

JS JOURNAL

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Cover story

Filling up the JS trolleys to be auctioned for charity at the Variety Club Luncheon are, left to right: Miss JS Basingstoke, Jacqueline Clark; Miss JS head office, Lisa Hinbest and Miss JS Cwmbran, Lyn Tideswell.

Below: Is the Duke of Edinburgh joining the star spotting game? See pages 10 to 12.



NEWS

'Best in the world' award for Sainsbury's

IN DALLAS on May 7 Sainsbury's was presented with The Outstanding Supermarket Chain award by the Food Marketing Institute (FMI).

Chairman, Sir John Sainsbury, received the award from FMI chairman, Byron Allumbraugh at the Dallas Convention Centre, during the FMI annual convention. Upon accepting Sir John said:

'It is a great honour for Sainsbury's to be recognised in this way by the most important food trade institute in the world. I am delighted that it is a UK company that has won the award and I should also like to pay tribute to how much we owe to the example of the finest US food chains.'

FMI is an association of 1300 members comprising food retailers, wholesalers and their customers in the United States and overseas. Sainsbury's was honoured in recognition of its outstanding performance amongst FMI's growing international membership.

This is the first year FMI has presented this award and in doing so made it clear that, although previously Europeans would trek to America to learn about retailing, now Americans often look to their European colleagues: 'More and more Americans are discovering there is much to learn from their contemporaries abroad. The respect and admiration for retailers outside North America has been growing for some years. The one way street of learning from the US to Europe has become a two way highway for the exchange of ideas and experiences.'

This photograph which shows Sir John accepting the award from Byron Allumbraugh who is standing in the background, flew



Sir John Sainsbury with Byron Allumbraugh.

faster than Concorde. It was sent along a telephone cable to arrive in time for the second edition of the *Daily Telegraph* on May 8. It was on the picture editor's desk just two hours after the ceremony took place in Dallas.

International ad award

ALSO at the FMI conference for the third year running Sainsbury's

was awarded a major advertising award in the Women's Day Merit Awards Competition.

The 1984 award was made in the International Magazine Advertising Category for the women's magazine campaign created for Sainsbury's by agency Abbott, Mead, Vickers and is yet another in a series of prestigious advertising awards won by Sainsbury's this year.

Blue Riband for recruitment

SAINSBURY'S has won the *Express* Newspaper Blue Riband Trophy, a top award in recruitment advertising.

Organised in association with the Institute of Practitioners in Advertising and the Institute of Personnel Management, the *Express* awards are firmly established as standards of excellence throughout industry, advertising and the world of personnel management.

In the category of Trade Press, Sainsbury's advertisement was judged to be the best for creativity, copywriting, typography, design and overall excellence.

SUCCESS...IT'S IN THE BAG WITH SAINSBURY'S

Sainsbury's is the UK's leading food retailer. In our last financial year sales increased 17%, profit was up 20% to £107 million and we created an additional 3,300 jobs.

Our Systems Department is vital to our on-going success and is rapidly expanding to satisfy business growth. We are currently changing from CL to IBM hardware and our present configuration comprises IBM 3033 and Atlas 10 mainframes.

We have a major commitment to a significant on-line database systems programme covering distributed stock control, purchasing and management information systems. This has created the following attractive career opportunities:

System Team Leaders up to £15,000

Responsibility will be to plan, organise, direct and control the activities of a systems development team. Your experience should include designing commercial systems in a real-time environment using CICS. Knowledge of DB, 1st level user advantage, Self-motivation, drive and the ability to build effective working relationships with user management is essential.

- For an equally excellent benefits include:
- interest-free season ticket loan after six weeks
 - subsidised restaurant
 - profit sharing after 2 years' service
 - share option scheme after 3 years' service
 - pension scheme
 - relocation assistance where appropriate



Senior Database Designer up to £15,000

As a senior member of the database design team, you will be involved in all aspects of detailed technical design as well as advising on technical issues.

You should have a solid IBM programming and systems design background with at least 2 years' experience in the design and implementation of DB, 1 under CICS or IMS/DC. Experience of performance monitoring and RAC would also be useful.

Senior Analysts/Analysts up to £13,500

Responsibility will be to investigate, design and implement new systems. Experience must have been gained with commercial applications in an IBM environment and practical knowledge of CICS and DB. It would be an advantage if familiarity with the design of systems development is necessary as is the ability to prepare and present management reports. Effective communication with systems staff and user departments is essential.

Interested in joining in our success? Then please telephone or write to: Mr. C. J. Cuthbertson, 01-921 6047 for an application form or to arrange an informal discussion with our Systems Managers.

Alternatively please forward a detailed CV to: Mr. J. Sainsbury, J.S. Stamford House, Stamford Street, London SE1.

SAINSBURY'S

Winners by design

THREE GRAPHIC design students have recently won awards totalling £1,550 in the Packaging section of this year's Royal Society of Arts (RSA) Design Bursaries Competition.

Sponsored by JS, the Ian Logan Design company and the Institute of Packaging, the RSA Packaging competition aims to encourage design students of outstanding promise by means of travel awards and short periods of work experience with an industrial sponsor.

This year candidates were asked to consider a logo and graphics together with design proposals for packaging by a company about to launch a new set of three games. Two of the games—a high quality executive draughts set and a set of cards for

Bridge—were aimed at the top end of the market. The third game—for children—was for the lower end of the market.

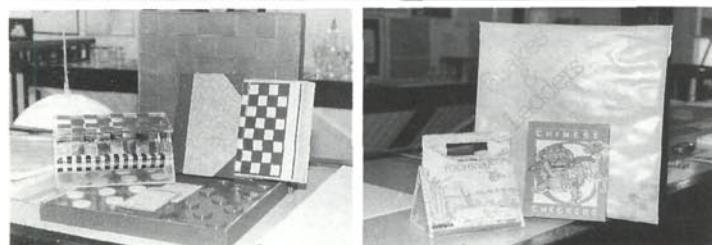
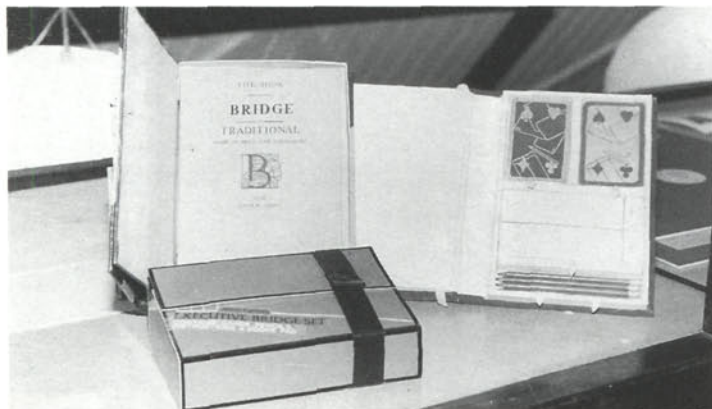
Each winner chose very different approaches as seen below.

A total of 89 students entered the competition and out of those eight were interviewed at length by a jury.

Representing JS on the panel of judges was Peter Dixon, chief designer. 'I was very impressed with the three winning designs. They were equally imaginative and of a very high standard' he commented.

Award-winning and commended designs were on view at the Society's House.

All winners hope to use their awards to travel either to Paris, Milan or New York.



