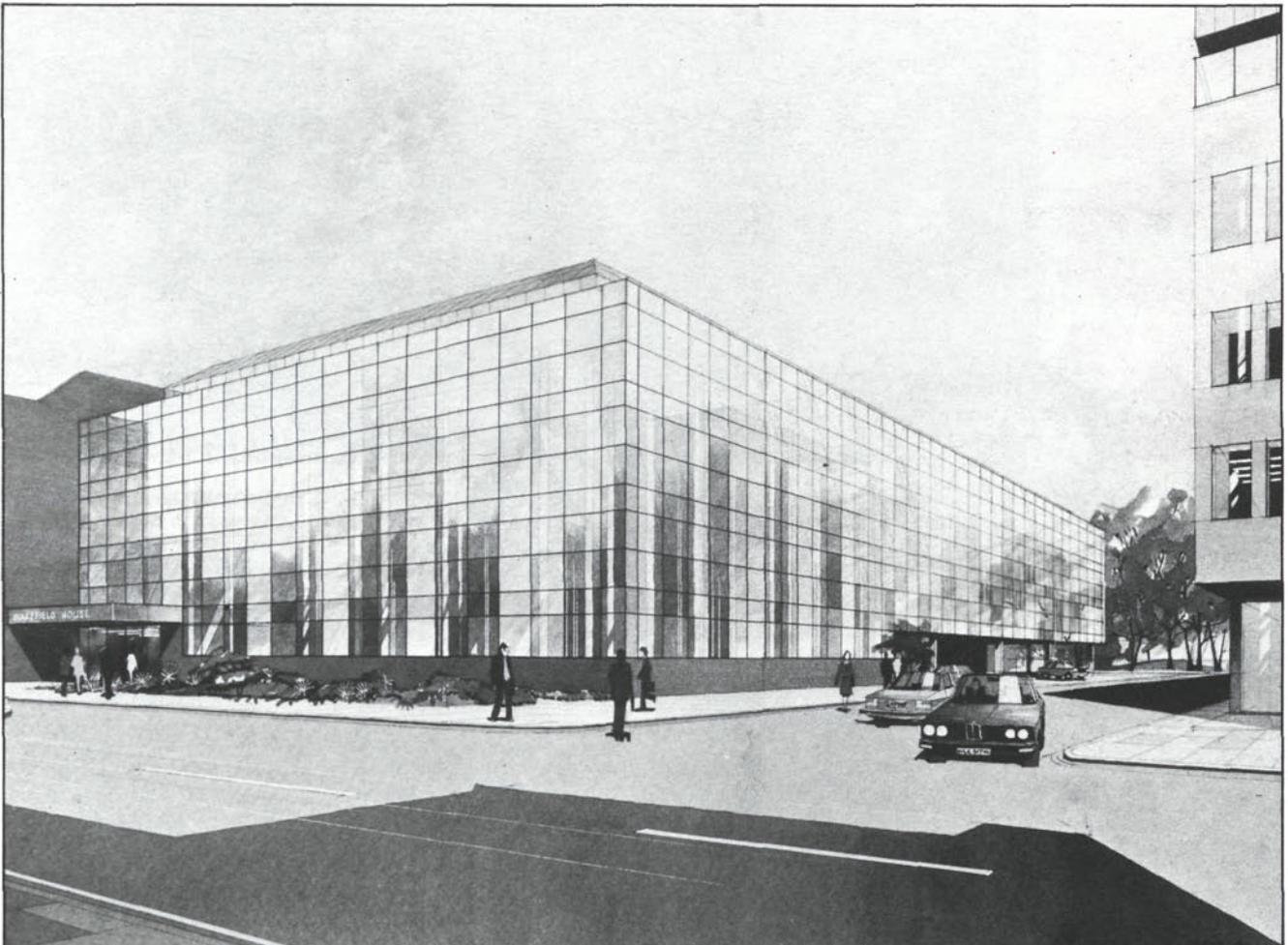
BPO, Margaret Wheatley commented: 'Both staff and customers are delighted with the new extension. It is certainly more spacious and very light.'

All the staff from the 'old Arnold' moved to the new store and an extra 35 people were recruited to help cope with the expected increase in trade.

Tom Haynes, AGM, Coventry area, and manager, Graham Lindley, opened the extension and customers flooded in to get on with their usual shopping.

In the autumn the refurbished 'old' area will re-open, as the final stage of this development. It will then additionally house a bakery and delicatessen counter.

One customer commented: 'Now that we have experienced the new extension we can't wait for the other half to open.'



An artist's impression of the new Wakefield House presently under construction next door to Rennie House at Blackfriars.

NORTHFIELD



1. Eager shoppers queue before opening. 2. Store manager, Steven Fuery and BPO, Norah Gosling. 3. Deputy manager, Gordon Webb. 4. Sir John Sainsbury welcomed the first customers. 5. Rear entrance to the store. 6. Also at the back of the store are these magnificent wrought iron gates at the entrance to Victoria Park. Presented to the people of Northfield after the First World War, JS restored the gates which were taken down ten years ago.



BRANCH OPENINGS



A TORRENT OF CHEERFUL customers, many of whom had been present at the old Northfield, Birmingham, opening in 1970, queued patiently and eagerly outside the new branch on January 25 for the first opening of the year.

Situated in the Grosvenor Centre, a few yards away from its predecessor, the new Northfield is almost twice the size of the old branch—24,995sq ft, and extends to customers the choice of an additional 3,000 products.

'The differences are incredible' commented BPO Norah Gosling 'and not only are customers delighted but so are the staff.

'They are thrilled with their new working conditions—the layout is so much better, we have so much space. The roof car park (210 spaces) is a great asset, the staff canteen is spacious and comfortable and now the whole store smells of freshly baked bread and we even sell caviar!'



Norah transferred with all the 170 staff from the old to the new branch and 50 new staff, out of an amazing 2,000 applicants, were taken on, many of whom had previously been unemployed.

'Everyone, both regulars and newcomers, have integrated very well, pulling together to such an extent it has been really impressive. It's a little sad to walk past the old branch with all the windows whitewashed but now in the new store I can see us doing extremely well' continued Norah.

Autographs

Customers were greeted on opening morning by the chairman, Sir John Sainsbury.

Doris Toogood was the first into the store. 'I'm so excited' she said 'I have been shopping at Sainsbury's ever since I can remember but I've never been present at a branch opening before. It's

been a morning to remember.'

Edna Reed, the second customer in the queue was able to tell Sir John that she had shaken his hand twelve years ago at the old branch opening.

'I'm delighted you have returned for this opening' he replied 'thank-you very much for coming.'

Both customers asked Sir John for his autograph which he naturally gave.

Steven Fuery, store manager, born and bred in Birmingham, came from Canon Park, Coventry, for the opening. 'It's been a great morning' he said 'but now I can't wait to get settled down into running what I know will be a very efficient and popular branch.'

Assistant meat manager, Roy Carr, summed up the opening morning very appropriately, 'I've never seen anything like it, I bet there's not a soul left at home in Northfield! If there is they'll be in here tomorrow! We've taken the town by storm.'



SEVEN KINGS



1. Exterior of new store. 2. Sleet and snow didn't deter shoppers looking around outside—thanks to the courtesy umbrellas. 3. Laura Ashley's store-within-a-store.

4. Gurth Hoyer Millar (left) greets the first customer. 5. Plenty of choice in the garden centre. 6. Satisfied customers at the checkouts.

HOMEBASE OPENINGS

SEVEN KINGS provided a double first for Homebase on January 31. It was the first opening of the year, and also the first Monday opening (which will now be the norm for those stores not adjacent to JS branches).

The sixth Homebase store, formerly a garage, at 714/721 High Road, Seven Kings, Ilford, Essex, was opened by Gurth Hoyer Millar, Homebase chairman and JS's property and development director.

The total indoor and outdoor sales area is 30,300 sq ft and the garden centre and builders yard is 8,500 sq ft. Laura Ashley has a sales area of 1,500 sq ft. The Homebase has a free surface level car park for 100 vehicles.

