

Journal
APRIL 1983

Sainsbury's create delicious confusion.

JS JOURNAL

May 1983
FASHION IN BLACK
HOW TO SUCCEED
IN YOUR OWN BUSINESS

sale,
ry's fresh
h pork.
us owners.

As a result Sainsbury's pork is always fresh and in the very best condition.

The meat is pink.
The fat is white.
And the end is somewhere in between. To help you can the stacking you'll find our joints come ready scored!

We sell pork joints with the bone in and joints with the bone out, not to mention a full range of chops and steaks.

All perfectly fresh.
So if you're about buying pork, we have a suggestion.
Buy it in Sainsbury's.
Good food costs less.

Woman and Home

PRINCESS ALEX
Why she's the greatest

COLOUR IN YOUR HOME
Break the rules successfully

SERVE THE GREAT

Slimming

NEW!
THE 8-11 DAY DIET
Never stop nibbling
yet get slim fast

HAS YOUR BOTTOM A DOUBLE CHIN?
Uplifting answers

UNDO THE DAMAGE
also remedy for that bad binge

SHE

SEE INDIA BY STEAM!
Thrilling luxury train from north to south £2000 and the way

The Royal Wedding of PRINCESS LINDA

RHYME WITH REASON
new poems by STEVE TORRES

20 BEDONIAS, just £3.95
With three more special gardening offers

QUIZ: Are You A Victim of Romantic Fiction?

Sainsbury's have a peach of an idea for Parma ham. But it isn't peach.

What is it?
Well, its taste has been described as a mixture of apricot and pineapple.

Though many believe it is better than either.

Originally from the town of Parma, Italy, it has been known for at least 400 years.

John Fryer, a famous 17th century writer, wrote: "For taste, the neapricot fall short."

When ripe, the golden and truly delicious Parma ham is the kind of thing you can use in a salad or as a purée to add to ice cream.

Put the Parma mousse

Announcing Sainsbury's own burgers. With 0% beef.

Where is it written that all burgers have to be beefburgers?
Wouldn't home-grown pork make a good burger?
Or how about smoked bacon with real pamesan cheese?
Or a fresh turkeyburger?

All our non-beef burgers come with Sainsbury's own special spice mixes.

And Sainsbury's even more special attention to quality. (We put our burger meat through two separate mincing plates to get the texture just right)

In addition to the four burgers you see, we also offer pork-and-beef burgers and a lamb burger. And just in case you're wondering, there's a full range of beefburgers, too.

At Sainsbury's we like to think no-one has to beef about the choice.

Good food costs less at Sainsbury's.

Who's going to Australia then?

VENICE, LA: STILL C
FRANK BRUNO
HURT VONNIE
LIVING EXTRA

Good food costs less at Sainsbury's.

Good food costs less at Sainsbury's.

Good food costs less at Sainsbury's.

GOOD HOUSEKEEPING

TWO GREAT OFFERS:
PERFECT Pinstriped FASHION SHIRT
FANTASTIC VALUE FRENCH WINES

THE COMPLETE COOKERY COURSE:
WE BEGIN OUR GUIDE TO BASIC SKILLS

NEW 32-PAGE PHOTOGRAPHIC

Sainsbury's can improve your complexion overnight.

Not in one night it's a lie.
But our new Night Cream should make a difference over time.
It's a special treatment cream.

to the residents have heard it yet.
if less you want.
The first

JS receives advertising award see page 2

NEWS NEWS NEWS

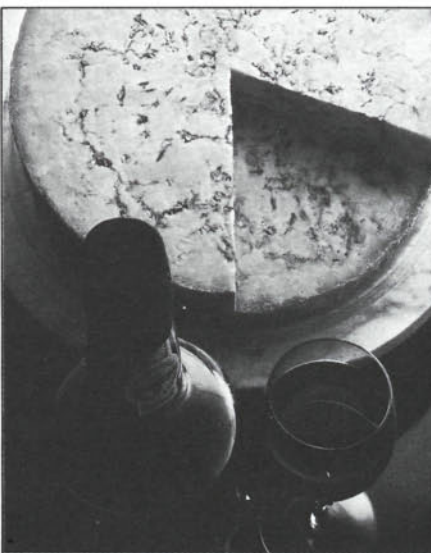
Advertising awards

JS ADVERTISING was up on the winners' rostrum again last month when *Campaign* magazine, the advertising industry's top publication, announced the recipients of its annual Press Awards.

Most prestigious accolade was the Gold Award for best colour campaign which Sainsbury's has now held for two consecutive years. This recognition of consistent expertise was awarded for press ads featuring pork, burgers, brie, wine, coffee, mango, stilton and the J cosmetics range. The punchy, appealing and sometimes controversial ads, created by Abbott, Mead and Vickers, have appeared in women's press and Sunday supplements.

In an appraisal of the award winners, David Lamb, Rowntree Mackintosh UK ad manager, said of the JS campaign: '... it has good copy, good illustration and is good advertising; there is nothing distracting or irrelevant. I applaud the choice.'

J cosmetics scored a double coup by picking up a beauty award competing



A good Stilton from Sainsbury's will make your mouth water. (Not your eyes.)

If you associate Stilton with a strong sharp smell you've probably been associating with the wrong kind of Stilton.

A good Stilton should have a mellow taste and smell, with no trace of bitterness. The bluing should explode from the centre of the cheese but not quite reach the edge.

The texture should be crumbly, but not dry.

There's quite an art in producing fine Stilton and only three counties in England are allowed to do it.

(Most of Sainsbury's Stilton comes from the Vale of Belvoir, around Melton Mowbray.)

A Stilton takes at least eleven weeks to make.

The cheese is pierced three times with copper rods to encourage the bluing, and there's a complicated ritual of turning to keep the cheese evenly moist.

Our inspectors check every batch with a cheese nom to make sure the Stilton is perfect.

And we have strict controls on the amount of bluing we'll accept.

At this time of year, we sell Stilton in jars, halves and quarters, though perhaps our most popular size is the Stilton disc you see in the picture.

Buy one now and it will keep happily in the bottom of the refrigerator until Christmas!

Of course if you're buying your Stilton at Sainsbury's you should also look at our port.

Its outstanding value. We sell a Vintage Character Ruby and Tawny and every bottle carries a numbered seal of quality from the Institute of Port in Portugal.

Perhaps the most suitable to drink with Stilton is our Vintage Character—a blend of fine ports matured for years in oak casks.

At only £3.48 a bottle it's one item on our shelves you shouldn't pass.

Good food costs less at Sainsbury's.

against the top cosmetic houses. The ad chosen was called Prune/Plum and the judges voted it fruit of the crop.

Also singled out of the campaign was Sainsbury's ad for pork. It received the Food Award, the Retail Stores (colour) Award and was commended in the Best Written section.

'For Sale, Sainsbury's fresh English pork. No previous owners.' This was the headline and the body copy explained

that Sainsbury's ensure its pork is fresh by cutting out the middle man. 'Our pork goes from farm to store in just three days and we look after it every step of the way.'

Judging *Campaign's* Press Awards was a panel of leading figures from the advertising world. They made quite clear their opinion of Abbott, Mead and Vickers' work; the agency received no less than six awards and seven commendations.

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Faces behind the pages



Bridget Williams

DEDICATION beyond the call of duty; that's what two people constantly show to the *Journal* and they have finally been persuaded to stand up and take a bow.

Bridget Williams, company archivist, delves into JS history every month and comes up with a lively topic for the back page spot.

'I try to relate the piece to current interest or it may be sparked off by a new acquisition. The page generates a tremendous response from all areas of the company helping to build up the collection of memorabilia and my own knowledge of JS history.'

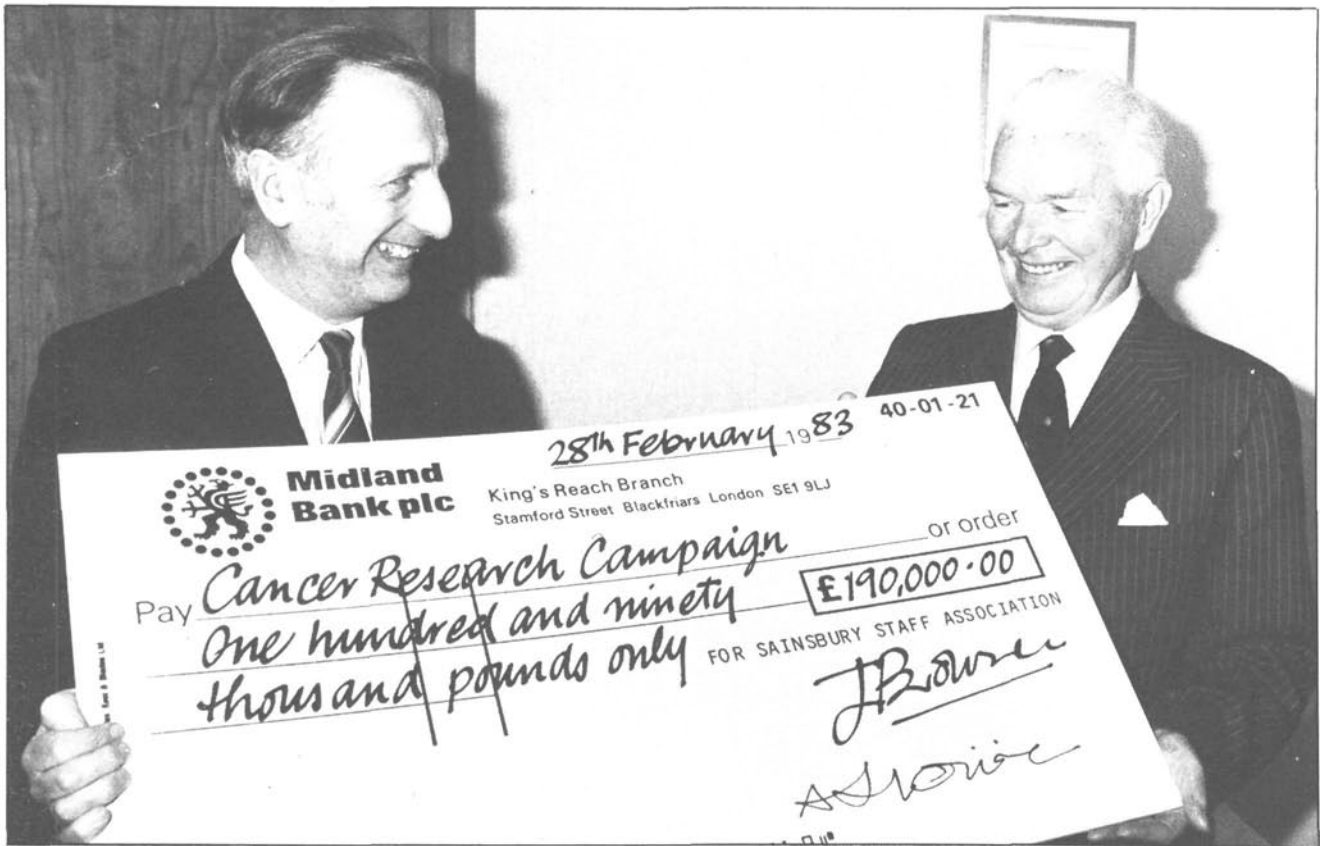


Paul Smiddy

Paul Smiddy, financial analyst, gives the business news pages the benefit of his wide reading. 'It's my job to keep abreast of all financial news. I read everything from *Marketing Week* to the *Financial Times*. I like to find news which the *Journal* reader may not otherwise hear about.'