The winners' work: Top—bridge; left—draughts; right—children's game. The designers were: Karen Hendry, Deborah Holland and Indra Sharman—students from Canterbury, Norwich and Epsom school of art.



New home for Homebase

HOMEBASE HEAD OFFICE has recently moved from Purley Way, Croydon to Beddington House, Wallington.

The new base for Homebase as from May 29 is 36,000 sq ft, and large enough to house all head office staff from Purley Way and Thornton Road. It is also sufficiently large to allow for future expansion.

Wallington is strategically situated between Croydon and

Sutton town centres. It is connected by two fast train services to Victoria and London Bridge and on the principle commuter route from Surrey.

Conveniently placed, Beddington House is sited opposite Wallington railway station.

Homebase head office new address is:

Beddington House, Railway Approach, Wallington Surrey, SM6 0HB. Tel: 01-773 3155



British TV picks a pet ad

A FURTHER advertising award for Sainsbury's television advertising has been won.

The 'animal cunning' Supreme pet food commercial gained a silver in the pet products category

of the British Television Advertising Awards.

Creators of the commercial, Saatchi and Saatchi, Garland-Compton, were presented with the award.

PROPERTY

THE COMPANY has appealed against **Bolton** borough council's refusal of planning permission for a supermarket and Homebase to be built at Beaumont Road. The inquiry was held in March.

JS plans for a 26,000 sq ft supermarket at Moreton Hall Estate, **Bury St Edmunds**, have been approved by the city council. The company hopes to create 320 new jobs.

Sainsbury's has submitted plans for a store to be built on the outskirts of **Cheltenham**.

Outline planning permission is being sought from Bexley council to build a supermarket and Homebase on the Crayford Stadium site, **Crayford**.

Surrey county council have approved plans to extend the proposed **Burpham** store on

Bowers Farm and this now has to be considered by Guildford borough council. This will mean an increase of a third in floor space.

Planning permission for a supermarket to be built in **Kenton** has been refused by Brent council.

The new **Keighley** store presently under construction is due to open in the autumn of this year rather than at Christmas as was originally intended. It could also become the first rail-linked supermarket in the country if plans for a rail platform to be built alongside the store are approved by the council.

Sainsbury's has recently been given planning permission to extend the present car park at **Lords Hill** to include the centre

section of the roundabout.

Work is due to begin on the **Lancaster** store later this year. It should be completed by mid 1985.

The company has lost its appeal against Broadland District council's refusal of planning permission for a supermarket to be built on Thorpe Road, **Norwich**.

Sainsbury's has submitted plans for a 48,000 sq ft store to be built on the Jersey Farm Estate, **St Albans**. The development includes a 387 space car park.

Re-development work is to begin on the Maltings site, **Salisbury**, where the company is to build a 44,000 sq ft store.

Plans to extend **Tonbridge** branch by 6,000 sq ft have been approved by Tonbridge and Malling borough council and

work has now begun.

Application to extend **Wilmslow** branch by 10,000 sq ft has been approved by Macclesfield borough council. This will create 83 new jobs and 198 extra parking spaces.

Sainsbury's has re-submitted plans for a 50,000 sq ft store to be built on the Challis site at **Poppleton**. The development includes a 550 space car park.

Openings

OPENINGS to put in your diary for the month of June are:

Hull Homebase, Sainsbury Way, Hessle, North Humberside, on Friday, June 22 at 9.00 am.

Hull Supermarket, Sainsbury Centre, Sainsbury Way, Hessle, North Humberside, on Tuesday, June 26 at 9.30 am.

Burying a present for the future

IT'S CLEAN, IT'S FRESH, it's hundreds of years old. A certain Sainsbury's shopping list will probably be ancient but as fresh as the day it was formulated when next it is viewed by human eyes.

On April 27 a 'time capsule' was buried in the shopping mall at Bowthorpe, just opposite the Sainsbury's store.

Norwich Lord Mayor, councillor L A Stevenson performed the ceremony to commemorate both the official opening of phase ii shops in the Bowthorpe Centre and the passing of a decade since the project commenced.

The capsule, specially made to maintain a sterile and inert atmosphere to prevent the growth of matter, contains information about the development from its conception to the present day; community contributions from schools and church; newly minted coins and the Sainsbury's shopping list with January 1984 prices. The list ranges from Sainsbury's cheddar to frozen chicken.

The Sainsbury's store in Bowthorpe Mall was opened in 1978. This was the third Sainsbury's location in Norwich. The other two stores are at Magdalen Street and the Anglia Square shopping precinct. Trading in Norwich began in 1913 with a shop at the Haymarket.



Lord Mayor of Norwich performs the ceremony with help from Desmond Elliott, city planning officer.



PRIZE WINNER AT PLAY

ONE COOL CAT, winner of the Sainsbury's Play for Polka Competition, made its stage debut on May 2 at Polka Children's Theatre in Wimbledon where it ran for three weeks. The play was directed by its 27 year old author, John Laing of Liverpool.

The Polka Theatre, which is supported by Sainsbury's arts sponsorship, sent John and members of the cast down to visit Sainsbury's Wimbledon branch. There the cast gave John a real lift. John was left wondering if there was a special claws in his contract!

Cwmbran goes up the wall



A TILE mural, partly funded by Sainsbury's and featuring flora and fauna of the countryside is a new addition to The Strand, Cwmbran town centre.

The mural measures 18 by 12 feet and was designed by artist and sculptress Polly Hope.

It was handed over to the people of Cwmbran at a ceremony attended by civic leaders,

and Polly Hope who also made the figures on the Congress theatre clock in Cwmbran.

Seen in the photograph are the principal guests who attended the unveiling ceremony—local dignitaries and representatives of the contributors including (second from left) JS district manager, Tony Trevethan. In the centre is Polly Hope.

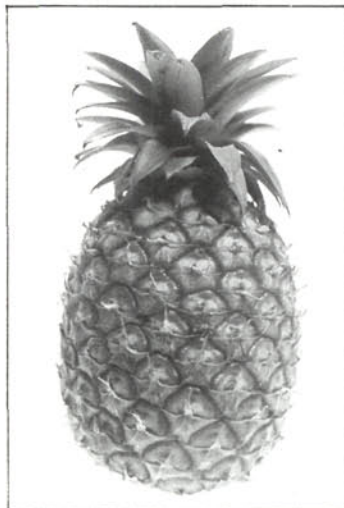
PINEAPPLE

The pineapple plant, perhaps the most familiar of our exotic fruits, is actually a type of herb which grows about three feet high. In the past it was often referred to as 'The fruit of kings' or 'The king of fruits', as it was only enjoyed by kings or the very wealthy.

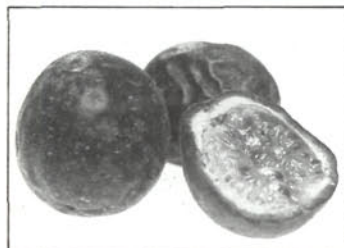
The story goes that it was Columbus who found the pineapple in tropical America—along with many other strange and exciting discoveries. One of his fellow explorers recorded, 'There are some fruits like artichoke plants, but four times as tall, which give a fruit in the shape of a pine cone, twice as big; which fruit is excellent... and it seems to be wholesome.' And so it was that the fruit's resemblance to a pine cone gave it the Spanish name 'pina'.