Seventy jobs

Seventy new jobs, both full and part-time were created by the opening and the store features the standard range of goods—everything you need to build and maintain a modern house.

Heading the Homebase team and supervising all activities and personnel on the shop floor is manager, Graham Ramsden—previously deputy manager at Nottingham. Departmental managers are Robert Stevens, Robert Hodgson and Charles Harrison.

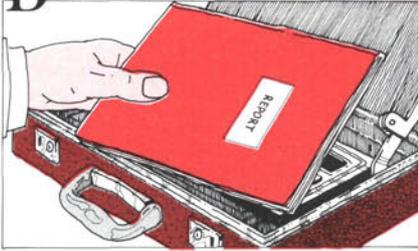
JS's long association with Ilford began in 1897 with the opening of a manual store at 114 High Road. Additional branches opened in Ilford Lane, Cranbrook Road and Beehive Lane—all now closed. Today JS continues to trade successfully with a large supermarket at Centre Way and a Freezer Centre at Goodmayes.



5



6



Frozen food—what for the future?



ONE OF THE SINGLE most important trends in food consumption is the continued increase in the use of frozen food. The pattern of frozen food expenditure in recent years is shown in table 1.

At constant 1975 prices, total 'in-home' expenditure has risen from £318 million in 1975 to £468 million in 1981—a real increase of over 6.5 per cent per year.

A big factor in the increase in frozen food sales is obviously the rising number of households with freezers. In 1975 only 26 per cent of British homes were so equipped; by 1981 this had risen to 54 per cent. This disguises large regional variations—in southern England 64 per cent of families had freezers, whereas in Scotland the comparable figure was 40 per cent. The boom has occurred in sales of smaller freezers, and fridge/freezers.

Even the sort of frozen food that we are buying is changing rapidly. Birds Eye note that in the early 1970's we were purchasing vegetables, fish and, to a lesser extent, meat. Nowadays the emphasis is on more highly processed foods such as potato waffles, oven chips, pizzas and burgers. The development of the first two products has meant that potato products now account for 17 per cent of frozen food sales against a seven per cent share in 1971.

Birds Eye tend to dominate the total frozen food market although they do not lead in all parts of it as table 2 shows:

	All Frozen Food (including pizza)	Frozen Pizza
Birds Eye	32	13
Own-label	25	26
Findus	9	13
Ross	8	6
King Harry		15
McCain	26	7
Others		20
Total	100	100

Sources: Mintel/AGB/TCA/UBFF

The shares of the frozen pizza market have also been included in the table as pizzas are one of the success stories of this sector. The table shows how other companies have stolen a march on Birds Eye for this product.

Room to grow

Recent research on purchasing habits showed that 85 per cent of housewives without children had purchased frozen food in the previous month, and a staggering 97 per cent of housewives with children had also done so!

What does the future hold in store for frozen foods? The market has still a lot of

room for development. Whereas in 1980 Americans ate 42.2 kilos of frozen food per head, the British only consumed 15.5 kilos. Interestingly this was still greater than any other European country.

The penetration of freezers can be expected to continue: it is estimated that some 66 per cent of homes will own a freezer by 1985. Stimulation of frozen food sales by non-freezer owners will continue—the variety and sophistication of frozen convenience foods bought for immediate consumption may increase.

Another stimulus to sales will come from the greater ownership of microwave ovens—Birds Eye estimate that a quarter of UK households will own one by 1990.

Who will be selling all this frozen food in years to come? The market is at present shared as follows:

	1981 %	1977 %
Multiples	50	45
Freezer Centres	20	18
Co-ops	10	12
Grocery independents	10	14
Others	10	11
Total	100	100

Source: Birds Eye/Mintel

The total number of grocery outlets has fallen in recent years, and the number of shops selling frozen food has followed this trend. In the early days major multiples enjoyed a substantial share of this market, but the very rapid growth in demand caught them unawares and allowed small operators to gain a sizeable foothold.

Multiples such as JS have now managed to regain their hold of the market.

	Freezer owners	Non-freezer owners	Total 'In-home'	Catering	Grand Total
1979	374	346	720	210	930
1980	512	355	867	230	1,097
1981	652	347	999	237	1,236

Source: Birds Eye

ASDA

THE ASSOCIATED DAIRIES Group (ADG) announced their results for the half-year to November 13.

The sad saga of Ukay, the furniture superstore company, came to an end. It turned in trading losses of £0.7 million, ceased to trade, and the resulting closure costs amounted to £3.3 million (JS/November).

Elsewhere in the furnishing division signs of an up-turn are evident. Sales at Allied Carpets were marginally up at £32.9 million with improvements particularly in the latter part of the period. The Wades furniture stores showed a seven per cent sales improvement, and profits 13 per cent higher at £0.3 million.

Associated Fresh Foods (the dairy division) increased sales by 15 per cent, and profits went up by 25 per cent.

Eight new superstores added 13 per cent to Asda's sales area, at an average size of 41,000 sq ft. These gave a seven per cent boost to sales, whilst two per cent volume growth in existing stores together with seven per cent inflation added up to total sales of £656 million against £562 million the previous year.

Gross margins held up well despite the autumn 1982 promotional campaign. Indeed, excluding the impact of pre-opening costs, trading profits improved by 13.5 per cent.

The group is still tucking away the cash and adding to the funds amassed in the 1981 rights issue. Interest received therefore improved by £1.5 million. This enabled the group's pre-tax profits to rise 16 per cent to £33 million for the half-year. The second-half will be much quieter on the store development front—with only two new openings, at Gloucester and Norwich.

New bodies

BRITAIN'S packaging manufacturers are to be represented by two newly formed trade associations.

The larger body, part of the Process Plant Association, to be called the Food, Drink and Machinery Group, will represent the association's members specialising in brewery, dairy, food and packaging machinery.

The second body, catering for smaller, more specialised companies, is likely to be called the Packaging Equipment Manufacturers Association.

JS rules OK

LAST OCTOBER *Woman* magazine asked its readers: 'Tell us what you think about supermarkets'—and 40,000 did!

The answers, when analysed, proved what JS already knows—Sainsbury's is best!

To the question, 'Where are customers most content?', the answer was easy. JS swept the board in the satisfaction stakes.

Although a 'fun factor' in the poll revealed that regular Sainsbury's shoppers often enjoy shopping less than people patronising other supermarkets, an astonishing 78 per cent of JS regulars would rather shop at Sainsbury's than anywhere else!

In the survey, just over a quarter of

shoppers said they most regularly used Sainsbury's, but stores with a similarly strong share of the grocery market, like Tesco, commanded significantly less loyalty. Nearly two-thirds of Tesco shoppers said they were happy with their supermarket, but almost all the remaining third said they'd prefer to shop at JS! With the Co-op the margin was even narrower. Thirty-eight per cent remained loyal to their regular store, but a close 34 per cent would opt for Sainsbury's if they were given the chance.

Low cost and value for money came out as the top factors that kept shoppers returning to stores. In the survey, 56 per cent of JS shoppers bought mainly own-label goods. Even though 28 per cent of the pollsters were Sainsbury's shoppers it seems that the company's reputation has spread much further—nearly half of the survey reckoned that JS own-label goods were the best, even though many could not regularly buy them!

Milko



THE LATEST innovation in the milk world comes from Express Dairies in Chester. Flexible milk packs, one and a quarter inches wide, are being posted through letter boxes in Cheshire to beat thieves who steal bottles from doorsteps.

Four inches long and two inches deep, the packs are strengthened to withstand falling several feet inside the door.

The experimental delivery of the packs has been successful during the first few months, although forming only a small proportion of total sales. The packs are posted if the customer reports milk being stolen from the step or if the milkman identifies premises which seldom return empty bottles.

Fitch Lovell

FITCH LOVELL fired off the best possible riposte in their defence against the unwelcome bid from Linfood. The owners of Keymarkets report pre-tax profits to October 23, up 43 per cent against the last corresponding period.

Whilst the bid has at present fallen into a mire of legal writs and has been referred to the Monopolies Commission, Fitch Lovell could not have hoped for a better performance.