Paul is married to Katy and has two small boys. In his spare time he sails, visits the theatre and takes an interest in antiques. 'One of my hobbies was flying but I've done very little of that since the boys were born.'

£190,000 to cancer research



Retail division director, Joe Barnes, presented JS's £190,000 contribution to president of the 500 Group, Sir John McKay.

A MARVELLOUS performance by staff companywide brought JS a recent accolade from the 500 Group of the cancer research campaign.

At the beginning of 1982, the Group was established with the object of raising £1 million over two years. The money was to provide the major funding of a new cancer research laboratory to be built in Birmingham and completed by the end of 1983.

It was always the aim of the 500 Group that the money would be raised entirely

from people working in commerce and industry, and in true sponsorship tradition. Galas, sports events, walks, fashion shows, lotteries, sales—the list of opportunities has been endless.

JS undertook to try and raise £10,000 last year as their contribution but in the event staff raised an incredible £190,000!

Chairman of the 500 Group, Norman Griffin (assistant general manager at BHS) said that this achievement by JS must rank as one of the finest fund raising

efforts ever made by a commercial organisation anywhere, and will provide a tremendous example for all other companies in commerce and industry who are themselves working hard to achieve the aims of the Group.

By the end of 1982, the halfway mark, the cancer research campaign announced that 500 Group activities had raised nearly a half a million pounds, and it was felt that such an outstanding performance from JS could not go without a special mention.

Donation to youth centre

A CHEQUE for one thousand pounds was recently donated on behalf of the company by **Charlton depot manager, Derek Graham**, towards the cost of a local youth centre at St Thomas's church.

The donation was received by **Lance Harvey**, priest in charge. 'It's very satisfying for us to receive help like this. We began the project in 1976—with the idea of modifying the church to build a youth centre at first floor level. For the conversion the church needed to be completely gutted.

'The ILEA gave us a grant which would then have covered the cost. Unfortunately it wasn't until 1981 that work really got under way, and now the cost has almost doubled.'

The centre, when completed will be in use every night of the week.



Derek Graham (right) presents the cheque to Lance Harvey.

1983 JS veterans' reunion Nice to see you!

JOY IN FRIENDSHIP was the feeling which made 1983's JS veterans' reunion such a happy event. The 35th annual reunion took place on two days—April 11 and April 18—at the Royal Lancaster Hotel.

Secretary of the veterans' welfare section, Doreen Lamb, sent out fleets of coaches to pick up guests from all corners of the country. They brought to the Royal Lancaster a total of 1,600 people eager to locate old friends and maybe forge new friendships by discovering strangers with a shared past.

But from the instant cheery chatter of the first arrivals at 1.30 pm it seemed that everyone already knew everyone else.

The buzz of conversation died down at 2.30 pm when Arthur Waller, chairman of the veterans' group, gave his welcoming address: 'I'd like to thank the committee and especially the president for all their brilliant work this year. Particularly I'd like to say a big thank you to the veteran visitors who form the backbone of the organisation.' Arthur also paid tribute to Doreen Lamb in recognition of her great efforts for veterans.

Max Justice, president, was the next group officer to the microphone. He was, he said, delighted at seeing all those well-known 'prosperous, fit and well

friends,' and joyful to see several new faces as well as a few who were attending after an absence.

Time for high tea and appetites were keen for the chicken and ham salad followed by souffle, tea and cakes.

The chairman, Sir John Sainsbury, arrived to join the relaxed and lively gathering. With Lady Sainsbury he lost no time in mingling and displayed obvious enjoyment chatting with veterans. On April 11 he was delighted to be joined by his father, Mr Alan (Lord Sainsbury), who talked with members of the committee.

In his speech Sir John told the veterans that he hoped to be as well and cheerful at retirement as the group before him.

He spoke of JS developments with great enthusiasm and also drew attention to the growth of Homebase. He looked forward to the day when all veterans would boast a Sainsbury's branch next door to home.

As for the famous JS traditions of value and quality, the chairman affirmed his commitment to them. It was a sentiment the veterans expected and wanted to hear, justifying as it did, the pride they feel in belonging to the company. This sense of pride was expressed many times during the reunion.

Lady Sainsbury proved a good luck

charm for 22 veterans when she pulled out the winning names in the lucky draw. Great excitement followed as guests collected prizes.

Then it was Lady Sainsbury's turn to receive. On April 11 committee member, Marjorie Farrell, presented her with a beautiful arrangement of flowers on behalf of all the veterans.

It was 5.00 pm before the coaches began to depart. Friends were reluctantly separated, some almost missing coaches as leave-taking came all too soon. Eventually the hotel was empty, the coaches full and the JS veterans' bond strengthened for another year.

But communication is perennial. As the veterans' group chairman wrote in his report: 'Although the group has grown enormously over the years, its purpose remains unchanged. Through the newsletter and our dedicated visitors panel we maintain contact with our colleagues and those who are able to attend the reunions and outings can meet in very pleasant circumstances.'

Said Doreen 'It's been hard work but it was worth it. We were particularly pleased to see Celia Blakey, Mr R J Sainsbury's daughter. She did a great deal for the group while at JS.'

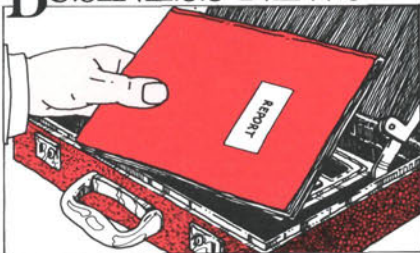




1. Doreen Lamb, secretary of the veterans' welfare section.
2. The Covey family. Brothers and sister-in-law with 126 years' service between them.
3. We've heard that one before!
4. See you next year!
5. Sir John and Lady Sainsbury with a lucky draw winner.
6. Mr Alan (Lord Sainsbury — centre) chats with members of the committee.
7. As time goes by! Long service watches still ticking away.



BUSINESS NEWS



Changing taste of eating out

A REVIEW of British eating out by Gallup, commissioned by the magazine *Caterer and Hotelkeeper*, showed some interesting changes in taste.

Minestrone has replaced tomato soup as the favourite soup and otherwise the British diner tends to choose prawn cocktail as an entrée.

The survey suggests that haddock has taken over from cod and plaice as the British choice in fast food outlets and that increasingly the English and Welsh, though not the Scots, are eating desserts in preference to starters. Steak, however, still reigns supreme when the Briton goes out for a meal—with sirloin as the most favoured cut.

Chips, peas and a mixed salad remain the most popular accompaniments to main courses. There is, though, growing interest in salads with the appearance of more and more self-service salad bars.

Cheese is not often demanded, but when it is, Cheddar is the most frequent choice, otherwise the battle is between fruit pie and Black Forest gâteau.

The most popular lunchtime drink is coffee, but in the evening wine outstrips beer and hard liquor, except in pubs and steak houses where beer is first choice.

M & S

ON APRIL 1, Lord Sieff, the third generation shop-keeper who has headed Marks and Spencer since 1972, made way for Lord Rayner.

Lord Rayner has been Margaret Thatcher's crusader against paper shuffling, is a Methodist lay preacher, and will be the first ever chief executive of M&S from outside the founding family circle.

Lord Sieff will stay on as chairman. Five of the 12 directors are descendants of the firm's founders.

UB results

UNITED BISCUITS (McVities Jaffa Cakes to Wimpy Bars, KP nuts to Pizzaland restaurants) reported a reasonable 12 per cent rise in pre-tax profits for 1982, £7.5 million up at £68.4 million.

However, about half that increase came about from the effect of a weaker pound on the US subsidiaries, and the results also benefited to the tune of £1.2 million from the inclusion of the newly-acquired Terry's business. Turnover rose 17.5 per cent to £1.21 billion.

The UK biscuit market was very tough. UB only increased volumes by one per cent and increased the proportion of output devoted to own-label products.

The US profits improved dramatically from £28.7 million to £35.6 million largely as noted above from the change in the

dollar/sterling exchange rate. The American subsidiaries produce biscuits and sauces.

The UB Chairman, Sir Hector Laing, commented that the results were very satisfactory against a background of recession and intense competition.

Saturation

ACCORDING to the latest survey on supermarkets carried out by the Centre for Business Research, the number of superstores in Britain, close on 350 at present, is expected to reach saturation point at a little over 600 by the late 1980's.

The centre feels that one factor influencing saturation level is that a superstore needs a catchment area of 50,000 people within a ten minute drive.

It also considers that the current cost of building a superstore, including fixtures and fittings, is put at around £6 million.

Animal magic

EARLY THIS YEAR *Super Marketing* magazine asked its readers what sort of animal they associated with some of the leading retailers.