The English later added the 'apple' when it was grown in English hothouses in the 18th century.

The pineapple has a delicious sweet but tangy flavour and a succulent, juicy texture. It is rich in vitamin C and has a high natural sugar content. Sliced, grated, or cubed the pineapple is very versatile.



PASSION FRUIT



Passion fruit sounds glamorous but definitely doesn't look it. The name was, regrettably, inspired by its purple flower rather than by any properties (!) or looks.

Unfortunately when ripe it looks like an unpromising shrivelled plum but nevertheless holds a juicy yellow pulp with many seeds just begging to be eaten. The best way to serve it is to cut it in half and spoon out the flesh. Alternatively sieve it into a tropical fruit salad for an exotic flavour or eat with icecream.

KIWI FRUIT



Kiwi fruit, known by the French as vegetable mice, have a dull furry coat and hide a beautifully translucent green flesh. Originally from China the fruit now flourishes in New Zealand.

They are produced on female vines which thrive in a temperate climate and rich soil. The vines flower late in November through mid December, the fruit matures through the summer months and is picked mainly in May.

Kiwis are best eaten whole, once the skin has been removed. Their soft brown seeds are also edible. They give fruit salads a perfumed flavour, can be used for a decoration on cakes and flans and are an ideal accompaniment to fish.

Fruits of fancy



In search of paradise the final lap of a fruitful journey of discovery involved crossing the famous Rennie River, where the exotic fruit buyer was hiding in a clearing called Stamford House. Following investigations the JS Journal is now able to give a brief account of exotic fruit brightening up the fruit racks at Sainsbury's.

Exotic fruits are all those which do not fall under the category of top (eg apples) or citrus fruit. Bananas, rhubarb and pomegranates are exotic but the Journal was in search of the more weird and wonderful.

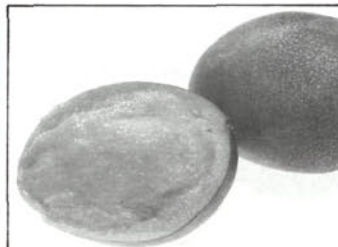
MANGO

The world's most delicious fruit, a true fruit of paradise, is the mango.

Originating in the Himalayan regions of India, the mango is the fruit of a tall evergreen subtropical tree. It was introduced to the New World by the Spanish and Portuguese and since then production has spread to the Caribbean, Africa, America and all parts of Asia where the climate is favourable. It has been cultivated in India for at least 4000 years.

The mango is a large stone fruit varying from peach size up to one kilo in weight. Some are round, some heart or kidney shaped and the skin colour ranges from green to orange and yellow. A raw mango is ready for eating only after it has become slightly soft and the base colour has

changed from green to yellow. First of all it is important to remove the flat, fibrous seed. Stand the fruit on its end and cut down on both sides of the stone so that you are left with two equal segments. This should not be done until just before serving in order to conserve the aroma. Their delicious flavour is like a cross between an apricot and a pineapple. It is rich in vitamin A and C, sweet and juicy.



GUAVAS

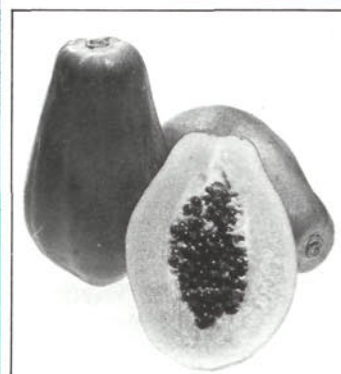


Guavas, pear shaped rare fruits, were first sampled by many British people during the second world war in the form of jam made in South Africa.

They are a heady musky fruit with a firm milky texture and a faint strawberry flavour. Although more familiar canned, they are worth trying raw on their own or with fruit salad. Peel them before serving and remove the seeds if you want to be kind to your teeth!

If on the other hand they are being cooked as an accompaniment to a main meal, it's worth opening a window as they invade the room with a rather exotic smell which luckily is not at all indicative of their taste!

PAWPAW



Made famous by Balou the Bear in 'Jungle Book' 'carica papaya', is otherwise known as the pawpaw. This exotic fruit is similar to a pear but with a slight variation... it can weigh up to nine kilos!

It is green in colour before ripening to yellow-orange, with a yellowish pulp which tastes like apricot. The black seeds in the central cavity should be removed before serving.

The tropical custom of eating pawpaw for breakfast, cut in half and sprinkled with lime juice, is one of the most pleasurable ways to start the day. It is also delicious as a first course, sprinkled with a little sugar and lemon juice, served with parma ham and granary bread. Pawpaws can also be boiled and fried like courgettes, as well as making excellent jams.

Originally from the Caribbean it is now grown in many tropical countries.

Weird and wonderful these fruits may be but they are all definitely worth taking off a shelf and experimenting with at home.



Carolyn Gray with YTS student, Lee Higgins.

Sixteen and school's out. No more sitting on the old school bench. But how many young people are stepping out of the classroom only to stand around in the dole queue?

JS and the Youth Training Scheme

NO ONE PRETENDS that prospects for all today's school leavers are bright. Ask schoolchildren what they want to be in the future and they're likely to answer 'employed'. So what's being done about it?

One answer is the Youth Training Scheme (YTS)—a programme of training and work experience introduced by the government through the Manpower Services Commission (MSC).

The government provides financial support for companies who are prepared to take on the responsibilities for a year's programme of work experience, training and 'off the job' instruction.

Youth trainees receive an allowance of £25 a week and travelling expenses in excess of £3 a week.

Owen Thomas, director of personnel services, who is responsible for the scheme in JS, says: 'We are entirely supportive of the Youth Training Scheme because it is about preparing young people for work and making them better qualified for real jobs and not simply a smoke screen for unemployment.'

'The YTS can evolve into a really purposeful transition from the very different disciplines and requirements of school to those at work. In JS we have put a lot of work into developing a high quality programme because we see it as a means of helping with the serious problems of youth unemployment and as a way of giving young people really meaningful, work based skills and also a broader sense of understanding of their place in the community. Our own success enables us to cap the year's training with the prospect of real jobs and we see YTS as the first phase of training

for a rewarding career with us; the opportunities are limitless.'

Ninety per cent of the 329 students who took part in the first year of YTS at Sainsbury's have now been offered full time employment by the company. An undeniable success and just the beginning. Next year JS is hoping to train 480 school leavers.

Back in September 1982 Uxbridge area personnel manager, David Wright, was put on a six month secondment to look into YTS with a view to setting up a pilot scheme.

'I spent most of my time running around at

**'9 out of every
10 youth trainees
who complete
the course are
expected to
qualify for a job
with JS. We
are looking for
480 new trainees
in 1984.'**

—Owen Thomas, director of personnel services.

first. Very few people knew anything about the scheme, it was so new. I met with the MSC as we needed to know exactly what we were expected to provide. I went to see other large organisations to see what they were doing about YTS and I visited colleges of further education to discuss the best ways of fulfilling the 'off the job' training requirements.

'From early discussions and meetings the first training packages were put together. These differed according to departments a trainee would mainly be working in.

'All the findings and plans were put together to form an internal report which was submitted to the JS board for approval. Approval was given.

'The next move was for the company to put its proposed training programme to the MSC and this programme was accepted. The pilot scheme began in April 1983.