The results of the manufacturing division were up from £3.0 to £3.7 million after

several rationalisation moves, and the wholesale division surged from £1.3 million to £2.4 million. The agricultural activities managed to turn in a small profit.

Keymarkets' profits fell from £2.4 to £1.3 million, entirely as a result of lower profits from sales of surplus properties. But existing outlets achieved no volume growth at all, and net margins, at a reported one per cent, leave little room for manoeuvre.

Rather surprisingly, Keymarkets have recently sold their Penge store to the South Suburban Co-op, who will trade under the name *Red Rose*. The store was described by Keymarkets as not meeting their marketing criteria.

Breakfast tv

EARLY RISERS will have noticed a change to their television screens in recent weeks. Both the BBC with *Breakfast Time*, and a new independent contractor, TV-AM, have chosen to disturb the early morning airwaves.

It is the commercial station, TV-AM, which is of most interest to JS as it offers a completely new advertising opportunity.

It gives the chance of reaching our customers one or two hours before they depart for the local Sainsbury's instead of 12 hours beforehand. Are they more responsive to advertising at nine o'clock in the morning? Research studies carried out by US psychologists indicate that people are more receptive to information earlier in the day.

Early morning viewing habits in the UK are somewhat of an unknown quantity. However, for what it is worth, a US research agency concluded that the attention paid to TV at eight o'clock in the morning is only some 58 per cent of that at 11 o'clock at night. It will be interesting to see how much attention the programme and advertising content TV-AM will attract.

How many people will watch Messrs. Frost and Parkinson, and Mesdames Ford and Rippon? Pundits have looked to American experience again. However, whilst 55 per cent of US households have more than one set, only 40 per cent in the UK are so fortunate.

The TV-AM target is to reach about 30 per cent of households capable of receiving ITV in any one week. This means that on average, 4-5 per cent of households should be tuned in at any one time. This is in line with the audience achieved by the major US breakfast broadcasters. It is not an impossible target—the BBC's live coverage of the raising of the *Mary Rose* was watched by eight out of 100 homes, and early figures for *Breakfast Time* show that at one particular time 15 out of 100 homes were watching the BBC programme in some parts of the country.

What are JS to advertise? You may already have seen the first batch of commercials featuring Jenny Hanley advocating decaffeinated coffee and pasta shapes. Also to be featured are granary wholemeal bread and Vitapint.

Other advertisers are strongly featuring breakfast foods as well; the very first commercial on the new station showed Wall's sausages in all their glory. Unilever (Wall's parent company) also managed to be the first advertiser on ITV 1, when Persil graced the launch of the station in 1955.

Miss JS 1983

*an evening
of glamour
fun and
excitement!*

*This years' annual
SSA dinner and dance
proved better than ever*

ONE THOUSAND people raised the roof at the West Centre Hotel on February 19 during the annual SSA dinner and dance, when 19-year-old **Wendy Oxford**, Miss Basingstoke depot, was voted Miss JS, Personality Girl, 1983.

A stunned Wendy, a packer/weigher in the cheese department, commented: 'Oh no! I can't believe it. I didn't think I'd come anywhere. I just didn't expect to win.'

It was a tough decision for the panel of judges, comprising **Rosemary Barnes** (wife of retail division director, Joe Barnes), **Megan Roberts** (wife of buying director Cecil Roberts), chief accountant, **Frank Netscher**, distribution director, **Len Payne** and financial control director, **Derek Henson**—but no one argued with their final choices.

In second place came Miss Western, 18-year-old **Claire Thomas**, a supermarket assistant at Cwmbran, and third was Miss Midlands, 21-year-old **Evelyn Spijker** from Bretton, who is currently training to become an in-store instructor.

The lucky man who got to kiss all the girls and crown the winners was finance director, **David Sainsbury**. He also made the draw for the £1,000 holiday—won by **Jean Frost**, chief display assistant at Rugby, and the presentation of the SSA special achievement award to **Romford area office** for their efforts towards the companywide campaign to raise money for cancer research. From a grand total of £190,000 they managed to raise a phenomenal £60,000.

Yet again the evening was a spectacular success—the meal first class, and top rate entertainment from Chamise and the Andy Ross Showband and Singers. As usual Andy was on sparkling form, getting everyone onto the dance floor.

The first duty of the newly crowned Miss JS was to make the draw for the table raffle, which included some great prizes such as a video recorder and a week's holiday for two in Spain! The prizes were presented by assistant managing director, advertising and marketing, **Peter Davis**.

Grateful thanks must be given to the organising committee—SSA functions organiser, **Bill Allen**, who also compered the evening, **Vi Tennant** (secretary to personnel manager Owen Thomas), **Kay Gray** (BPO at Woking) and AGM **Ron Yeates**—the event gets better and better each year.

But for the girls who took part in the Miss JS contest, the event was much more than simply the glamour of the evening.

Their day began at 12.30 pm when they all met for the first time for a relaxed lunch at the West Centre. The day's labours began with a rehearsal—each girl had to practise walking the cat-walk and run through her 'chat' with Bill Allen.

With rehearsals behind them there were a few hours spare for much needed relaxation and, of course, getting ready for the show!

One final task lay before the competitors however—a pre-dinner reception to give the judges a chance to meet each girl informally in order that the final judgement could be made on more than their brief 'foray under the spotlights' later in the evening.

All in all quite a day (and night)! Congratulations once again to the winners and to all the girls who so bravely took part.



1. Bill Allen (right) and David Sainsbury announce the SSA special achievement award.





2. A thank you from the girls to Kay Gray. (1 to r) Miss JS Midlands, Evelyn Spijker, Miss JS Basingstoke depot, Wendy Oxford, Miss JS Southern, Sara Moore, Miss JS Hoddesdon depot, Christine Harding, Miss JS Buntingford depot, Margaret Talmadge, Kay Gray, Miss JS Western, Claire Thomas, Miss JS Eastern, Clare Crawford, Miss JS South East, Cataerine Saunta and Miss JS Charlton, Maria Ward. 3. In first place Wendy Oxford (right) and in second place Claire Thomas. 4. All the girls on stage. 5. Evelyn Spijker chats to Bill Allen. 6. The judges (1 to r) Frank Netscher, Megan Roberts, Len Payne, Rosemary Barnes and Derek Henson.

NEW PRODUCTS



Whirls, quills, spirals & shells

MEET THE FOUR NEW Italian Pastas you don't have to wind round a fork—whirls, quills, spirals and shells—available for only 32p each (250 gram).

Now that it is easier to pick up real Italian pasta at JS, it is hoped that these exciting new shapes will increase the consumption of pasta in England from 2lb to 60lb per head per year as in Italy!

Sainsbury's Pasta is made only from Durum wheat. Other wheats are cheaper but the pasta becomes floury and flavourless after cooking.

All shapes can be purchased in an attractively designed green, red, yellow and white window box. Serving suggestions are printed on the back of each

pack helping increase pasta recipes by the dozen.

Why not try, for instance, whirls with parmesan cheese, anchovy, olives and chives. Quills with salami and mushrooms. Shells are delicious with cottage cheese and spinach, while broad beans and artichokes combine well with spirals in a salmon sauce.

Also available in all 240 stores, is the JS guide *Mastering the Art of Pasta* which not only describes and names the different pastas available at JS but also provides delicious recipes.

Why not give them a whirl, not to mention shells, quills and spirals!

Legs extra

LOOK DEVASTATINGLY elegant and seductive with JS's new own-label Patterned Tights and Stockings, now available at 200 branches.

Sainsbury's first sheer pattern tights (15 denier) have a three spot design all the way up the leg and are on sale in one size and in three different colours—traditional navy, fresh lemon and grey.