The quickest reader off the mark came up with the following suggestion:

Sainsbury's: a lion. *Going from strength to strength.*

Tesco: a chameleon. *Desperately trying to change its image.*

Asda: a cuckoo. *Spreading to southern nests.*

Fine Fare: a Norwich canary. *Making a lot of noise and tending to be very yellow.*

Safeway: a jaguar. *Accelerating very fast and very competitive.*

Co-op: an ostrich. *No explanation needed.*

International: a dodo. *Now extinct.*

The correspondent preferred to remain anonymous, although admitted to working for one of the retailers. He did though offer one clue—his company is like a bee, small, industrious and very well organised.



Tesco times

TESCO has opened a 'Tesco Business Centre' at Welwyn Garden City to sell computers to small businesses.

The range will feature IBM and Apple products costing between £3,000 and £4,000.

In their stores the group is also selling matchboxes decorated with the full achievement of the arms of Tesco, which include badgers as symbols of good housekeeping.

On the boxes appears the surprising information: 'Made in the USSR'.

Should Tesco be badgered about this?

Sweet results

ROWNTREE MACKINTOSH—the Smarties to After Eight group—announced some very sweet results for 1982. Pre-tax profits were up 27 per cent to £50.5 million, on turnover 12 per cent higher at £770.5 million.

The group also made a cool £2.1 million on the shares they bought in Huntley & Palmer, during their abortive take-over bid for that company. Rowntree's 1982 capital expenditure rose £10 million to £42 million (which represents only one-third of JS' capital spending).

The group's results were helped by a buoyant if very competitive UK confectionery market, where inflation and volume increases were both running at about three per cent. However, Rowntree's efforts to promote British brands in Europe continued to meet some resistance. The directors noted that competition in Germany was particularly fierce.

Four pinta

DEVELOPMENTS in milk merchandising continue apace. A four pint plastic bottle made by Plysu is now stocked by JS and several other leading multiples.

The bottle has a resealable top and a carrying handle, and is designed to fit inside the door of a domestic refrigerator. Demand for the new container at present outstrips supply.

Plastic can

THE WORLD'S FIRST food product in a plastic 'can' is being test marketed in Britain by the US owned Campbell's Soups and Metal Box, the leading UK packaging company.

The can is in fact a flat 16oz carton made from a plastic laminate called Lamipac. With a shelf life comparable with that of a tinplate can, its contents are served in the same way—by being boiled in the container or emptied into a saucepan. If the foil seal is completely removed, the carton can be microwaved.

Because of Lamipac's heat resistance, the factory processing of the food is at very high temperatures, or 'retorted' in the same way as food in metal cans.

The first product, chicken in cream sauce, is sold by two retail chains, including Waitrose, in about 40 stores in the north and south of England. The plastic cans are however, between 20p and 40p dearer than the tin equivalent.



Taking stock of shares

WHY DOES the price of some shares go up and down like a supercharged yo-yo? What influences the JS share price? To the many employees who now hold shares in the company this is a key question.

Shares are bought and sold in the stock market. The chief market is the London Stock Exchange but there are also smaller stock exchanges in provincial commercial centres such as Birmingham, Liverpool and Manchester. They are linked by excellent electronic communication so that prices are similar across the country.

To understand the movements in share prices it is necessary first to understand how these stock exchanges work. In many ways they operate much like any other market.

They are populated by two sorts of specialists—jobbers and brokers. Jobbers man the stalls in the market; they hold quantities of shares in many different companies, although they tend to specialise in particular sectors of industry such as engineering or oils. They make their money by offering shares at a higher price than that at which they are prepared to buy—the so-called *jobber's turn*. They buy and sell shares to the brokers—the only people allowed into the market.

Brokers are the people who deal with the investing public, and make their money by charging a commission on each purchase or sale that they transact on behalf of their clients. The public cannot enter the market and deal directly with the jobbers.

Bulls and bears

The market runs in a series of periods called *accounts*. These last for two or three weeks; all the debts are then added up, and payments are made a few days after the account has ended.

A last piece of jargon—people who buy shares in the hope of a rise in price are called *bulls*; those who sell in the anticipation of a fall in price are known as *bears*. Hence a rising market is a 'bull' market, whilst when prices are falling it is a 'bear' market.

Those are the players, how do they act? The first fundamental idea to remember is that share prices are decided by supply and demand, just like most other commodities. If the shares of a particular company are in high demand, their price will rise until investors are broadly no longer interested in

making further purchases.

The second point to note is that share prices are decided by *expectations*. The stock market is interested not in the past, not even in today, but in *tomorrow*. If a company's product becomes obsolete tonight, any amount of profits earned in previous years will not prevent the company's worth disappearing tomorrow. So the stock market looks ahead. That is why one often reads of a company announcing record results yet its share price may remain unchanged or may even have gone down. This is because the market had already anticipated such results, or perhaps had expected even better figures.

This leads one to think about the psychology of the stock market. Investors do not necessarily buy a share because they think the company is a particularly good one. They buy a share because they believe its price will go up—and an increase in price comes when other people are trying to buy. So investors buy when they believe other investors will shortly do so. Similarly they try to sell just before everyone else will. So the art of investment is *second guessing*—attempting to guess what the next man will guess about the next man will guess about the next man...

To an extent such guesses are self-fulfilling. If everyone believes BP shares will go up, everyone will try to buy them, so they will go up!

The influences on the price of the share of a particular company are threefold: firstly the price is governed by the market's overall sentiment about the economy and the way the whole of industry is going, secondly it is influenced by the market's view of the particular industrial sector in which the company operates, and lastly, the price depends on influences which are specific to that company such as a change in the chief executive or the bankruptcy of a major customer.

The JS share price is affected by certain characteristics peculiar to Sainsbury's. Although JS is one of the biggest companies in the country in terms of market value, only just over a third of the shares are actually traded on the market—the majority of shares being held by the Sainsbury family and their family trusts. Even of that third, many of the shares are tightly held, being owned by employees for example who do not trade in the shares actively. This means that for the size of the company there are relatively few shares available. Any fluctuation in demand therefore has an unusually great effect on the share price.

How do these influences interact? To get some idea of the complexities involved chart 1 shows the JS share price since the beginning of 1982. The line on chart 2 shows the movement of JS relative to the whole market (as measured by the *Financial Times* All-Share Index for the aficionados).

It can be seen that the price showed a fairly steady rise up to August when the price moved up very sharply from 330p to a peak in mid-October of 453p.

What accounted for these movements? The rising trend in the first half of 1982 can be largely explained by the market's preference for the fairly reliable growth in earnings of the food retailing sector at a time when the prospects for most other sectors of industry were still quite gloomy. A reversal of this sentiment was also evident later in the year: growth in earnings of companies who are recovering from the savage impact of the recession will be greater than for food retailers who have had a more consistent pattern of growth.

Caution

The sharp rise in the price during August and September was caused in part by at least one firm of stockbrokers making recommendations to purchase shares, based on over-optimistic forecasts of our interim results. The note of caution introduced by the chairman at last year's annual general meeting was not fully appreciated and some investors might have been expecting profits to rise at the very high rate experienced in previous years.

A sense of proportion returned immediately before the interim results were announced on November 3rd; in the words of the *Financial Times*: 'The share price... recently descended from levels of the ridiculous to the merely remarkable'. Since that date the JS share price has eased back because investors have focussed their attention on other sectors of the market. Also the effect of food inflation running at a lower rate than general inflation has dampened enthusiasm for food retailers.

The second chart shows the movement of the price in relation to the rest of the market. Its peaks and troughs are very similar to those of the first chart. This shows that most of the movements in the JS share price have been due to reasons specific to Sainsbury's and the food retailing sector, rather than to general economic factors.

What the charts do not tell you is how the price will move for the rest of 1983. That remains to be seen!

NEW PRODUCTS

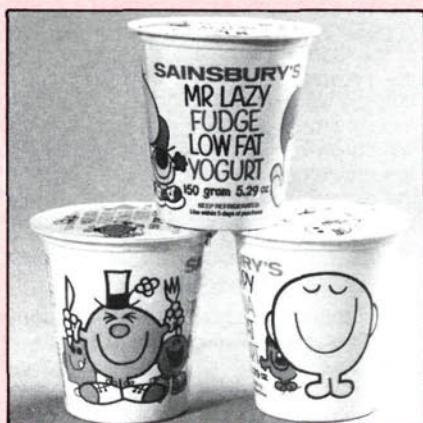
Every thing you need to know about ...

WITH SPRING already upon us, thoughts are starting to turn to those jobs that really must be done around the house.

Homebase, with this season in mind, has recently published four new DIY guides, joining the existing range of six, to give all the encouragement and help needed to undertake such tasks.

DIY guides are fully illustrated in colour with helpful diagrams and practical help on a variety of subjects both inside and outside the home. Each guide also carries warnings on safety in handling equipment and materials.

The four new titles, selling for only 35p are: guide seven *Insulating Your Home*, eight *Shelving and Storage*, nine *Interior Decorating* and ten *Finishing Touches*.

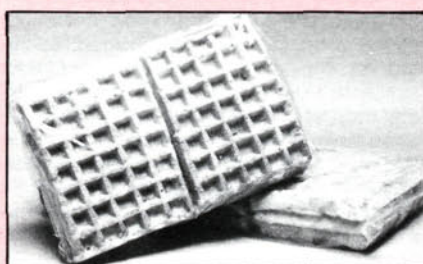


Mr Men

MESSRS Lazy, Mischief, Funny, Messy, Greedy, Happy and Forgetful are the seven cheerful characters featured on Sainsbury's new own-label Mr Men Yogurts.

These Mr Men flavours—fingerlicking fudge, jaffa, peach melba, raspberry, strawberry, banana and black cherry will appeal to children in delightfully coloured 150 gram cartons. They sell for 13½p.

The full range is available in a varied number of stores, ranging from 180 to 240, depending on the flavour!



Just juice

NOW FOR a juicy piece of news! JS own-label Pure Orange Juice cartons are on sale in packs of four.