'Those six months, for me, were very busy, always interesting, sometimes frustrating and, ultimately, very satisfying. There was a certain amount of public reserve and suspicion, partly because earlier, unpopular schemes were still in people's minds. But I feel that YTS was well launched at JS. We now have what can only be described as a Rolls Royce of a scheme. The most significant point about YTS at Sainsbury's is if a trainee is up to standard full time employment is guaranteed at the end of the year's training.'

Carolyn Gray, the company's YTS project manager, has steered the development of the scheme at JS. With experience as a teacher and in training and personnel at JS, Carolyn took over management of the YTS project in July 1983. She reports to Owen Thomas, and acts as adviser to the five area scheme co-ordinators. They, in turn, advise branch personnel officers in their area about YTS. Carolyn is directly responsible for all 'off the job' further education activities and for the tutors employed by JS.

Carolyn explains: 'The terms laid down by the MSC state that a course must consist of 50 weeks of training, of which 13 weeks must be 'off the job' and relevant to the job being done. Work experience must be planned to cover certain core areas like numeracy, communication, problem solving, practical skills and computer literacy. A person must be appointed to give guidance and support to each trainee.

'JS already uses the workbook method for trainee managers and other courses and this method was adopted for YTS. A YTS workbook was devised. This ensures that trainees stick to the training programme set out in the year planner.

'There is a diary to fill in every day and each trainee is given a monthly progress review. This is based on self-assessment. The trainee states what his or her objectives for the month were, and how far these were achieved.'

The BPO is responsible for all trainee reports and the skills achieved during the year will be taken from the reports and listed on a proficiency certificate. All trainees receive this certificate at the end of training as proof of competency.

David Wright had said that the most exciting aspect of YTS at Sainsbury's was the success of the in-house tutors. Carolyn Gray describes their role in the scheme:

'Further education colleges were asked to provide 'off the job' training for our trainees

but had difficulty in relating to the work experience so in addition the company employed, on a part-time basis, tutors to carry out in-house 'off the job' training. These tutors have proved extremely effective. They were chosen with industrial and educational experience and have a wide range of backgrounds.

'These tutors were themselves given an induction course by the company. They worked in stores for a period and are in a better position to learn exactly what JS is about and are consequently able to achieve far greater integration between 'on the job' and 'off the job' training for the students. They are the best answer to the requirement of making 'off the job' training relevant to the job being done. Because of their success we hope to be taking on a further 22 tutors for

next year's scheme.

A trainee will see his or her tutor one day a week and for the occasional full week 'off the job'. The rest of the time is spent achieving job skills.

An eight week induction course introduces the trainee to JS. Basic skills like checkout training will be learnt at this stage. At the end of eight weeks the trainee will go into the office or join one of the three programmes on the shop floor. He or she will 'belong' to two different departments in the course of the year. This gives them time to master the particular skills very well.

'Students are told after six months if they are likely to be offered a full-time job at the end of the year. If anyone is lagging behind at this stage they will also be told and they will

have the opportunity to pull their socks up.

Carolyn says that the 'superb' JS scheme has a great deal to offer those eligible for YTS i.e. 16 and 17 year-old school leavers and disabled school leavers from 16-21.

'It gives first-class training which is well structured,' she emphasises 'and, of course, a very good chance of full-time employment.

'We're able easily to fulfil and surpass the MSC's requirements because we are a large company with a comprehensive training department and all the systems and expertise are already there. It's just a case of adapting our existing methods to suit YTS.

'As for their future it's up to the individuals. They've been given a good grounding, they're well motivated and future success lies in their own hands.'



Left to right: Danny Gibbs, Jonathon Foster, Sandra Gillard and Caroline Blackmore. All YTS trainees at Taunton branch.

OVER TO THE TRAINEES

MICHELLE LEBORN, YTS student at Lords Hill, joined July 4, 1983:

'I was told about YTS at school by the careers advisor who was very helpful. My sister-in-law used to work for Sainsbury's and she said it was a good company to work for so I went ahead.

'I think I've achieved a lot during the year. Now I know all about what goes on in an office. I've grown up too.

'I was pleased when I was told I would be kept on full time. I wouldn't mind being a manager here.'

ANDREW WOOLCOCK, Reading, YTS year completed, joined May 31, 1983:

'I didn't have a big ambition when I was at school but I wanted to work. When I was given a choice of departments on YTS at Sainsbury's I chose meat and now I'd like to train as meat manager.

'At Sainsbury's they make sure you know how to do something properly and then they let you get on with it. Now if I was put into any butcher's shop I'd be able to hold my own.

'I prefer coming to work than going to college and I'm glad that part's over in a way but I can see it was necessary.

'I'd advise any school leaver to do what I did. It certainly isn't a drag.'

KERRY BIRKINSHAW, bakery department, New Bracknell, joined as YTS student at Reading, April 6, 1983:

'Originally I wanted to be a salesman and I was very interested in retailing generally. Now I want to be a bakery manager. I've finished my year on YTS and since joining I haven't looked back.

'I've enjoyed being given responsibility, it's boosted my confidence.

'We used to go to Basingstoke every Tuesday for training. It was a bit like going back to school but over the year I really learnt a lot.'

DANNY GIBBS, YTS student at Taunton, joined September 5, 1983:

'When I was at school I spent ten days on a work experience placing at Sainsbury's Bridgewater store and I fell in love with it. Then I left school, moved house and joined Taunton branch on YTS.

'I'm in the produce department at the moment which is great. When I become a full-time employee I'd like to get experience on provisions. It's supposed to be complicated and if I can do it I think it will give me a better chance of getting on.

'I hope I'm set up for life here. In a year's time when I'm 18 I'd like to get onto the management training scheme.

'Some of my friends laughed when I did my ten days at Bridgewater. They said I'd be shelf-filling every day. Recently I went back to see them and told them I've got a chance of a good career with the company. One day I want to sit in the manager's chair.

'You get out of YTS what you put in.'

Danny recently took part in an open evening at Taunton organised by BPO Pat Sharman. Says Pat: 'I invited a number of school leavers with their parents to an evening at the store. There was Carolyn Gray; area co-ordinator, Amanda McOnie; our meat manager; a representative from the MSC; Danny and another YTS student, Sandra Gillard and myself. Together we explained what YTS and Sainsbury's is all about. It was a tremendous success and all of the young people who attended have since applied for next year's course.'

NEW PRODUCTS

White for June

WINE OF the month for June is Sainsbury's Wiltinger Scharzberg Kabinett.

A crisp, fruity medium dry white wine from the growing district of the Saar, a tributary of the Mosel. This is best served chilled. It is ideal as an aperitif or with white meat or seafood.

Wiltinger Scharzberg costs £2.50 (70cl) and is available from 203 branches.

More chicken choice

CHICKEN HAS gone gold at JS — the whole range has been revamped and extended.

Looking good in the latest gold coloured trays will be Whole Roast Chicken and new individual portions of Breast and Leg.

Competitively priced—Whole Roast Chicken £1.14 per lb, breast £1.78 per lb and leg portions £1.54 per lb are available from 239 branches.

For barbecues, picnics and parties, the new multi-packs of Six Drumsticks or Six Thighs are perfect. Costing only £1.69 per lb and £1.49 per lb respectively, these are available from 150 branches.

Enjoy a cosy dinner date with the help of Boneless Breast Fillets, now available in a pack of two. Convenient and versatile, at a price of £3.58 per lb, two-portion Boneless Breast Fillet packs are available from 58 branches.