Straight from Paris design, the new

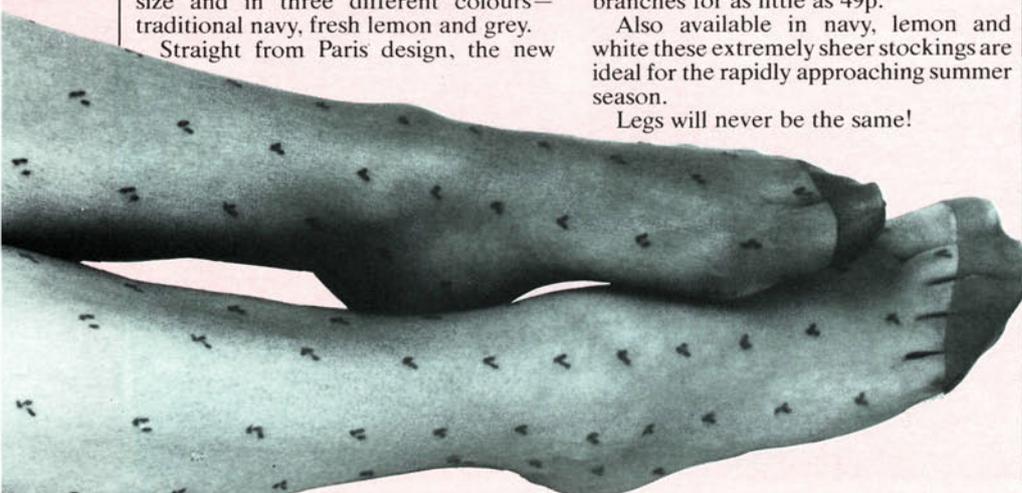
nylon tights have a maximum hip size of 42" and maximum height of 5'8".

Made in Great Britain they sell for a competitive 69p.

A first for hosiery in the UK and for Sainsbury's—10 denier one size monofilament Stockings are now on sale in 200 branches for as little as 49p.

Also available in navy, lemon and white these extremely sheer stockings are ideal for the rapidly approaching summer season.

Legs will never be the same!



OWN-LABEL Custard Powder is now available in a new 12oz packet as well as the 12oz and 24oz drums already on sale.

The new packet sells for a competitive 32p at 130 branches.



SOMETHING'S brewing... a bumper pack of 240 JS Red Label tea bags has filtered into JS stores in preparation for those welcome cups of piping hot tea!

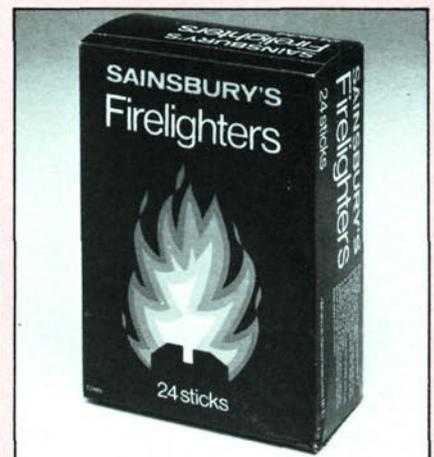
Sainsbury's top selling blend is specially selected for strength and flavour and is now an even more attractive buy in such a large pack (750 gram).

Never have so many JS tea bags been sold in one box before and for only £1.89. They are available at 202 branches.



SET THE WORLD on fire with Sainsbury's extra large pack of 24 Firelighters now selling for only 39p.

Replacing the branded product, Firelighters are available at a limited number of branches.



NEW PRODUCTS



Spring clean with Sainsbury's

ATTRACTIVELY redesigned JS Cream Cleaner, Window Cleaner, Floor Polish, Liquid Cleaner, Oven Spray and Floor and Wall Cleaner represent everything one could possibly need for that big yearly spring clean!

All these redesigned products project a strong image—the oven spray design on

the can gives the impression of the inside of a stove, while all the other labels represent either floor tiles, bathroom tiles or sparkling window panes.

The full range are available in a varied number of stores, ranging from 165 to 240, depending on the product and sell at the following prices:

Cream Cleaner	29.5p & 39p
Window Cleaner	49p
Floor Polish	63p
Liquid Cleaner	43p
Oven Spray	62p
Floor and Wall Cleaner	56p

Not only will your house look impressive—but also the cleaning cupboard.



More ready meals

SAINSBURY'S have put a new 'slant' on Ready Meals this month with the launch of Chinese Ready Meals—Chicken with Chillies (£1.49), Chicken with Peanuts (£1.49), Lemon Chicken (£1.49), Special Fried Rice (69p) and Saffron Rice (47p).

All five are now available in 10oz packs and only require heating for 20 minutes in a pre-heated oven . . . so there's no need to go to the Chinese takeaway anymore!

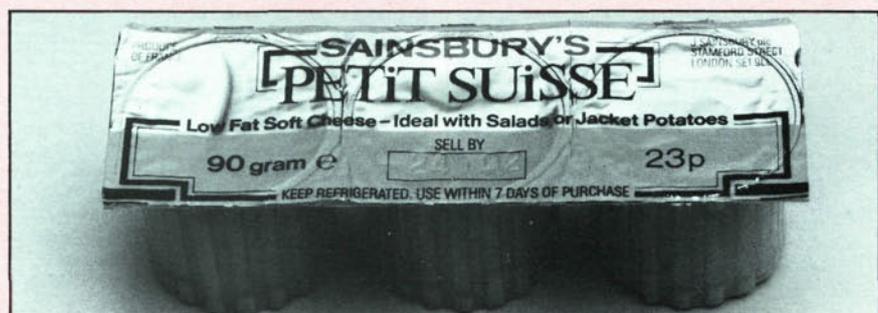
Selected branches are currently stocking a range of three of the above and there are yet more interesting varieties on the way!

Cheese snack

SPREAD a little Petit Suisse, Sainsbury's new low fat soft cheese, on a jacket potato or eat it with a salad for the perfect snack.

In a unit of three little pots (30 grams each), this delicious cheese sells for a competitive 23p at 144 branches.

It is a product of France.



Rita in oils



A proud Rita shows off some of her works.

'MY FIRST EVER painting, immortalised on the back of my mother's insurance policy, was of a crinoline lady' commented **Rita Farnell**, BPO at **Ashford**, who has been painting and drawing since the tender age of four.

Rita's next work of art is to be found on the wall up alongside the stairs in her mother's house. 'In those days I used poster paints and although I chose unfortunate places to paint, everyone thought I was talented—even my mother!

Soon after the age of 16, Rita was offered a grant to study costume and design at Canterbury School of Art. Unfortunately she was only there for two terms before her mother fell ill and she had to return home.

In 1949 Rita joined the Women's Royal Air Force (WRAF) as a dental nurse. 'I didn't paint much during this period of my life—there wasn't any time. I travelled a lot, all round the world, to countries as far away as the Iron Curtain and as near as Germany.

'These visits, I realise now, were a constant source of inspiration.'

While in Cyprus, Rita found a very attractive black vase which she then used as the basis of one of her most popular paintings.

On the whole Rita might take a couple of years to completely finish an oil painting, whilst on the other hand a pen and ink drawing will take her a matter of minutes. 'I have been known to knock off four drawings in an evening' she said.

Rita joined JS in 1971 and has been in Ashford now since 1976. 'I would say it has been in these last few years, since 1976, that I have dedicated more time to my hobby' she said, 'I now have a style very much of my own.' Rita tends to 'mess about' with oils and often waters them down until the impression they give is of poster paint. This method lends itself to very intricate work and especially costume and design.

Still life and country scenes are another favourite of Rita's and often she will combine both in one picture—the still life in the foreground and the scenery in the background.

All her work is original—'I find it

impossible to copy, and anyway it doesn't appeal to me, I like to use my imagination' she said.

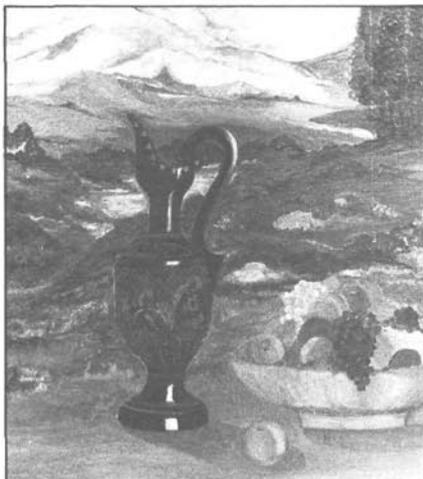
Since being at JS Rita has undertaken many projects where her expertise has been required for backdrops in performances such as Cinderella and in the Ashford Carnival.