You can start your day the economical way because the carry-out pack saves money. At only £1.35 it means each litre carton costs less than 35p so it's bound to be picked up by thirsty families.

Another juicy little number is Pure English Apple Juice. Made with freshly pressed English apples, the juice is making a first appearance in litre cartons. It was previously on sale in bottles.

It's an apple which may not defy gravity but it defies inflation at just 54p. On sale in 105 branches.



May wine

DISCOVER the promise inside every bottle of Sainsbury's Sparkling Saumur (Appellation Saumur Contrôlée Methode Champenoise). It's wine of the month for May.

Sparkling Saumur is produced by the traditional champagne method, involving two years maturation in the limestone caves of the Saumur district of the Loire Valley in western France.

The chalk soil of the vineyards and the predominance of the Chenin Blanc grape, lend the Saumur its distinctive crisp dry finish.

Serve chilled. It's ideal at any time of day or night!

There's a touch of class in every glass!



Waffling on

WHAT'S PERFECT with icecream, syrup, jam, Marmite and all other things sweet and savoury? Sainsbury's new own-label Waffles—that's what!

Another delicious first for JS, they sell in packs of six for 32p (217 branches).

How can you resist them?



Pasta partners

MEET YET another two new Italian Pastas you don't have to wind round a fork—Sainsbury's Italian Egg Lasagne (45p) and Egg Cannelloni (49p).

Italian Egg Lasagne (250 gram) 'is a no problem to cook', just bring a large pan of salted water to the boil, add the lasagne one sheet at a time to prevent sticking and boil for six to eight minutes.

Recipes are endless. Three delicious ideas can be found on the back of each pack—fruit and nut lasagne, spicy pork lasagne and quick curried lasagne with yogurt topping.

Egg Cannelloni, once stuffed with a variety of goodies like chicken, ham and cheese or spicy tuna and tomato, promises unforgettable meals.

However, should a tasty dessert be the order of the day, fill the cannelloni with stewed fruit or pie fillings. Sprinkle with coconut and top with meringue mixture. The result is delicious!

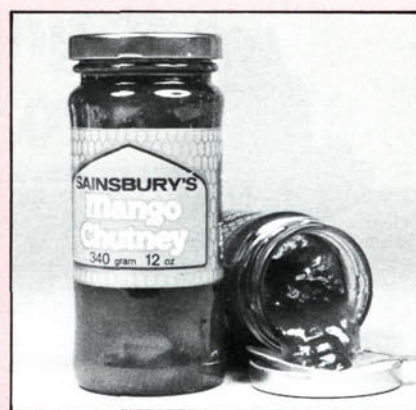
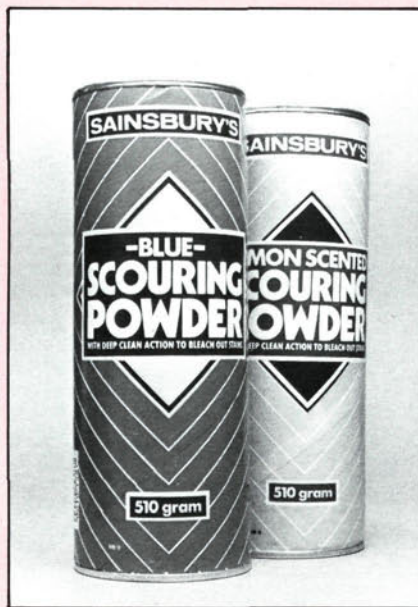
Both additions to the range are on sale in 146 and 203 branches respectively in attractive window boxes.

Clean up

REDESIGNED Sainsbury's Lemon Scented Scouring Powder and Blue Scouring Powder are two important new additions to the existing spring clean range (JSJ March 1983) presently on sale.

Directions for use are straightforward—dampen the surface to be cleaned, sprinkle on the powder, wipe with a damp cloth, rinse and hey presto! Should the stain be a stubborn one leave the powder to penetrate before wiping off.

With a deep clean action to bleach away stains, Sainsbury's Scouring Powder is definitely value for money at only 21p (510 grams). Both Lemon and Blue are on sale at 160 and 180 branches respectively.

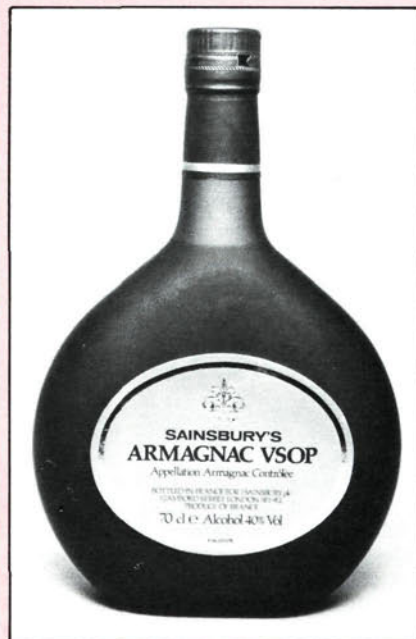


Curry flavour

ZIP UP curries, cold meats, you name it, with Sainsbury's new scrumptious own-label Mango Chutney.

Packed with mangos it's sweet and delicious even by itself.

On the shelf in all branches, Mango Chutney (340 gram) sells for a competitive 69p.



Armagnac

THOSE CONNOISSEURS with a taste for the occasional tippie of brandy will greatly appreciate the latest addition to JS's own-label spirits range, Armagnac VSOP (Appellation Armagnac Contrôlée).

Imbibers will also be interested to know that Armagnac is France's oldest brandy and has been produced in the heart of Gascony, in south west France, for over 500 years.

The individual character of the spirit derives from the traditional Armagnacais method of continuous distillation and from long maturation in 'black' oak casks from the local forests.

The skill of the blender has produced a smooth, mellow brandy of distinction and rich in flavour.

Sainsbury's Armagnac is exceptionally good value priced at £7.95 (70cl) and is available in most branches.

Purse your lipstick

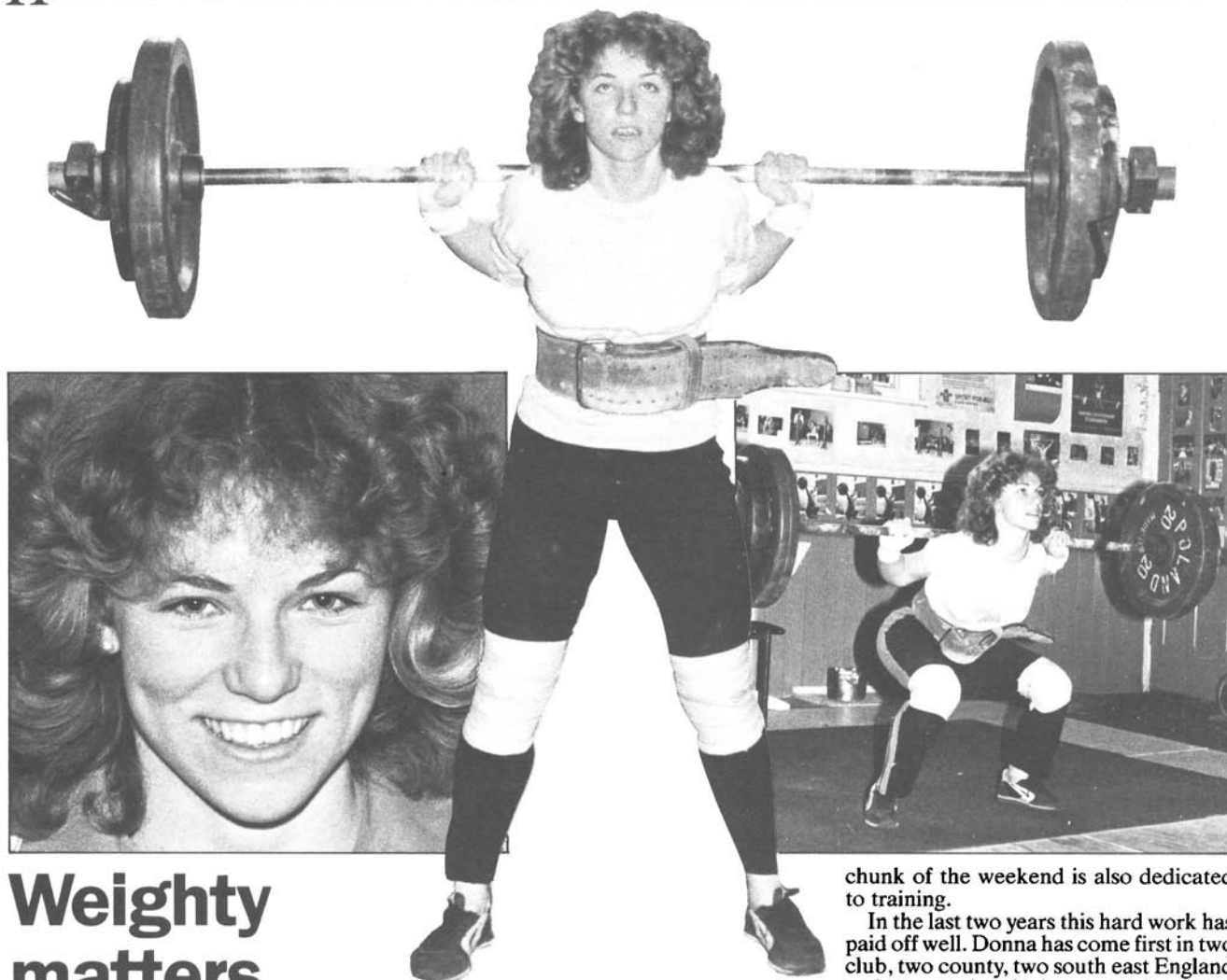
IT'S ALL in the bag in the toiletries department since the recent introduction of cosmetic and toilet bags in all shapes and sizes.

Not only are all four bags available in two different patterns but in two attractive colour combinations—blue, peach and white and blue, peach and pink.

The new range includes a large continental holdall (£2.50)—and it really does hold all, a small gusseted zip purse (£1.35), a large draw-string pouch (£2.50) and a small clip purse (£1.15).