Two tastes from abroad have also entered the range.

Both ideal for that special meal, Chicken Provençale has a subtle tomato and herb taste, a great contrast to the spicy Tandoori Chicken. Eating chicken the French way will cost £2.04 per lb (breast) and £1.98 per lb (leg). Tandoori chicken costs £1.84 per lb (breast) and £1.78 per lb (leg). Both are available from 125 branches.

Peas are packed in

TO ACCOMPANY the new chicken pieces are Tender Garden Peas, new from JS.

Vacuum packed to give more peas and less water, this extends the range of JS canned peas to four types.

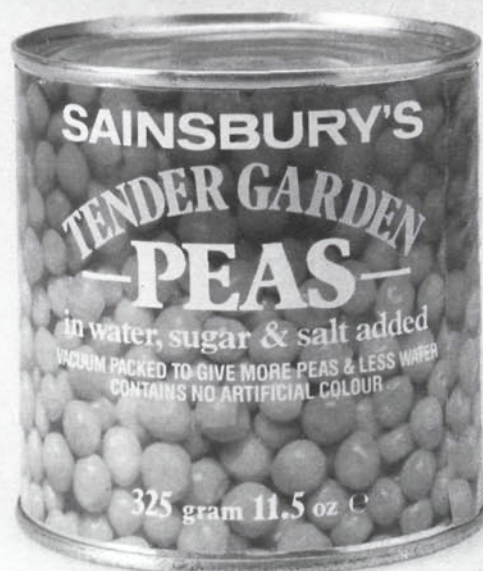
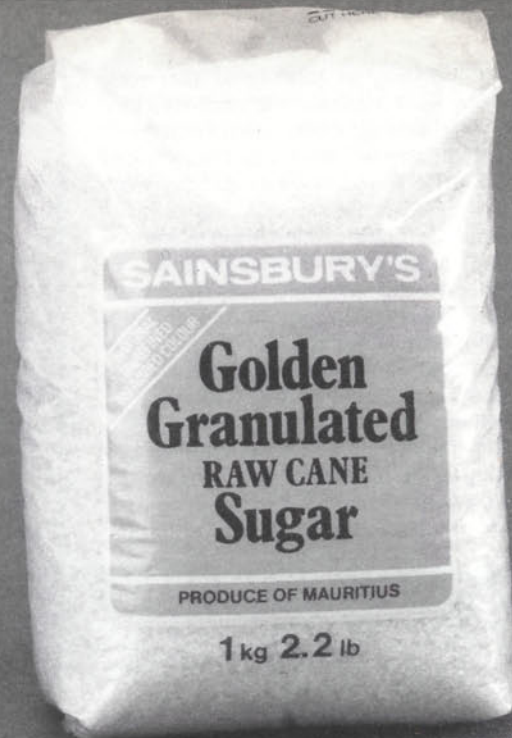
Tender Garden Peas, which are free from artificial colour, cost 27p (325g) and are available from 239 branches.

Naturally sweet

SWEETEN beverages, naturally, with Sainsbury's Golden Granulated Sugar.

This product is made from the highest quality sugar cane and contains no artificial additives or colourings.

A convenient alternative to white sugar, Golden Granulated Sugar costs 52p (kilo) and is available from all branches.





'J' gets the blues

BE A BLUE-EYED girl with the new 'J' Smudge Resistant Blue Mascara.

Joining the black and brown shades this product has been introduced to the popular J Cosmetics range.

'J' Smudge Resistant Blue Mascara costs £1.35 and is available from all 'J' branches.

Cooking Med easy

TO PUT YOU in mind of holidays in far off places 'Dishes from the Mediterranean', by Jane Grigson, is the latest in the Sainsbury cookbook series.

Over 60 recipes are featured, many with colour illustrations, which range from the simple such as Pan Bagna to the more complex Cerkes Tauugu.

This is bound to be another best seller.

'Dishes from the Mediterranean' costs 75p and is available from all branches.

Mousse on tap

WHIP UP a delightful dessert with Sainsbury's new Chocolate Mousse Mix.

The fifth flavour in the range, simply whisk with water for a mousse with mmm!

A versatile product, this can be made even yummier with the addition of chocolate chips, nuts or cream.

Chocolate Mousse Mix costs 26p (65g) and is available from 157 branches.

Tropical squash

A GREAT thirst-quenching idea from JS is Orange, Lemon and Pineapple Drink.

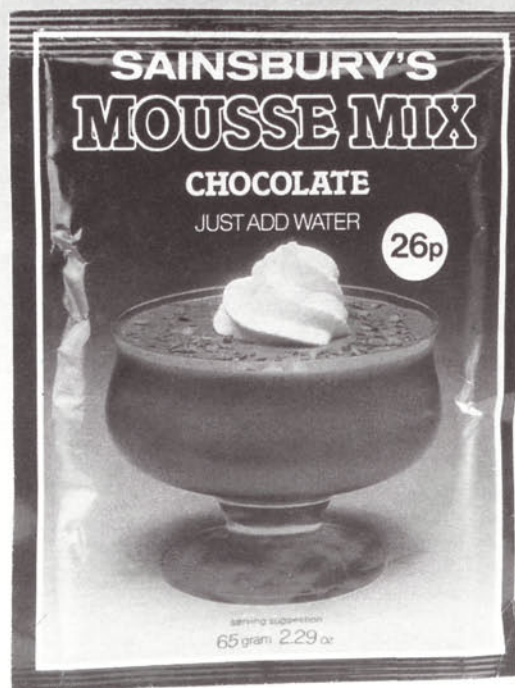
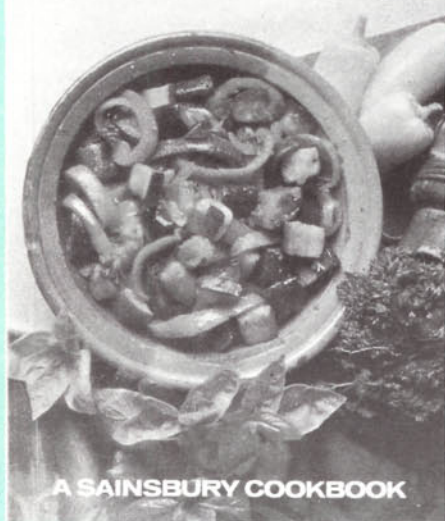
Ideal for lazy, hazy sunny days, these big bottles will go a long way to stave off those feelings of thirst.

Designed to be carried easily, the bottles have a big handle making them portable for picnics.

Orange, Lemon and Pineapple Drink is a must for summer and costs £1.15 (3 litres) or 88p (2 litres) and is available from 160 and 93 branches respectively.

Dishes from the Mediterranean

JANE GRIGSON



Make way for the kids in the kitchen

PREPARING FAMILY meals was once something left to mum—but not any more!

'Have Fun Cooking' by Elaine Hallgarten is the first JS cookbook for kids aged 9-13 years.

Starting from the basic kitchen codes such as hygiene, safety and cooking techniques, the book takes children through various stages in culinary expertise.

For those who are making their debut in the kitchen there are easy recipes such as ghosts and plum toasts. Young experts can

try their hand at lamb with apricots or shepherd's pie. Each recipe is graded to show how easy or difficult it is.