Several paintings have also been commissioned by friends but on the whole Rita paints for pleasure. 'My husband once asked me to paint his dream house. It's one of my larger paintings and is very colourful. I adore bright colours' commented Rita.

'For the last two years I have been working on four different paintings—Spring, Summer, Autumn and Winter. They are all coming on slowly but surely.'

Rita's collection at present consists of about 55 finished oils and 30 unfinished.

'In the future I hope to get involved in illustrating books, but until that time comes I shall carry on doing more costume and design oils in order to increase my collection ready for the great breakthrough!'



Starling work

A SPECIAL EXHIBITION proved a great success for veteran **Len Starling**, previously secretary of the SSA.

'I thought that if I sold one or two paintings it would just be an added bonus to the joy of holding my own one man show' Len says. He was more than delighted when he sold 11 out of 30 water colours!

Len began painting about 20 years ago when he was unexpectedly bought some artist's materials as a present. Since then he has never looked back and has found sketching and painting a very absorbing and fulfilling hobby. Although he has won first prize at JS's family day art competition (and is an active member of the Streatham Vale Artists group) he jumped at the chance of displaying more of his work.

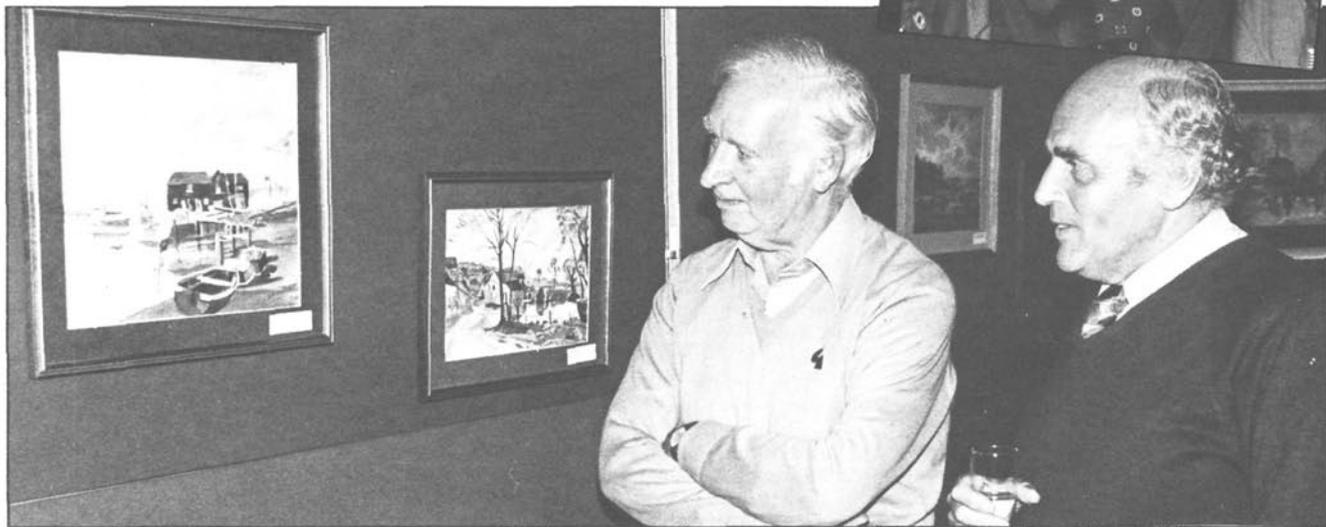
He admits that it was through his daughter, Pam, that his fame spread to 'pastures new' last year. She works for SEGAS and when her colleagues heard of Len's talent they invited him to display

his paintings to a wider audience at their sports club.

'It was a great privilege' Len told the *Journal*. 'It was good fun too, and gave me more experience of exhibiting. I invested in expensive frames for some and mounted the rest.' As well as gaining great pleasure from the exercise he covered his costs which of course is a great help.

'I would be even more happy if I felt I could encourage others to discover new talents,' he says. 'It was just by chance that I found out how much I could enjoy painting. The finished product may never be anywhere near a masterpiece! But just searching for a lovely location, and sketching it on the spot, has sharpened my skills of observation and made me very happy.'

Len has obviously given other people great pleasure too—SEGAS have asked him to 'keep busy with those brushes Len ... a second exhibition would go down a treat!'



Len (left) shows a guest around at his recent exhibition.

BUSINESS NEWS



Sunday trading

THE FOLLOWING letter from chairman, Sir John Sainsbury, was published in The Times on February 15:

Sir, There is no doubt that the effect of Sunday trading varies according to the type of trade. In non-food areas there are particular attractions for the consumer and it is for that reason we already open our chain of home improvement and garden centres on Sundays wherever we can.

However, the position is different in the case of food, if for no other reason than that food is a static market and therefore inevitably the overall cost of distribution will

increase should the extra cost of Sunday trading have to be spread over the same volume of business over the country as a whole. Despite this I would expect the most efficient food retailers to benefit, and I trust our company would be among them, but that does not alter the point that there would be a price nationally that would have to be paid.

I would make two points. Firstly, surely a case has been made for enquiring into the detailed consequences of Sunday trading in all trades. Such an investigation should include evaluating the practicality of permitting small shops to trade on Sundays whilst maintaining the ban on larger traders.

Secondly, in the food trade there is considerable benefit to the consumer in extending the permitted hours of weekday trading. The recent debate would suggest that this is not a controversial measure.

Could not the government act speedily to remove the considerable anomalies throughout the country in what is permitted

in late-night weekday trading whilst at the same time studying further the issue of Sunday trading generally?

Co-ops combine

TWO OF THE largest co-operative retail societies, the Greater Lancastria and North Midland, have agreed to merge. With annual sales in excess of £220 million and about 250 stores, they will become one of the largest retail co-operatives in the country.

The new society, coming into being on May 22, will be called United Co-operatives, and its trading area will extend from the Lake District to the Potteries.

The merger is one of several being discussed by Britain's retail co-ops, which plan to combine to tackle tougher trading conditions.



David Baker supports Jimmy Savile.

Marathon presentation

JIMMY SAVILE, OBE, received a cheque for £306.70 on behalf of Stoke Mandeville Hospital on January 29, presented to him by **David Baker**, Maintenance Engineer at **Charlton depot**.

David, who has been with the company for five years, raised this amazing total after running in the Birmingham marathon last September. 'I wanted to run so as to be able to raise money for a worthwhile cause' he commented. 'Stoke Mandeville, a hospital for people with

spinal injuries, seemed a good idea at the time, since they are at present building a new hospital to replace the old one.'

Before a three hour tour round the hospital, David had the opportunity to talk to Jimmy Savile. 'He asked me how long it had taken to run the marathon. I told him only 3 hours and 21 minutes, he laughed and said he was going to ignore me for the rest of the day since it was obvious I was more fit than he was' said David. 'It was a great day!'

STAFF AT West Wickham branch organised raffles galore before Christmas last year, in aid of the local **Cheyne Hospital for Children**.

Their marvellous efforts resulted in a cheque for £300 being handed over to a hospital representative by **Ursula Harrison**, skilled supermarket assistant, at the branch Christmas lunch, on December 16.

BRETTON branch saw the opening of an 'extra large' bottle bank in their car park on January 5.

This heavyweight skip can hold three tons of glass and it is hoped will prove a knock-out success in the area.

The containers will be regularly emptied and the glass will be taken to a new plant at Harlow where it will be mixed with other raw materials and recycled to make new glass containers.

Councillor **Jack Farrell** and Miss **Anglia**, **Toni Johnson**, opened the bank when they 'dumped' the town's first bottle!



Miss Anglia and councillor Jack Farrell open the bank.



First customer Davina Parkinson.

THE NEW self-service coffee lounge in **Stamford House, Blackfriars**, received a very warm welcome from all staff on opening morning—January 18.