Available in 140 branches, these new mix and match bags are a perfect addition to the bathroom and ideal travelling companions.





Weighty matters

IT'S NOT every day a bride carries her husband over the threshold, but this was so in the case of 19-year-old Donna Mears, British powerlifting champion.

An office clerk at JS's Sittingbourne branch, Donna hoisted her husband Mervin over the 'marital landmark' only six weeks ago. It was a perfect exercise in preparation for her appearance in the world amateur weightlifting championships in May.

Donna has come a long way since she took up weightlifting as a hobby in September 1981. 'I only started powerlifting, as opposed to Olympic weightlifting, to brighten up my winter athletics training' she said. 'A few friends took me along to Sittingbourne club and encouraged me to have a go. I never thought it would overtake me like this. Before I knew where I was my manager had included my name in the British championships.'

Main ingredients

Powerlifting is a tough sport and strength is the main ingredient. The ultimate aim is to lift the heaviest weights possible within the body weight category. These range from 44kg to 70kg.

A special, leotard type nylon suit, called a 'super suit' and a leather and suede belt are worn to give necessary support to the body and especially to the back. Bandages round the knees and

wrists also increase the support required for a good lift.

To test strength and stamina, three different lifts are demanded—the squat, bench press and dead lift. Each have varied requirements and are attempted three times with increased weights.

In the squat lift, the bar, weighted at each end, is placed behind the neck, across the shoulders.

In competition Donna has to stand and squat three times, forcing herself that little bit further each time the weight is increased.

For the bench, Donna is required to lie flat on a bench. She picks the bar up and brings it down to her chest until the judge indicates that her time is up. She then replaces it on the supports. Sounds gruelling!

Finally, it's time for the dead lift. This simply (!) consists of picking up the weighted bar from the ground whilst keeping the knees straight. The bar is then kept at arms length for a few seconds.

None of this seems to pose a problem for Donna, who is as fit as a fiddle. 'The secret is to train four to five days a week.'

Donna's training timetable is very strict. On Mondays she sprints up steep hills to strengthen her legs. Tuesdays consists of two solid hours of weightlifting. On Thursday Donna does circuit training and on Friday it's back to the weights. A large

chunk of the weekend is also dedicated to training.

In the last two years this hard work has paid off well. Donna has come first in two club, two county, two south east England and two national championships. 'The glittering trophies in my show cabinet are a constant reminder of this.'

It was after the British championships in February of this year, that Donna was chosen for the world championships to take place in Australia. She was lifting in the 56kg class, the most competitive of the championships, and beat last year's



champion.

In the squat Donna broke the British record (120kg) with her second attempt at 125kg and then equalled the record on the bench press with 50kg. She then clinched the championships with a record dead lift of 145kg (5kg over the British record), thus lifting an amazing total of 320kg.

Australia will provide the greatest opportunity of Donna's sporting career. 'I'm excited about it. I've been told that I should watch out for the American and Finnish competitors but nevertheless I stand a very good chance. If not a silver at least a bronze. May 7/8 are the two big days.'

One very important factor in Donna's hobby is to keep her weight of 56kg at that level... not a kilo over or under. I don't eat junk food and I've never had the problems other girls do. The only change I notice in myself is in my shoulders — they are that much wider!

Sporting family

Donna comes from a sporting family who encourage her 100 per cent. Her father, Norman Bevis, was the southern counties cycling champion, her grandfather played football for Hampshire and her cousin is a European show jumping gold medallist. Not bad for one family. 'My younger brother is the only one who isn't a sportsman. He's the brain box in the family' laughed Donna, 'and my husband just enjoys collecting my trophies.'

Sittingbourne staff are proud to have Donna doing so well and are behind her all the way. They even helped her to raise the money for the air fare.

The council have also helped by giving her £220 as have the Weightlifting Association. It's now full speed ahead for Donna.

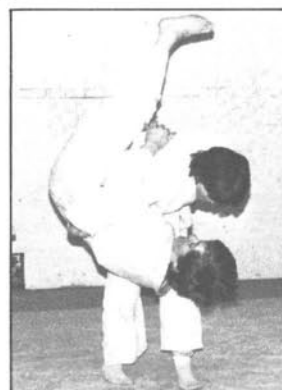
With this sparkling career on her plate, let's hope Donna comes through the world amateur weightlifting championships with flying colours.

Donna (second right) with the other girls who found success in the British championships earlier this year.

Throwing the boys over



Above and below right: Deborah throws her weight around! Below left: Some of her impressive range of medals and trophies.



GONE, IT SEEMS, are the days of the gentler sex. Meet another lady whose physical prowess would put many a self-respecting muscle man to shame.

Staff at JS's Leeds branch feel just that bit safer having Deborah Worrall around. Deborah, a senior clerk, is a judo black belt.

In the six years since she took up the sport at the tender age of 15, trophies and medals have piled up, but there's always something special about that first achievement. It came in 1979 when Deborah gained first place in the under 18's championship. As a result she qualified to represent Yorkshire and Humberside at Crystal Palace.

Close on the heels of this triumph came another opportunity to shine with the British national judo squad. Deborah won third place and, as it was her 18th birthday, left behind the world of junior competition.

A taste of world class opposition came for Deborah in 1981 when she fought the then reigning world champion, Jane Bridge. 'I remember it well,' Deborah laughs. 'It was one of the times I fell badly and ended up in a heap!'

But there have been moments of glory since. The most recent came about in February of this year with a placing of third in the under 56kg north of England championships held in Bradford.

Deborah enjoys not merely competing but also passing on her skills to younger enthusiasts. 'For three years I've coached around 60 children at the Rothwell Judo Club on Tuesday and Wednesday evenings.' Deborah's brother, Phillip, is following in her fighting footsteps and has already reached green belt level.

Uplifting experience

Deborah had streamed her way through the colour spectrum of grades, from white belt to brown belt, by the age of 17. She then took ten months to progress to black belt.

Now she's throwing well towards a second Dan black belt and we've no doubt Deborah will have that tied up quite soon.

Out of her judo attire which is known as judogi, Deborah gives no clues as to her tough hobby, but try to tussle with her and you might find it an 'uplifting' experience!



NEWS IN BRIEF

JS Journal award

THE JS JOURNAL has joined the ranks of the award winners at Sainsbury's!

Each year the British Association of Industrial Editors recognises and honours outstanding achievement in British and international industrial editing through an open competition.

In this year's **Editing for Industry Awards**, presented during an annual convention and study conference at the Grand Hotel, Brighton, associate editor, John Fielder (who leaves the Journal team this month), received an award of excellence for typography.

An independent judge from the field of journalism and communications, was looking for effective use of typefaces and their relationship to copy.

In his comments about the *Journal*, the judge said: 'The style is well constructed and is flexible enough to cover most eventualities... a very handsome job.'



John Fielder (left) with Keith Gurney of Libra Press.

SavaCentre Scholars

SIX CANDIDATES from **Calcot** SavaCentre are on the way up after successfully sitting a supervisory exam set by the National Examination Board at Havering Technical College, Essex.

For the last four years SavaCentre has been sending ten staff from each branch on the course and have found it invaluable. This year Hempstead, Washington, Basildon and Oldbury all sent a group of staff to face the challenge.

The one year course is designed to develop management skills and potential.

Calcot's proud winners received their certificates from store director, Geoff Adams following a celebration dinner in the store's restaurant on February 28.

Successful candidates from other SavaCentre stores were:—from **Hempstead**—Mark Wignall, hard goods; Nigel Pryor, grocery; Rose Ingle, trading office; Avis Mitchell, trading office. **Washington**—Anthony Dunbar, meat department; Ann Johnson, textiles; Diane Hurst, grocery; Judith King, textiles. **Basildon**—Robin Pitts, grocery; Aileen Kingsley, textiles; John Hammond, provisions; Barry Purcell, electrical hard goods. **Oldbury**—David Haley, goods received; David Bradley, petrol station; John Hebberts, hard goods; July Middleton, public restaurant; Andrew Marsden, grocery department; Maureen Daniels, DIY; Frank Marrocco, electrical department.



Success at Calcot (front row l to r) Judith Smith, textiles; Di Story, display manager; (back row l to r) Sally Shaw-Smith, public restaurant; Steve Kyte, hard goods; Belinda Pinto, checkouts; Barbara Heal, hard goods.

JS EMPLOYEES at Blackfriars could be forgiven for thinking they were trapped in a time warp on April 11.

Arriving for work on this Monday morning they found the City area of London in a state of alarm reminiscent of World War II.

The enemy which had turned up was a 100 lb German bomb, brought to the surface of the Thames by a dredger during the night. Deposited on a barge, it lay beneath Waterloo bridge.

By 9.00am bomb disposal expert Major John Quin had ordered that the area within a 1,000 metre radius of the bomb be cleared. Stamford House and Rennie House came within the danger zone. Those who had managed to claw their way through the traffic-logged streets were stopped by white tape and policemen. Staff who talked their way into the building were told to stay away from windows!

Although the bomb was safely defused it was hours before trains and buses were back to normal.

Quite an explosive reaction to such a modest sized bomb!

COLIN TURNER, the director of **Hempstead** SavaCentre has taken over the company's largest store at **Calcot**.

Although the move is promotion for Colin, it is tinged with sadness for him at leaving the Medway towns.

The new store director at **Hempstead** is **Paul Redpath**, formerly deputy director at **Basildon**.

Like Colin, Paul believes that a store the size of a SavaCentre must be seen to be closely linked to the interests of the local community.

A major task facing Paul at Hempstead is the plan for a large extension to the sales floor, on which work is expected to commence shortly.

Another SavaCentre promotion is for **Ian Laurie** who joined the group in 1979 as financial controller and has now been appointed **finance director**.

NEWS IN BRIEF

First born

EASTER MONDAY saw the birth of the first baby of the year at **Chesham** branch to store manager **Geoffrey Ware** and his wife **Julia**.

The birth of little **Lyndsey Emma** was also special for the Wares as she is their first, and Chesham is Geoffrey's first branch as manager.