To ensure the recipes could be accomplished by young cooks and were graded correctly, they were tested by a group of children from Champions School, Borehamwood. Shown here are John Paul Wills and Kim Alexander, both pupils at the school.

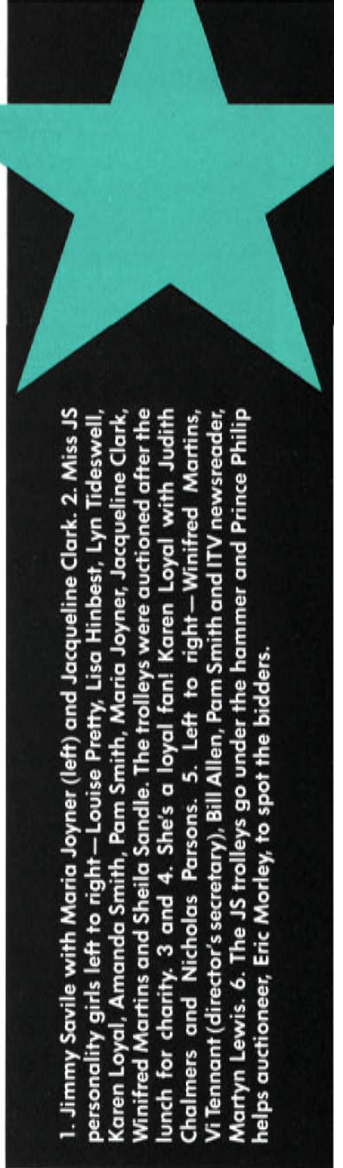
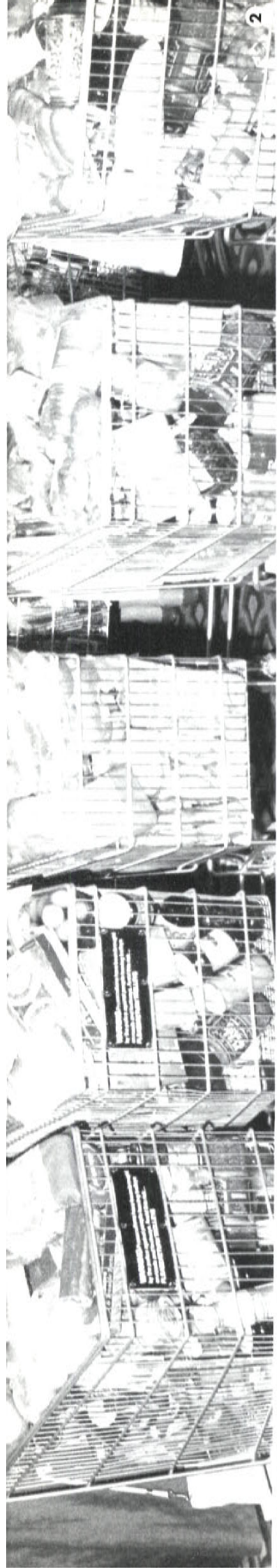
Children from nine to 90 years will love 'Have Fun Cooking', available from all branches and priced 99p.



SPOTTING

Let's go star gazing! JS celebrities were out in force at May's Variety Club Luncheon. Star charity fund raisers and star attractions in the shape of Miss JS personality girls, rubbed shoulders with stars of stage, screen and the world of sport. Full story on page 12.





1. Jimmy Savile with Maria Joyner (left) and Jacqueline Clark. 2. Miss JS personality girls left to right—Louise Pretty, Lisa Hinbest, Lyn Tideswell, Karen Loyal, Amanda Smith, Pam Smith, Maria Joyner, Jacqueline Clark, Winifred Martins and Sheila Sandle. The trolleys were auctioned after the lunch for charity. 3 and 4. She's a loyal fan! Karen Loyal with Judith Chalmers and Nicholas Parsons. 5. Left to right—Winifred Martins, Vi Tennant (director's secretary), Bill Allen, Pam Smith and ITV newsreader, Martyn Lewis. 6. The JS trolleys go under the hammer and Prince Philip helps auctioneer, Eric Morley, to spot the bidders.



STAR SPOTTING

The luncheon was held at the Hilton Hotel on May 9 in the presence of HRH The Duke of Edinburgh and there was a distinctly sporty flavour.

Proceeds went to the National Sponsored Sports Appeal and Prince Philip was depicted on the luncheon's brochure cover arriving in track suit at jogging pace.

In fact the Prince was besuited on the day but seated just along on the top table was Jimmy Savile in a gold jogging outfit!

Sports commentator, Jimmy Hill, introduced the celebrities saying, 'Poor Jimmy Savile, no one told him it was informal dress.'

A record 48 places were given to Sainsbury's in recognition of donations to charity and Bill Allen, SSA functions organiser, issued a challenge to JS staff—raise £50 by any sponsored sport to win a place at the luncheon.

Skates, swimming costumes, running and walking shoes, even fancy dress, were donned to earn sponsor money. And fund raisers, many of whom have skated, swum, run and walked into the *JS Journal*, waltzed right into the Hilton. JS had more representatives at the luncheon than any other group.

Miss JS, Pam Smith, BPO at Southport branch, and the rest of the regional Miss JS personality girls, were given the task of filling ten Sainsbury's trolleys up to the brim with Sainsbury's food. As last year, the trolleys were donated by JS to be auctioned after the lunch but this year they raised the best ever price—£2,000 for the charity. Ten individuals bought the trolleys for £200 each and many of them donated the food to hospitals and homes.

Homebase, represented for the first year by Miss Homebase, Louise Pretty, donated a suite of garden furniture for auction. It went under the hammer for £500.

The total JS donation through sponsored sport and the auction was £5,000! A sum greatly appreciated by the Variety Club on whose behalf Eric Morley thanked Sainsbury's.

The luncheon money will go towards the joint charitable works of the Variety Club and the Outward Bound Trust. The Duke of Edinburgh is Patron of Outward Bound and he spoke to guests of its vital work, organising adventure holidays for deprived youngsters.

It was a wonderful lunch and afterwards guests enjoyed collecting autographs from celebrities. Rod Hull left Emu at home so he had a free right hand and Alan Minter put a pen in his punching hand. Judith Chalmers was charming and jockey, Bob Champion was cheered.

It was all over too soon and as the stars came out it was still daylight in Park Lane!



Top: Rodney Bewes with a likely lass, Delia Covey of the personnel department. She swam to raise £50. Above: L to r—Pam Smith, Dave Gander of Brighton who raised £50 by a sponsored run, Sheila Sandle, boxer Alan Minter and Louise Pretty. Below: Sheila Sandle and Amanda Smith (behind) with physical training instructors of the Royal Marines. They raised £1,200 and beat the world pram pushing record!



BUSINESS NEWS

St Michael is 100

MARKS & SPENCER'S pre-tax profits rose by 16.7 per cent to £279.3 million for the year to March 31, 1984 on sales up 14 per cent to £2,855 million.

In volume terms, sales grew by 12 per cent in total in the UK, consisting of ten per cent in clothing, 15 per cent in homeware and 14 per cent in foods. Food accounted for 39 per cent of M&S' UK sales. The growth in volume is especially notable since the company's selling area in the UK only increased by just over two per cent. It is understood that a similar increase in food volume is expected in 1984/85. Total staff costs increased by 14 per cent due to continued emphasis on customer service.