Situated in the basement, the main aim of the lounge is to help ease the congestion in the restaurant and to provide a comfortable seating area in which to relax and drink coffee after lunch.

The lounge opens from 12 noon to 2.30 pm each day and provides coffee, tea and milk to drink. Fruit, cheese and biscuits are also on sale.

Two restaurant staff are scheduled to work behind the bar on a weekly rota basis.

The first customer in the lounge on Tuesday, was **Davina Parkinson**, secretary to **Gordon Lambert**, manager relief contractors, who commented 'I'm very pleased all the extensive building works have finished because now we have a lovely lounge. The decoration is bright and cheerful and I shall use it a lot.'

JOANNE WITHERS, daughter of **Martin Withers**, in the architects and engineers department, Blackfriars, won first prize for the most original fancy dress outfit at a competition held at St Andrews Church, Hornchurch, a few months before the branch opening.

Little Joanne, who is only seven, clad herself in JS advertising material including a carrier bag, becoming the envy of all her competitors.

She made a most attractive *Miss JS*. Well done Joanne!



AN INJURED WILD CAT went on the rampage recently at **Feltham** branch.

It really wasn't surprising that it was so furry-ous (!) because reception manager **Kevin Runham** had run it over by mistake! 'We had found a litter of kittens born near the reception area—I suppose the mother chose the area near the ventilation fan in order to keep them warm. The poor youngster that I hit ran into the branch and caused havoc.'

Kevin managed to catch him after quite a chase—and got bitten hard for his pains. He telephoned for assistance and an animal refuge who came to his aid seemed a-mewsed when he had to go to hospital for a tetanus injection.

The refuge telephoned, after a paws, to say that although the cat had damaged limbs and an amputated tail, he would be alright thanks to Kevin's quick action. They said they would name the cat **Sainsbury!**

Kevin says that since then the refuge have again helped the store. They lent Feltham a special trap to catch all the feline intruders—but the staff there have to admit that it's strange not to find an appreciative audience for unpurr-chased out of code milk.

HAYWARDS HEATH branch organised a five-a-side football match (the first of many events!) to raise money in aid of Chaily Heritage Handicapped School holiday fund on February 6.

The day was a great success and a total of £19 was raised after a hard days sporting. The lucky winners were the student team!

Situated four miles outside the city centre, the school is one of the largest for handicapped children in the area and as such needs as much local support as it can get.

For this purpose Haywards Heath hope to organise other events in the future, such as a card evening and a fashion show.

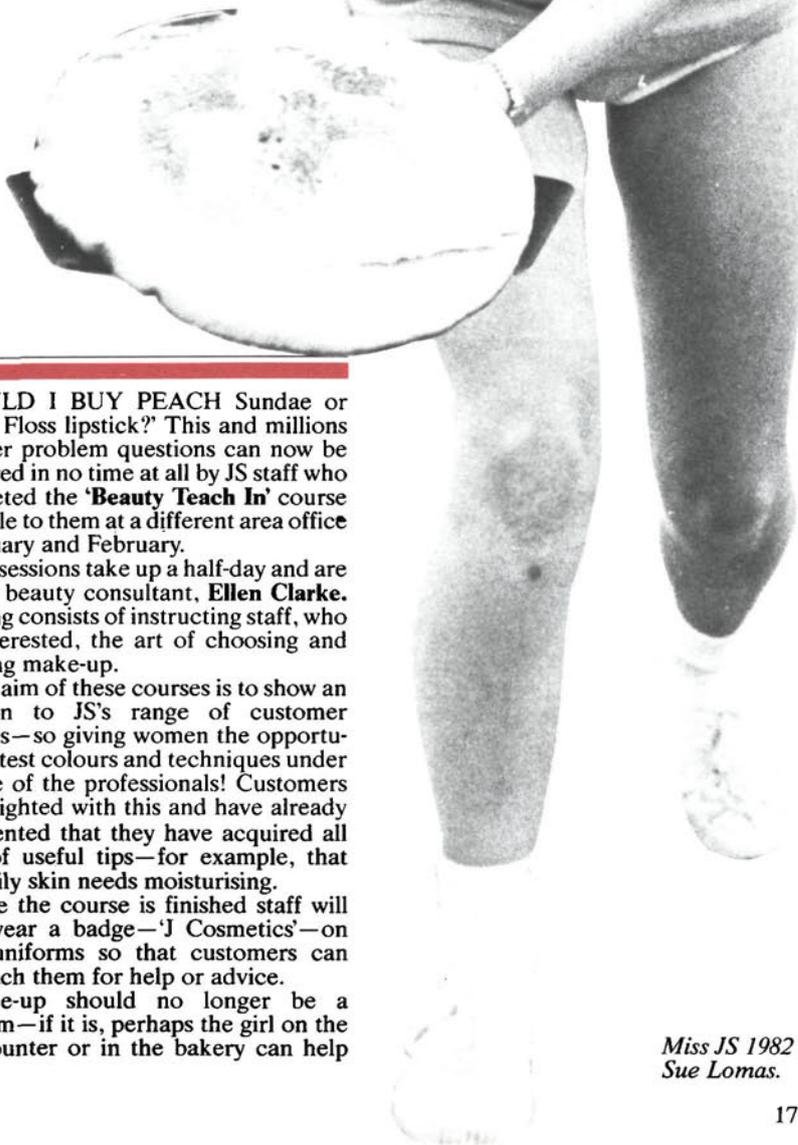
Pancake princess

IT WAS OUT OF Northwich into the frying pan for **Sue Lomas**, *Miss JS* 1982, who took part for the second year running in the Grocery Trade Personality Girls National Pancake Race in Lincoln's Inn Fields, on Tuesday February 15.

Temperatures were at their lowest for the race, and all runners had problems trying to keep warm and supple. 'I got so cold' commented Sue 'when I started to run I felt my legs seizing up. The conditions were worse than last year but still I came second in my section. Not bad!'

Sue, elected *Miss JS* a year ago, was given a second chance to win a week-end for two in Paris, donated by sponsors—**Jif Lemon**—since Shrove Tuesday came earlier this year and therefore before the *Miss JS* 1983 competition.

This was Sue's final public engagement as *Miss JS* before handing over her title at the annual SSA dinner and dance (see p10-11).



'SHOULD I BUY PEACH Sundae or Candy Floss lipstick?' This and millions of other problem questions can now be answered in no time at all by JS staff who completed the 'Beauty Teach In' course available to them at a different area office in January and February.

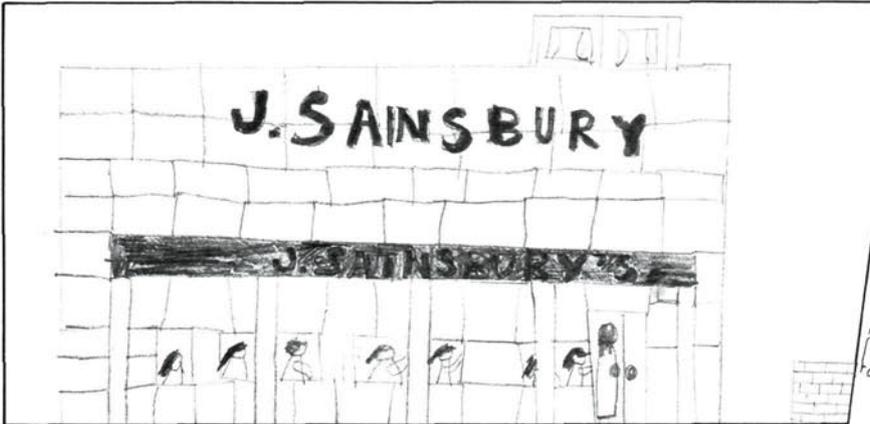
The sessions take up a half-day and are run by beauty consultant, **Ellen Clarke**. Training consists of instructing staff, who are interested, the art of choosing and applying make-up.

One aim of these courses is to show an addition to JS's range of customer services—so giving women the opportunity to test colours and techniques under the eye of the professionals! Customers are delighted with this and have already commented that they have acquired all sorts of useful tips—for example, that even oily skin needs moisturising.