Julia and Geoffrey met when he was deputy manager and she was a supermarket assistant at Wealdstone.

Sharp shoot

TERRANCE HUSSEY, reception manager at **Northampton**, recently took part in a darts marathon. It helped raise money to send two severely disabled children on a holiday of a lifetime to Disneyland in California.

The 24-hour stint, in aid of the Les Evans Holiday Fund for Handicapped Children, was organised by Terrance's local pub, Whitehills.

Terrance is a regular participant in sponsored charity events. Last year he took part in a British Heart Foundation marathon swim, but claims that the darts exhausted him much more!

The darts 'all-nighter' raised a total of £1,250 which was well over the target! Bullseye!

Veterans' union

JS VETERAN, **Samuel Hutchings**, decided that becoming an octogenarian meant he would be ready for responsibility—so he got married!

The wedding took place on November 13 last year. Late autumn—but the newlyweds felt they were in the springtime of their lives.

'Hutch' decided to get hitched to Alice after meeting her at his local Darby and Joan Club. 'She'd broken her wrist and I was giving her a helping hand.'

Eighty-one-year-old Hutch was a poulterer at **Sydenham** branch and joined Sainsbury's in 1915. He introduced his new wife to life-long friends at the JS Veterans' Reunion.

New guide

MAKING MORE OF MILK is the latest free informative guide from Sainsbury's, available in all branches.

JS sells a wide variety of milk and interesting details about the different types are given in the guide. The comprehensive range of milks will suit the majority of diets and menus.

For the slimmers there is Vitapint, a fresh milk product exclusive to Sainsbury's—semi-skimmed with 300 calories a pint and low fat with only 230 calories a pint. There are also details about JS's flavoured milks—ideal for school lunches or picnics.



Wine winners

SIXTEEN newspaper readers had a sparkling Easter weekend thanks to their knowledge of JS wine. The *Liverpool Daily Post* and Birmingham's *Sunday Mercury* in conjunction with Sainsbury's ran a free competition with a total £660 worth of top class Sainsbury's wines as prizes.

The response was phenomenal. The *Daily Post* received 1,000 entries and the *Sunday Mercury* was forced to draft in extra clerical staff to cope with 4,000

entries!

Readers were asked to choose which Sainsbury's wine from a choice of Champagne, Monbazillac, Beaujolais and Muscadet de Sevre et Maine they would serve with Easter daffodil cake, roast turkey with spring vegetables and salmon mousse and at the start of a celebration meal.

Winners collected prizes from their nearest branch of Sainsbury's.

Posting precisely

WHEN YOU live in Australia and you want to send a message to that helpful man at Sainsbury's **Chelsea** Branch, on the other side of the world, there's one way to make sure it pops through the right letter box.

Celia Ditcham of Hobart, Tasmania, wasn't taking any risks when she

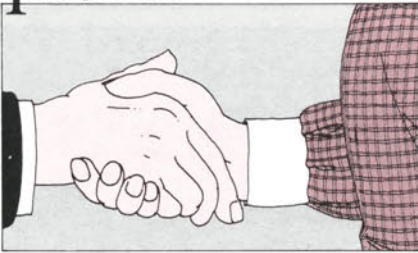
addressed her letter: *The manager, the Sainsbury supermarket, next to Boots and opposite Safeway supermarket, towards Sloane Square end and on the north side of Kings Road, London, England.*

Even those 'down under' know how to bypass the competition!



10 THE MANAGER,
THE SAINSBURY SUPERMARKET,
Next to Boots, and opposite Safeway Supermarket,
towards Sloane Square end, north side of
KINGS ROAD
LONDON SW6 6-7
ENGLAND.

PEOPLE



APPOINTMENTS

I Atherton, formerly manager of Southport, has been appointed manager of Crosby for the opening.

N Brassington, formerly deputy manager of Walthamstow, has been appointed manager of Potters Bar.

I Elkins, formerly manager of Brighton Hill, has been appointed manager of Fareham.

K Fitzpatrick, formerly manager of Central Basingstoke, has been appointed manager of Brighton Hill.

D Fuller, formerly manager of South Harrow, has been appointed manager of Maidstone.

R Harwood, formerly manager of Maidstone, has been appointed manager of Tonbridge.

R Manning, formerly deputy manager of Barkingside, has been appointed manager of Colchester.

J Marks, formerly manager of Shirley, has been appointed manager of Bitterne.

D Mellows-Facer, formerly deputy manager of Northwich, has been appointed manager of Southport.

T Moroney, formerly manager of Broadmarsh, has been appointed manager of Blackpole.

G Orchard, formerly deputy manager of Derby, has been appointed manager of Broadmarsh.

E Puttick, formerly manager of Fareham, has been appointed manager of Shirley.

D Sedgwick, formerly manager of Addiscombe, has been appointed manager of Norbury.

D Selwyn-Smith, formerly deputy manager of Lords Hill, has been appointed manager of Central Basingstoke.

R Watson, formerly manager of Potters Bar, has been appointed manager of South Harrow.

RETIREMENTS

Arthur Mott, manager at Colchester Branch, has retired after 43 years' service with JS.

He began his career with the company at Romford manual and two years later left to join the RAF. He returned to Romford after the war.

Over the years, Arthur has worked at several stores including Ilford, Upminster and Walthamstow. He also managed Grange Hill, Harold Hill, Walthamstow, Tottenham and finally Colchester, where he had been for the last four years.

Jack Van Huysse, branch manager at Poole, has retired after 35 years with JS.

He joined the company at Barkingside as a salesman and a month later moved to Ilford where in 1949 he was appointed leading salesman. From there Jack transferred to Guildford where he was pro-

moted to assistant manager in 1956.

Southbourne was the next port of call, in 1968. Here Jack was appointed manager.

In the next few years he moved from Southbourne to Christchurch and back again and finally in 1975 took up the branch manager post at Poole.

Joseph Newman, a driver at Charlton depot, has retired after 34 years' service with JS.

Daisy Knight, manager central printing, Blackfriars, has retired after 23 years with JS.

She began her career with the company as an assistant supervisor in what was then called the multigraph department. Soon afterwards Daisy became supervisor and in 1974 was promoted to manager.

Joan Young, part-time senior supermarket assistant at Bognor Regis, has retired after 22 years with JS.

She joined the company at London Road and in 1968 moved to Queensway as display assistant.

Alfred Watts, semi-skilled builder at Bromley area office, has retired after 18 years' service with JS.

George Quick, senior manager, office managers, Blackfriars, has retired after 17 years' service with JS.

He joined the company at Basingstoke depot in the work study department and two years later moved to Buntingford as manager of the work study department.

In 1972 George transferred to Blackfriars as purchasing controller. He became senior manager in 1982.

Elizabeth Moore, senior supermarket assistant at Ballards Lane, has retired after 17 years' service with JS.

She joined the company at Marble Arch as a housekeeper and six months later moved to Brondesbury. After two years there Elizabeth left Sainsbury's only to return in 1966 to Ballards Lane.

Gwendoline Byng, skilled supermarket assistant at Halesowen, has retired after 14 years with JS.

Betty Smith, skilled supermarket assistant at Bitterne, has retired after 14 years with JS.

She joined the company at Southampton.

Betty Lawrence, training officer, management training, Blackfriars, has retired after 15 years' service with JS.

She joined the company's training department as conference and course administrator and was soon promoted to head of training services.

Kathleen Livens, assistant checkout manager at Tottenham, has retired after 14 years' service with JS.

Edna Priestnall, part-time supermarket assistant at Leicester, has retired after 13 years' service with JS.

Barbara Bannister, checkout supervisor at Folkestone, has retired after 12 years' service with JS.

Josie Kernan, evening shift supervisor at Folkestone, has retired after 12 years with JS.

Peg Lawrence, senior meat assistant at Brighton, has retired after 12 years' service with JS.

She joined the firm at Dunstable as supply assistant and in 1977 transferred to Churchill Square, Brighton.

Geoffrey Rump, warehouseman at Magdalen Street, has retired after 12 years' service with JS.

He began his career with the company at St Stephens and transferred to Magdalen Street, Norwich, in 1976.

Gwen Flood, checkout supervisor at Folkestone branch, has retired after 11 years' service with JS.

Ellen Lawrence, engineers service assistant, Romford area office, has retired after 11 years with JS.

Myrtle Walsh, part-time supermarket assistant at Wembley, has retired after 11 years' service with JS.

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

Mrs E Cooke (10 years)

Mrs J Durrant (9 years)

Mrs L Wood (9 years)

Mrs V Denbeigh (8 years)

Miss M Knapp (7 years)

Mrs J Lawson (7 years)

Mr H Green (6 years)

Mr J Negus (5 years)

Mrs A Dehaven (4 years)

Mrs M Cook (4 years)

Mr J Fielder (4 years)

Mrs M Weeks (4 years)

Mrs L Dempster (3 years)

Mrs I Tarry (3 years)

LONG SERVICE

Arthur Macquillin, building and workshop supervisor at Basingstoke depot, has completed 40 years' service with JS.

He began his career as a trainee joiner in the works department at Blackfriars. Soon after the war broke out he was called up and only returned to the factory two years later in 1949.

In 1964 Arthur transferred to Basingstoke and three years later was promoted to chargehand joiner. After seven years in this post he became a metalworkshop foreman.

Arthur has been in his present position since 1982.

Paul Arnold, grocery manager at King's Lynn, has completed 25 years with JS.

He joined the company at Luton and after six years transferred to Coventry. From 1967 to 1975 Paul worked at a number of stores including Halesowen, Solihull and King's Lynn.

In 1975 he transferred to King's Lynn where five years later he took up his present position.

Jim Evans, an engineer at Bromley area office, has completed 25 years' service with JS.

Ron 'Doc' Findlay, meat manager at Hitchin, has completed 25 years with JS.

He began his career at Bedford manual shop and four years later moved to the self-service branch. After a short spell at Northampton, from 1965 to 1966, Ron transferred to Kettering where he was promoted to assistant meat manager.

In 1971 he became training specialist and after two years moved to Hitchin branch for the opening.