Profit from M&S stores on the continent and in Canada improved to £14 million from £8 million last year. These, however, are still not as profitable as the UK business.

The amount allocated to profit sharing increased from £4.6 million to £5.8 million. This will produce a distribution rate of 4.25 per cent on eligible salaries. To commemorate one hundred years of trading, M&S has undertaken a nationwide programme of projects of lasting benefit to the communities in which it trades, in addition to its normal charitable contributions. The full cost of this programme amounts to £3.4 million.

In the current year lighting departments will be introduced into more UK stores and children's wear and casual wear is due to be revamped. Supplies of footwear will be increased to cope with demand. The company plans to introduce its own credit card on a trial basis in Scotland from June onwards. Obviously the prospect of customers buying haggis on tick appeals to M&S directors!

Co-op profits

CO-OPERATIVE Retail Services (CRS), the biggest organisation in Co-op retailing, reported a trading surplus of £13.2 million for the year ended January 28, 1984, an improvement of more than £9 million on the previous year. After interest charges and profits on sales of unprofitable shops there was a retained surplus of £6 million. This is the first time in three years that CRS has added to its reserves.

During the last year the organisation closed some 200 of its 1,100 outlets, mainly small and frequently in London, where it took over the ailing London Co-operative Society. In 1984 CRS will continue its programme of selling unprofitable outlets and modernising others. Four new superstores are planned.

Talks are continuing between CRS and the Co-operative Wholesale Society on a possible merger.



New business writer

This is David Roberts, financial analyst. He is the *Journal's* new business correspondent.

David, who is 29, joined JS shortly before Christmas.

He is a chartered accountant with a background in management consultancy.

Morrison is selling more

WM MORRISON Supermarkets announced an increase in sales of £46 million to £270 million for the year to January 28, 1984. Of the total increase of roughly 20 per cent, about six per cent came from inflation, ten per cent from new stores and a very creditable improvement of four per cent in volume from existing stores. However, volume improvements were not achieved without cost since there was a significant fall in trading margins with the result

that profit growth was far from exciting. Pre-tax profits increased by just over one million pounds to ten million pounds; however, this includes £400,000 from the sale of property.

The pressure on margins resulted from increasing competition in Morrison's main trading area of West Yorkshire. JS openings at Bradford and Halifax and Asda openings at Wakefield and Halifax are thought to have had a particularly strong impact. Whilst it is believed that Morrison's can stand up to these intrusions returns for all operators will be reduced in such a situation.

All change at Woolies

WOOLWORTH continually hits the headlines as the group changes direction and shape.

Pre-tax profits for the year to January 28, 1984 were £29 million compared to £6 million in the previous year. However, B&Q, Woolworth's DIY subsidiary, appears to be the tail wagging the Woolworth's dog. B&Q's trading profit increased from £9.1 million to £19.3 million and sales rose from £139 million to £197 million. B&Q opened 15 new stores during the year, bringing the total to 115 and 20 more are being developed.

In the Woolworth's chain, by contrast, margins remain miserably below one per cent and it has been announced that negotiations are in progress to sell 34 stores which are not meeting their financial targets. Last year 17 stores were sold.

The process of change recently took a dramatic turn with the announcement that Woolworth had agreed to buy Comet, the electrical discount warehouse chain. The City was surprised by the boldness of this move as Comet had appeared well on the way to agreeing to a takeover by Harris Queensway, the furniture retailer. Harris had offered £154 million; however, Woolies stepped



in at the last moment with a bid of £177 million and achieved rapid acceptance. Apparently, Woolworth had been gazing, starry-eyed, in Comet's direction for some time but the offer from Harris Queensway forced them to declare their intentions rather sooner than planned. A shotgun marriage was the order of the day rather than a lengthy courtship!

Happily the couple appear to be quite compatible. Comet's 48 Timberland and Jupiter DIY stores will fit in well with the B&Q chain. Woolworth plans to use Comet's electrical retailing expertise and after-sales network to upgrade its own electrical retailing business. A further area of co-operation will be in the joint development of out-of-town store sites.

Based on last year's sales, the combined group has a turnover of £1.6 billion of which Comet contributes £335 million. Sales of electrical and DIY equipment in Britain have doubled in the past five years and it is in these two areas that the Woolworth Group is expected to concentrate increasingly. This is all far removed from the days when Woolies sold nothing for more than a shilling.

Not for the spineless

HEDGEHOG flavoured crisps are the latest assault on the nation's tastebuds. Benson's Crisps of Newport, Gwent, have recently made this mouth-watering snack available nationwide at 13p per packet bearing the slogan: 'Please don't squash me.'

The crisps, alas, do not contain any pieces of hedgehog, so customers will have to provide their own toothpicks. Animal lovers have nevertheless been protesting. The makers are now running a special promotion which promises to make a donation to the British Hedgehog Preservation Society on receipt of 20 pack tokens.

The crisps were started as a joke 19 months ago by publicans Phil and Di Lewis from Welshpool, Powys. The original flavouring added to the crisps came from hedgerow herbs and hog (pork) fat. This was an instant success; according to one of Mr & Mrs Lewis's pub regulars it is 'well worth crossing the road for'. The Lewis's later approached Benson's Crisps, to provide volume production.

The possibility of similar flavours is a prickly subject at Benson's. According to Graham Aaron, Benson's general sales manager 'We have no plans to make mole or curried rat flavoured crisps or anything like that!'





SSA/JS JOURNAL

PHOTOGRAPHIC COMPETITION '84



Step out with your camera and who knows what will develop. The SSA and *JS Journal* are together offering big money prizes for your top photographic efforts.

All photographic entries must be black and white and fit closely one of the following themes.

1. A SPORTING LIFE

Speeding racecars or a slumbering angler. There's a world of sport to choose from. Look at any aspect—you could even turn the camera on the spectators.

2. NIGHT LIFE

Indoors or out. The sky at night or the flashing lights of a disco. What happens to people and places when the sun goes down?

3. THE ELEMENTS

Air, water, fire and wind. Turn your lens skywards to capture the action in the air. Water can be as large as the sea or as small as a drop of dew; and don't forget, it can be frozen too. Photograph fire or its aftermath. You can combine elements like fire and wind.

THINK about the theme carefully. Photographs which do not closely fit the category will not win.

Send a large print rather than a small snap. It is difficult to put across a strong message in a three inch square.

Competition judge will be Christopher Angeloglou, picture editor of the *Sunday Times*

YOU WIN

Prizes are well worth winning. Each of the three sections will have a £30 winner and a £15 runner-up. But first one photograph will be chosen as the best entry from the combined sections. This will be the overall winner and the photographer will receive £100.

In addition a £2 JS voucher will be sent to any photographer whose picture is printed in the *Journal* during the course of the competition.

RULES

- The closing date is September 28, 1984.
- All photographs must be black and white.
- Entries are not limited but each print must have a completed entry form attached on the back.
- The 1984 Photographic Competition is open to all JS employees, full or part time and JS veterans.
- Photographs previously entered for *Journal* competitions will not be accepted.
- All photographs will be returned after the competition has been judged.

ENTRY FORM

Please carefully attach an entry form to the back of every photograph entered for the competition. Entries should be sent to: JS Journal, J Sainsbury plc, Ground Floor, Stamford Street, London SE1 9LL.