Once the course is finished staff will then wear a badge—'J Cosmetics'—on their uniforms so that customers can approach them for help or advice.

Make-up should no longer be a problem—if it is, perhaps the girl on the deli counter or in the bakery can help you!

Miss JS 1982
Sue Lomas.



St. Saviour's School,
Holm Lane
Oxton
20th January, 1983

Dear Mr Cox

We would like to thank you for allowing us to visit your store and for showing us round. The most interesting thing was the Plessy machine and the way it worked. I was surprised by the lift and the way it worked. My favourite Sainsbury's food is tomato soup

Yours sincerely Andrew Thomas

Unanimous praise

YOUNG STUDENTS from St Saviour's School, Oxton, were unanimous in their praise of **Birkenhead** branch after a recent visit in January of this year.

During the school visit, the children, aged between six and seven, were taken all round the store, loading banks and preparation rooms by manager **Dave Cox**.

All were very appreciative of what they saw and expressed it very aptly in an attractive collage which they sent to the branch.

'We would like to thank you for allowing us to visit your store' one pupil wrote, 'I thought that seeing the lorries deliver the goods was quite interesting. I was surprised by the coolness of the

freezer. I liked watching the lemon meringue going into the cases in the bakery. My favourite food is baked beans.'

Another one said 'The most interesting thing was the Plessy machine and the way it worked. I was surprised by the lift and the way it worked. My favourite Sainsbury's food is tomato soup.'

AT THE SPEED of light, Esther Wilson, winner of the United Nations International Children's Emergency Fund (UNICEF) Christmas lottery, filled her trolley at **Winchester** branch in record time last December—and it was all free!

The three minute grub grab allowed Esther to amass a total of £192.76½ worth of goodies.

Proceeds from the lottery £729—will go towards UNICEF's world-wide work caring for children—providing water in the desert areas, vitamin A to prevent blindness and clothing for war scarred refugees.



Baby boom

PRODUCTIVITY is definitely on the increase at **Winchester** branch where eight members of staff are all expecting twins, triplets, sextuplets—who knows—between the months of March and July.

Commented BPO, **Beryl May** (with a twinkle in her eye): 'We never had this sort of problem when Jim Gronland was manager, it's only really occurred since Fred Cowey took over!'

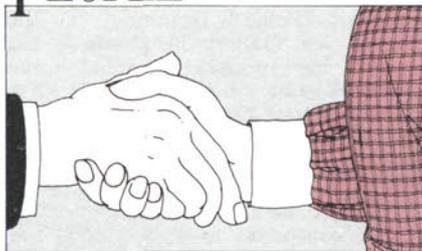


Apologies

FIRSTLY to **Dr Roy Spencer** (p2, JSJ February '83). The printers somehow managed to reverse the photograph of Dr Spencer and his colleagues. The caption should therefore be read in reverse order: (l to r) **Dr Dick Heller**, **Dr Roy Spencer**, **Professor Barry Lewis** and **Dr Len Selby**.

Secondly to **Sue Burrows** of the home economics department who was wrongly identified as **Shona Robertson** (p11 JSJ February '83).

PEOPLE



RETIREMENTS

Mary Gaywood, assistant checkout manager at Wallington, has retired after 20 years' service at JS.

She joined the firm as a packer/weigher. In 1968 Mary transferred to the checkouts, until 1973 when she became a clerk. Five years later she took up the post of assistant checkout manager.

Peggy Hamilton, senior clerk at Shirley, has retired after 20 years' service at JS.

She began her career at the old Southampton branch and in 1965 moved to Shirley as a packer/weigher. A year later Peggy became fresh meat assistant and five years after that was promoted to grocery clerk.

She had held the post of senior clerk since 1974.

Margaret Barlow, supermarket assistant at West Wickham, has retired after 17 years' service at JS.

Stefania Koc, skilled supermarket assistant at Ballards Lane, has retired after 17 years' service at JS.

Maud Handley, checkout manager at Kingsbury, has retired after 16 years' service at JS.

She began her career with the company as a display assistant and after five years took up the post of chief cashier.

In 1975 Maud moved to South Harrow where she was promoted to checkout manager. Four years later she transferred to Kingsbury in the same capacity.

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

- Mrs E Gaunt** (10 years)
- Mrs C Corrigan** (9 years)
- Mrs J Gilbert** (9 years)
- Mrs M Jarman** (9 years)
- Mrs J Murphy** (9 years)
- Miss R Bomba** (8 years)
- Mrs B McCausland** (7 years)
- Mr D Stock** (4 years)
- Mrs M Caves** (2 years)
- Mr H King** (2 years)

LONG SERVICE

Arthur Hibberd, deputy meat manager at Brighton branch, has completed 25 years' service with JS.

He joined the company at Hove and a year later was promoted to leading butcher. In 1963 he became assistant head butcher and after four years transferred to Brighton before self-service training.

Since 1969 he has worked in several branches including Croydon and Eastbourne.

Arthur has been in his present position since 1982.

Dorothea Lashmar, senior accounts clerk at Haverhill Pig Supply, has completed 25 years' service with JS.

Tony Mumford, assistant meat manager at Kingston, has completed 25 years' service with JS.

Eddie Ricketts, area general manager at Bromley, has completed 25 years' service with JS.

He began his career with the company as a senior tradesman. In 1963 he became assistant manager at Chatham branch and five years later Eddie transferred to Ashford as deputy manager.

In 1970 he was promoted to manager at Folkestone branch.

A year later Eddie went to the old Lewisham branch as manager and towards the end of that same year did some relief work at Central Croydon.

In 1972 he was promoted to manager for the opening of Woolwich branch and a few months later transferred to Blackfriars. Following three years at head office Eddie became district manager for Sussex, then North Kent and a year later, in 1976, took up his present position.

John Sweeting, warehouse reception manager at Coventry, has completed 25 years' service with JS.

He joined the company at Manor Park, East London and two years later, in 1960, John transferred to Upton Park after the closure of the Manor Park branch.

After self-service training in 1963, John was promoted to assistant manager at Upton Lane. Towards the end of 1965 he moved to Nuneaton for the opening as provisions manager.

In 1971 John was 'sent to Coventry' and nine years later was promoted to his present position.

John Williams, meat manager at the Hampshire Centre, Bournemouth, has completed 25 years' service with JS.

He began his career as a trainee butcher at Bournemouth. After self-service training he moved to Winton, for the opening, in 1965, as senior leading butcher. While there John was promoted to assistant meat manager.

In 1969 he transferred to Poole. After a period there John went to the training department at Blackfriars to take up the position of meat training specialist. From here he went to work at Boscombe and then Christchurch branch.

OBITUARY

Richard Dick, returns and despatch warehouseman at Charlton depot, died suddenly on December 28, aged 60.

He had been with the company for 17 years.

Rose Martin, supermarket assistant at Stafford branch, died on December 17, aged 48, after a long illness.

She had been with the company for three years.

'Nancy' Milliken, supermarket assistant at Rugby, died suddenly on January 11, aged 59.

She joined the company in 1964.

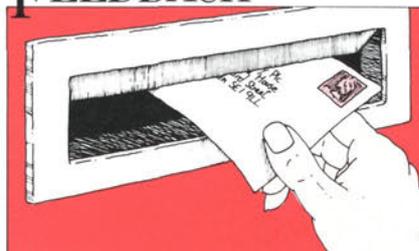
Maureen Moore, supermarket assistant at Rugby branch, died on December 20, aged 54.

She had been with the company for 16 years.

Thelma Redding, skilled supermarket assistant at Solihull, died on January 10, aged 46, after a long illness.

She joined the company in 1980.

FEEDBACK



Letters are welcome
and should be
addressed to the editor

Thank you JS

From: Cynthia Gillett, JS home economist, Kent, SE London & S Essex.

Members of the Redbridge Focus Club have asked me to thank, through the *Journal*, staff at Woodford, Ilford and Barkingside for all the special help they give to visually handicapped Focus members.