Robert 'Haffy' Haffenden, checkout manager at Eastbourne, has completed 25 years' service with JS.

He joined the company as a provisions salesman at Eastbourne manual and in 1966 moved to the self-service branch as

Meat man and boy

assistant manager. Nine years later Haffy was promoted to provisions manager and in 1980 he moved to Seaford branch as checkout manager.

After six months there he transferred to his present position.

Bill Hill, assistant meat manager at Chelsea, has completed 25 years' service with JS.

He began his career with the company at Esher. Over the years Bill has worked at several stores including High Street Kensington, Putney and Fulham before moving to his present post.

Dave Hobbs, grocery manager at Bletchley, has completed 25 years' service with JS.

He began his career as a senior trainee butcher at Burnt Oak and in 1960 moved to Hanwell branch. After a year there he was promoted to assistant meat manager.

In 1972 Dave transferred to Hemel Hempstead where he became provisions manager.

He moved to his present post for the opening in 1974.

John Rowe, leading store service assistant at Kingsland, has completed 25 years with JS.

He joined the company as a poultryman at Kingsland and was promoted to his present post in 1972.

Chass Stephen, leading departmental meat assistant at Ashford branch, has completed 25 years' service with JS.

He began his career with the company as a trainee butcher at Ashford manual.

Elsie Strong, staff restaurant supervisor at Shirley, has completed 25 years' service with JS.

She joined the company at Southampton and transferred to Shirley in 1974.

Barry West, deputy manager, branch display at Blackfriars, has completed 25 years with JS.

He began his career with the company at Blackheath. In 1964 Barry moved to Bexleyheath for the opening and two years later was promoted to assistant manager.

In 1968 he transferred to Bromley area office as area display specialist and two years later went to Blackfriars as senior display specialist.

Barry took up his present position in 1976.

OBITUARY

Francis Barber, assistant meat manager at Colchester, died suddenly on March 12, aged 60.

He had been with the company for 42 years.

Sheila Crouch, skilled supermarket assistant at Golders Green, died on February 12, aged 46.

She joined the firm in 1980.

Don't forget –
last copy
date for the
June issue is
May 9

YOU COULD call Eric Barnes a modern husband. Every evening he cooks a meal for his wife but has old fashioned ideas about the menu. 'She never gets egg and chips,' he insists. A bit of a cordon bleu fanatic, Eric has spent 42 years with Sainsbury's from butcher learner to meat manager and he knows a good cut when he sees one. 'Fast food may be all the rage but good meat is the basis of a good dish.'

Retirement in March from North Cheam, where he was meat manager for ten years, has given Eric more time to devote to his favourite hobby and working wife Lesley isn't complaining. You won't see the Barneses nipping out to the local burger bar. To them eating means entertainment. 'I love to give dinner parties,' explains Eric. 'I try out exotic dishes and choose different wines. Sainsbury's? But of course. It's good quality and very reasonably priced. My favourites are Liebfraumilch and Piesporter.'



'Our local Sainsbury's is at Wimbledon.' (Eric's home is Raynes Park.) 'Now I find myself wandering up and down by its meat cabinets, checking on the display. The whole point of my job as meat manager was keeping the cabinets filled up. In the old days it was different. Sainsbury's meat departments were just like butcher shops. We cut the meat by hand and served the customer directly.'

'I started off at Fife Road, Kingston, in 1941. We did a roaring trade but there was very little machinery to help us. Before Christmas I worked until midnight or 1.00 in the morning trussing turkeys. Technology developed and now many items like frozen chickens and burgers arrive ready packaged. For the rest there are wrapping and pricing machines.'

With nearly 20 staff in meat preparation at North Cheam, Eric's job was

production management in no minor operation. 'It wasn't thinking about today or even tomorrow; it was looking two or more weeks ahead all the time.'

In the years between Kingston and North Cheam Eric worked in Fulham branch before being appointed meat manager at Balham. He was later meat manager at Fulham, Victoria, Blackfriars, Wimbledon, Croydon and Wallington.

Eric's career had an early interruption in the shape of World War II. In 1943 he swapped his apron for an army uniform and learned to handle a gun instead of a boning knife. 'I wanted to join the Catering Corps but they told me I was too fit and I became a gunner!'

In Italy Eric experienced three battles and doesn't expand on what he saw there: 'I didn't relish it much.'

War and its aftermath meant travel for Eric. After Italy he served in Greece, Austria and Gibraltar. In 1947 he was demobbed and returned to England with some exciting memories. 'Then again, army life could be infuriating at times. Once, after some "high spirits" I was confined to barracks for seven days and ordered to scrub a trestle table with a toothbrush! Presumably, Sainsbury's standards of cleanliness were easy for Eric to achieve after that kind of training!'

He rejoined JS at Fulham branch and found an answer to his restlessness after army years on the move. 'I got very involved with the company's recreation scene playing cricket and football for the Westbury section. I still love to watch football and when the summer arrives I'll use my new spare time to visit the Oval and Lords.'

Gazing round Eric's immaculate living room provides all the clues to his leisure time passions. There are his treasured cookery books—a whole library covering dishes from the world over. Further along is a music centre—'I'm a pop freak!' This sits atop a cabinet made by Eric. It matches the coffee table. 'I enjoy DIY and these are the result of evening classes in woodwork.'

'We've been in the house two years and I've refitted the bathroom, modernised the kitchen in pine, redecorated the bedrooms and put in new doors.'

Back in the living room heaped on the handworked wood lies a pile of magazines which represent Eric's main wishes for the future. They're holiday brochures. 'Lesley and I love to travel. This year we're off to Cyprus but we are also treating ourselves to a holiday in Madeira in a few weeks—a sort of retirement trip. I hope to visit friends in Miami, Florida, and I'd love to get out to the Far East.'

So retirement will mean crossing new frontiers for the man who was born in Yorkshire but intends to keep his base in London. All around are friends and family. He has two married daughters and two young grandchildren.

Grandfather he may be but Eric has no intention of slowing down. 'Did I tell you I love speedway? Yes, I still get down to Wimbledon to support the Dons.'

Retirement in the fast lane!



ARCHIVES



Lazy hazy days

SUMMER'S A COMING . . . the click of the camera and the creak of a laden picnic basket are unmistakable signs that warmer days are here at last.

The *Lucky Dogs* leaflet (right), produced in 1934, offered JS customers an attractive excuse for reclining gracefully on a rug sampling Sainsbury's picnic foods whilst their loved ones snapped happily away preparing their entries for an exciting competition.

Twelve fitted picnic baskets ('exactly as illustrated on the cover of this booklet') were on offer for the dozen best photos in which Sainsbury's picnic foods are obviously contributing to the enjoyment of the picnic.

Details of the competition formed an insert to the booklet which was crammed full of tasty suggestions and tips for a carefree holiday!

The season for open air meals is here . . .

the picnic lunch is a delightful necessity . . .

The purity and freshness of Sainsbury's wholesome foods is only equalled by the pure and exhilarating air in which you will eat them . . .

This little list contains heaps of good things that are needed by the inner man to make a picnic or a week-end camping holiday a success . . .

Why not take Sainsbury's piekins, nonpareil sausages or rolled ox tongue? How about Selsa kipper paste sandwiches? Wash it down with Selsa orange or grapefruit squash suggests the booklet.

After the first course it is good to open up a tin of delicious fruits which are at their best when purchased from Sainsbury's.

A number of handy hints are also offered, such as a reminder to take the tin opener and even 'place two tins of tall salmon on the edge of your tablecloth to prevent it blowing away.'

The pleasures of picnicking are timeless, and well worth recording for posterity. A fitting entry for the 1934 competition would have been the photograph (above) taken 23 years earlier when the staff of Oxford branch went off for a Sunday picnic in the meadows to celebrate the first birthday of their shop.

Doubtless their hamper contained delicacies from JS such as veal and ham pies, sliced York ham and even Oxford brawn!



Lucky Dogs!

"Lucky Dogs" Competition

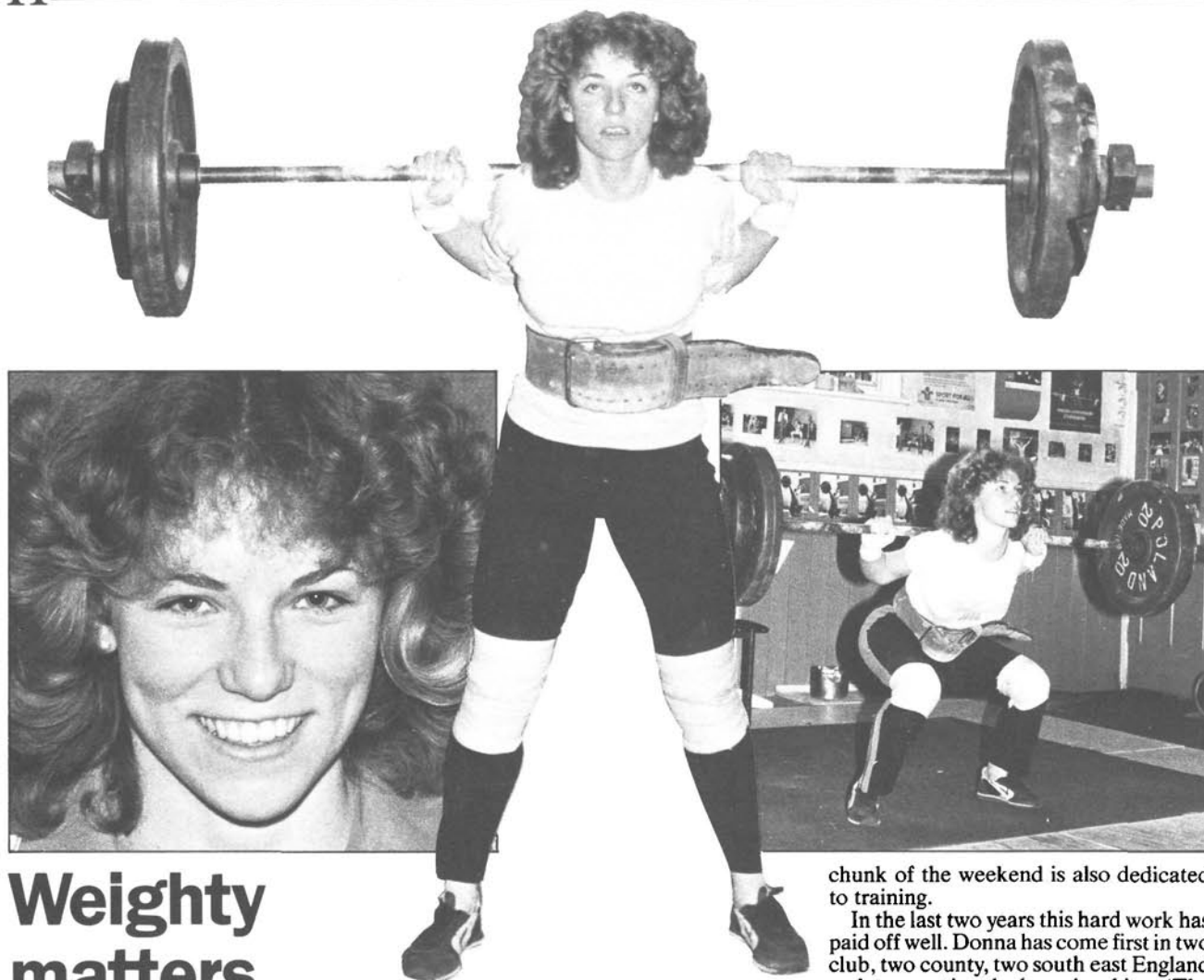
SAINSBURY'S
offer
12 PRIZES
for the 12 best
PICNIC PHOTOS
in which Sainsbury's Picnic Foods
are obviously contributing to the
enjoyment of the Picnic

The Prizes will consist of
12 FITTED PICNIC BASKETS
EXACTLY AS ILLUSTRATED ON THE COVER OF THIS BOOKLET
and will be awarded to the twelve successful competitors
chosen by the management, whose decision will be final.

The Competition is only open to amateurs and no
professional photographers may submit entries.

CLOSING DATE FOR THE COMPETITION
WEDNESDAY, 1st AUGUST, 1934

Write your name and address on the back of your snaps, enclose
them in an envelope marked "Lucky Dogs" Competition and post to
Messrs. J. Sainsbury, Head Office, Stamford House, Blackfriars, London,
S.E.1, before the above mentioned date. Any number of snaps may
be submitted but only one prize will be awarded to each successful
competitor.



Weighty matters

IT'S NOT every day a bride carries her husband over the threshold, but this was so in the case of 19-year-old Donna Mears, British powerlifting champion.

An office clerk at JS's Sittingbourne branch, Donna hoisted her husband Mervin over the 'marital landmark' only six weeks ago. It was a perfect exercise in preparation for her appearance in the world amateur weightlifting championships in May.

Donna has come a long way since she took up weightlifting as a hobby in September 1981. 'I only started powerlifting, as opposed to Olympic weightlifting, to brighten up my winter athletics training' she said. 'A few friends took me along to Sittingbourne club and encouraged me to have a go. I never thought it would overtake me like this. Before I knew where I was my manager had included my name in the British championships.'

Main ingredients

Powerlifting is a tough sport and strength is the main ingredient. The ultimate aim is to lift the heaviest weights possible within the body weight category. These range from 44kg to 70kg.

A special, leotard type nylon suit, called a 'super suit' and a leather and suede belt are worn to give necessary support to the body and especially to the back. Bandages round the knees and

wrists also increase the support required for a good lift.

To test strength and stamina, three different lifts are demanded—the squat, bench press and dead lift. Each have varied requirements and are attempted three times with increased weights.

In the squat lift, the bar, weighted at each end, is placed behind the neck, across the shoulders.

In competition Donna has to stand and squat three times, forcing herself that little bit further each time the weight is increased.

For the bench, Donna is required to lie flat on a bench. She picks the bar up and brings it down to her chest until the judge indicates that her time is up. She then replaces it on the supports. Sounds gruelling!

Finally, it's time for the dead lift. This simply (!) consists of picking up the weighted bar from the ground whilst keeping the knees straight. The bar is then kept at arms length for a few seconds.

None of this seems to pose a problem for Donna, who is as fit as a fiddle. 'The secret is to train four to five days a week.'

Donna's training timetable is very strict. On Mondays she sprints up steep hills to strengthen her legs. Tuesdays consists of two solid hours of weightlifting. On Thursday Donna does circuit training and on Friday it's back to the weights. A large

chunk of the weekend is also dedicated to training.

In the last two years this hard work has paid off well. Donna has come first in two club, two county, two south east England and two national championships. 'The glittering trophies in my show cabinet are a constant reminder of this.'

It was after the British championships in February of this year, that Donna was chosen for the world championships to take place in Australia. She was lifting in the 56kg class, the most competitive of the championships, and beat last year's

champion.

In the squat Donna broke the British record (120kg) with her second attempt at 125kg and then equalled the record on the bench press with 50kg. She then clinched the championships with a record dead lift of 145kg (5kg over the British record), thus lifting an amazing total of 320kg.

Australia will provide the greatest opportunity of Donna's sporting career. 'I'm excited about it. I've been told that I should watch out for the American and Finnish competitors but nevertheless I stand a very good chance. If not a silver at least a bronze. May 7/8 are the two big days.'

One very important factor in Donna's hobby is to keep her weight of 56kg at that level... not a kilo over or under. I don't eat junk food and I've never had the problems other girls do. The only change I notice in myself is in my shoulders—they are that much wider!

Sporting family

Donna comes from a sporting family who encourage her 100 per cent. Her father, Norman Bevis, was the southern counties cycling champion, her grandfather played football for Hampshire and her cousin is a European show jumping gold medalist. Not bad for one family. 'My younger brother is the only one who isn't a sportsman. He's the brain box in the family' laughed Donna, 'and my husband just enjoys collecting my trophies.'

Sittingbourne staff are proud to have Donna doing so well and are behind her all the way. They even helped her to raise the money for the air fare.

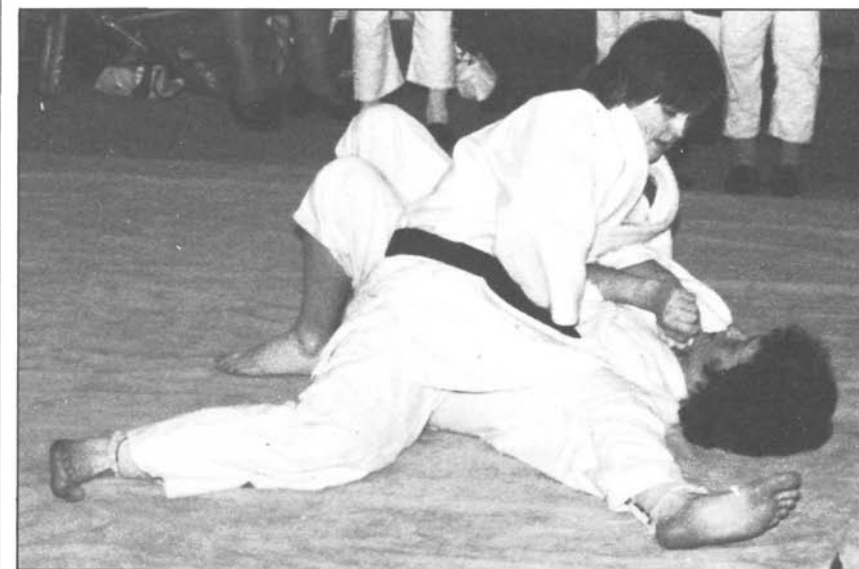
The council have also helped by giving her £220 as have the Weightlifting Association. It's now full speed ahead for Donna.

With this sparkling career on her plate, let's hope Donna comes through the world amateur weightlifting championships with flying colours.

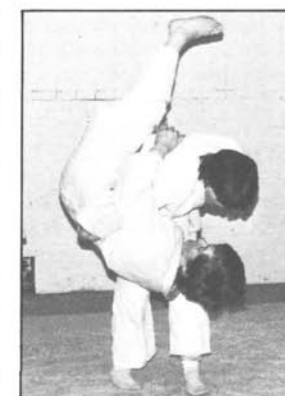
Donna (second right) with the other girls who found success in the British championships earlier this year.



Throwing the boys over



Above and below right: Deborah throws her weight around! Below left: Some of her impressive range of medals and trophies.



GONE, IT SEEMS, are the days of the gentler sex. Meet another lady whose physical prowess would put many a self-respecting muscle man to shame.

Staff at JS's Leeds branch feel just that bit safer having Deborah Worrall around. Deborah, a senior clerk, is a judo black belt.

In the six years since she took up the sport at the tender age of 15, trophies and medals have piled up, but there's always something special about that first achievement. It came in 1979 when Deborah gained first place in the under 18's championship. As a result she qualified to represent Yorkshire and Humberside at Crystal Palace.

Close on the heels of this triumph came another opportunity to shine with the British national judo squad. Deborah won third place and, as it was her 18th birthday, left behind the world of junior competition.

A taste of world class opposition came for Deborah in 1981 when she fought the then reigning world champion, Jane Bridge. 'I remember it well,' Deborah laughs. 'It was one of the times I fell badly and ended up in a heap!'

But there have been moments of glory since. The most recent came about in February of this year with a placing of third in the under 56kg north of England championships held in Bradford.

Deborah enjoys not merely competing but also passing on her skills to younger enthusiasts. 'For three years I've coached around 60 children at the Rothwell Judo Club on Tuesday and Wednesday evenings.' Deborah's brother, Phillip, is following in her fighting footsteps and has already reached green belt level.

Uplifting experience

Deborah had streamed her way through the colour spectrum of grades, from white belt to brown belt, by the age of 17. She then took ten months to progress to black belt.

Now she's throwing well towards a second Dan black belt and we've no doubt Deborah will have that tied up quite soon.

Out of her judo attire which is known as judogi, Deborah gives no clues as to her tough hobby, but try to tussle with her and you might find it an 'uplifting' experience!