Focus recently asked JS to send a home economist to inform members about our product range and to give confidence when shopping.

People with poor or no eyesight often have a very limited diet just because they are unaware of what is available, so I enjoyed planning some new menus for them.

Many members themselves helped me with the shopping confidence part of the programme. They spoke so warmly of JS staff who give that extra service, either on request or simply when they see a blind person enter the store.

Many had very interesting stories to tell: 'My neighbour writes my shopping list for me and that lovely lady at Barkingside takes me, and it, around the shelves' commented one lady.

One of the volunteer drivers at the club said that Sainsbury's was the most requested outing!

It is therefore with much pleasure that I pass on their thanks.

Feels at home

From: Ivy Searle, customer at Kempston branch.

For sometime now I have been wondering whether to write this letter but realising that it was the only way of saying 'thank-you', I put pen to paper.

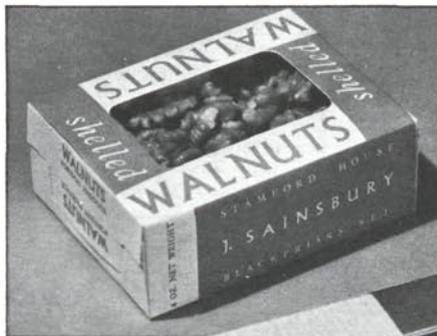
I would like to thank the staff at Kempston branch for being such a lively bunch of people. Since my husband died, they have been a tower of strength to me and have never failed to ask me how I am when I go into the store.

It gives me such pleasure to shop at Kempston branch because I feel so at home!

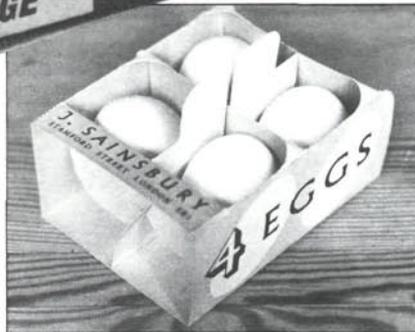
Don't forget -
last copy
date for the
April issue is
March 14



Peter Dixon



Top: Leonard Beaumont.
Above: The distinctive logo, Left: the walnut pack.



Above and right: The two solutions to the egg box problem.

AN EXHIBITION of the work of designer, Leonard Beaumont, at the Graves Art Gallery in Sheffield last month, has brought to mind some examples of his work in the JS archives which illustrate his efforts in coming to grips with a Sainsbury corporate identity in packaging design for the early self-service shops.

Leonard Beaumont was appointed design consultant to JS in 1950. The company was in the process of exploring the potential of self-service at the time, opening the first store in Croydon that year.

Perhaps the most important part of Leonard Beaumont's contribution was in the development of a house style for JS through the use of consistent graphics. Shop facias, packaging, van liveries, all used the same typeface (Albertus) creating a strong image which blended well with the Sainsbury reputation for cleanliness and quality.

The 1953 four-egg pack illustrates an early attempt to provide the small quantities which were in demand in the frugal fifties. The pack, in yellow on white with black or red lettering, projects a fresh clean image. Unfortunately, however, though attractive, the pack was not sufficiently robust to withstand stacking on shelves and customer handling, and was replaced three years later with the 'France Oeuf' carton.

This was a notable improvement. It provided good visibility as well as protection for the eggs it contained, and was equally attractive as a single unit or stacked in the shelves. In addition, the pack was also sturdy enough to withstand being filled by a machine.

Both of these egg packs reflect an important point about the costs of packaging. At the time, card was cheap and readily available, and was used with a proclivity inconceivable in today's resource conscious times! By contrast, the design had to be economical in its use of cellulose film, which was still an expensive material.

Customer handling

Customer handling, a new phenomenon in self-service shops, also posed a number of problems to the packaging designer. It was important that the product should be safe, but also that the customer should be able to recognise the good from any angle.

The walnuts pack is an interesting example of this. It had a cellulose window so that the nuts were visible, but it also featured a half-tone image of the window on the bottom of the pack. This, superficially at least, served the same function as the actual window if the pack was inadvertently placed upside down on the shelf, without the cost of an extra window.

The complexities of the task set by JS to Leonard Beaumont reflect the great impact that such designers have had on everyone's daily life. Leonard Beaumont's work, together with that of his successor Peter Dixon, JS's current chief designer, have had an enormous influence of the appearance of JS products today.

Miss JS 1983

*an evening
of glamour
fun and
excitement!*

*This years' annual
SSA dinner and dance
proved better than ever*

ONE THOUSAND people raised the roof at the West Centre Hotel on February 19 during the annual SSA dinner and dance, when 19-year-old **Wendy Oxford**, Miss Basingstoke depot, was voted Miss JS, Personality Girl, 1983.

A stunned Wendy, a packer/weigher in the cheese department, commented: 'Oh no! I can't believe it. I didn't think I'd come anywhere. I just didn't expect to win.'

It was a tough decision for the panel of judges, comprising **Rosemary Barnes** (wife of retail division director, Joe Barnes), **Megan Roberts** (wife of buying director Cecil Roberts), chief accountant, **Frank Netscher**, distribution director, **Len Payne** and financial control director, **Derek Henson**—but no one argued with their final choices.

In second place came Miss Western, 18-year-old **Claire Thomas**, a supermarket assistant at Cwmbran, and third was Miss Midlands, 21-year-old **Evelyn Spijker** from Bretton, who is currently training to become an in-store instructor.

The lucky man who got to kiss all the girls and crown the winners was finance director, **David Sainsbury**. He also made the draw for the £1,000 holiday—won by **Jean Frost**, chief display assistant at Rugby, and the presentation of the SSA special achievement award to **Romford area office** for their efforts towards the companywide campaign to raise money for cancer research. From a grand total of £190,000 they managed to raise a phenomenal £60,000.

Yet again the evening was a spectacular success—the meal first class, and top rate entertainment from Chamise and the Andy Ross Showband and Singers. As usual Andy was on sparkling form, getting everyone onto the dance floor.

The first duty of the newly crowned Miss JS was to make the draw for the table raffle, which included some great prizes such as a video recorder and a week's holiday for two in Spain! The prizes were presented by assistant managing director, advertising and marketing, **Peter Davis**.

Grateful thanks must be given to the organising committee—SSA functions organiser, **Bill Allen**, who also compered the evening, **Vi Tennant** (secretary to personnel manager Owen Thomas), **Kay Gray** (BPO at Woking) and AGM **Ron Yeates**—the event gets better and better each year.

But for the girls who took part in the Miss JS contest, the event was much more than simply the glamour of the evening.

Their day began at 12.30 pm when they all met for the first time for a relaxed lunch at the West Centre. The day's labours began with a rehearsal—each girl had to practise walking the cat-walk and run through her 'chat' with Bill Allen.

With rehearsals behind them there were a few hours spare for much needed relaxation and, of course, getting ready for the show!

One final task lay before the competitors however—a pre-dinner reception to give the judges a chance to meet each girl informally in order that the final judgement could be made on more than their brief 'foray under the spotlights' later in the evening.

All in all quite a day (and night)! Congratulations once again to the winners and to all the girls who so bravely took part.



1. Bill Allen (right) and David Sainsbury announce the SSA special achievement award.



2. A thank you from the girls to Kay Gray. (l to r) Miss JS Midlands, Evelyn Spijker, Miss JS Basingstoke depot, Wendy Oxford, Miss JS Southern, Sara Moore, Miss JS Hoddesdon depot, Christine Harding, Miss JS Buntingford depot, Margaret Talmadge, Kay Gray, Miss JS Western, Claire Thomas, Miss JS Eastern, Clare Crawford, Miss JS South East, Cataerine Saunta and Miss JS Charlton, Maria Ward. 3. In first place Wendy Oxford (right) and in second place Claire Thomas. 4. All the girls on stage. 5. Evelyn Spijker chats to Bill Allen. 6. The judges (l to r) Frank Netscher, Megan Roberts, Len Payne, Rosemary Barnes and Derek Henson.