NAME

FULL JOB TITLE

LOCATION

TELEPHONE NO.

THEME OF ENTRY

Pushing for funds in fancy dress

FIFTY TEAMS from Bath, Bedminster, Clifton Down and Kingswood branches together with local competitors braved rain, hail and howling winds to compete in a fancy dress pram race round Bath recently.

Organised by Bath branch in aid of the mountain gorilla fund (JSJ February 84) the two and half mile race was a sponsored event with a difference—en route competitors had to stop at six designated pubs and drink half a pint of ale. Local breweries and pubs rallied round and supplied the beer free of charge.

At the end of the race, Amanda Smith, Miss JSJ Woking area, presented a magnum of champagne to Stephen Jones, trades assistant and Dave Higgins, warehouseman, who set a record and ran the race in 12 minutes. The Theatre Royal Bath also received champagne for being the highest sponsored team.

While Bath town centre



Ron Davies pushes Annie Whitehead.

recovered from the onslaught of dismembered prams, and competitors nursed hangovers and aching limbs. Bath organisers Theresa Garlak, BPO and Sean Whyte, manager, counted the profits—a magnificent £1,000.

June's jumbo grub grab

TWO MINUTES was worth more than £200 to June Pilcher, a customer at Kettering, on April 10.

June won a grocery grab as first prize in a draw organised by the Friends of Bishop's Stortford School.

The haul filled nine carrier

bags, and it was all due to the help of her friend, Sandy Rose, who did the grabbing with the aid of several strategically placed trolleys.

'Fantastic,' said June. 'All this for one draw ticket. I can't believe it.'



Sandy (left) and June with the haul.

Squash players are Charlton's pride

RACQUETEERS from Mother's Pride, Erith, had their pride well and truly squashed on April 28 when they played a match against Charlton drivers at Welling squash club.

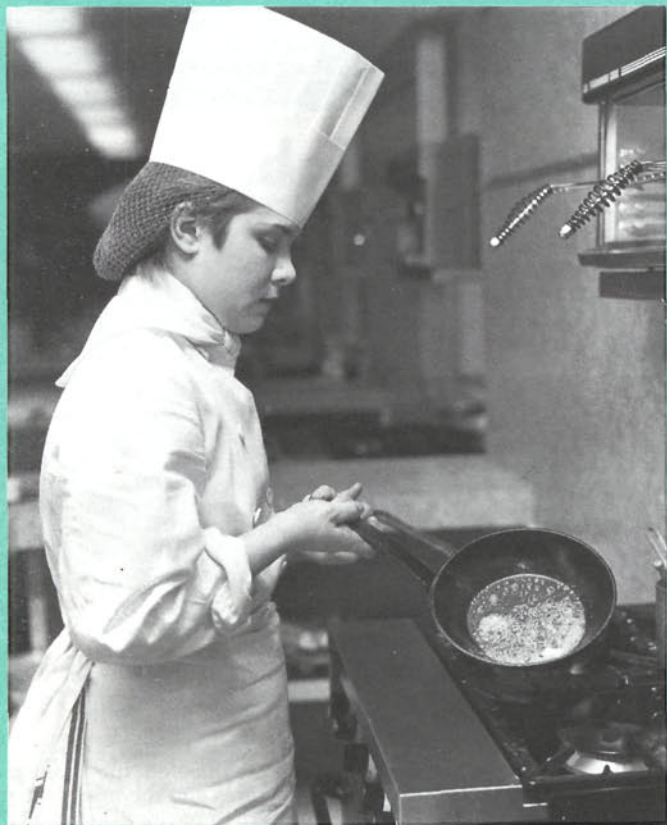
The Charlton drivers got away to a flying start with wins by Colin Pillon, Joe Jordan, John Maher, Derek Hall and Brian Zarropp, to achieve a 5-0 lead. The opposition began their comeback when Alex Smith lost a closely fought match 3-2 to Mickey Baker.

In the most entertaining match

of the evening, John Hovey of Mother's Pride took a 3-0 win over Chris Brown to pull the match score back to 5-2.

The walls rapidly closed in on the Mother's Pride revival, however, as the Charlton top three, Tony Dille, Ron Harkness and Barry Peacock, slammed home victories to make the final match score 8-2.

Mother's Pride have a chance of making good their deflated egos in a rematch in the autumn.



COOKING GOOD

Cooking up a treat recently was Anneli Brown, student at Victoria. She won the North Thames Gas final of the 'caterability' competition by turning out mouthwatering dishes of Oeufs Poches Mornay en Tartelettes and Omelette Espagnole. Her prizes for this culinary feat were a trip to the theatre and two nights in a hotel.

At the national final, Anneli was placed fifth out of an original entry of 6,000!



Please look after this bear

SUPPLYING further proof of her artistic talent is **Caroline Watson**, five-year-old winner of the 'my favourite food' section of the SSA/JS Journal Children's Competition.

Caroline visited **Lincoln** branch to collect her prize, a Paddington Bear, from manager, **Robert Stow**. Said Caroline's mum, Janet, 'The manager and personnel officer were extremely kind and made us feel very welcome. Paddington and Caroline even had marmalade sandwiches. It was most memorable.'

Caroline expressed her thanks to the branch with this lovely picture of her new bear.

Juniors net a JS trophy



A TEAM OF sharp-shooters were recently the lucky winners of a netball tournament which took place thanks to the help of JS. The Sainsbury's Trophy was paid for by

the company and presented to the victors of a tournament of 26 teams at Prenton High School, Liverpool. The winners were Ballantyne Junior School netball team.

Photograph by Wirral Newspapers

Circular cycle to get to lunch



GILLIAN HAIGH, trainee manager, **West Bromwich**, saddled herself with an uphill task on March 28 and cycled 100 miles for charity together with **Vance King**, a student at the branch.

'We both decided to cycle in response to SSA organiser, Bill Allen's challenge (JS/ April 84). He offered tickets for the Variety Club Luncheon to any staff who could raise £50 for charity,' explained Gillian.

The 100 mile mission got rolling at 7.30 am and the main aim was to do a circular route to take in **Sutton Coldfield, Walsall, Wolverhampton, Perton, Dudley, Amblecote, Halesowen, Northfield, Kings Heath** and back to West Bromwich.

At each branch Gillian and Vance collected the managers' signatures and the branch stamp as proof of having completed the lap. Both cyclists completed the course in just over ten hours. 'I didn't find it too exhausting,' said Gillian, 'as I cycle about four and a half miles to work every day. Last year I covered 100 miles from Nottingham to Oxford in a day.'

The money raised will be donated to a children's charity and enabled the intrepid cyclists to attend the popular luncheon.

Get your skates on

BILL ALLEN has a lot to answer for! The SSA functions organiser issued a charity challenge to staff to raise £50 by sponsored sport to earn a place at the Variety Club Luncheon. In so doing he created quite a few crowd gathering scenes.

One such event was staged by **Norbury** branch when they set off for the river Thames on skates. They give their own report of the day here:

'Slate grey skies greeted the intrepid band that gathered outside Norbury branch at 8.00 am on Sunday, April 8.

'**Dave Sedgwick**, branch manager, glanced at his watch, checked that participants and support party were assembled and gave the order for off.

'Destination—Kew Bridge. Object—a sponsored skate across all the Thames bridges to Tower Bridge in aid of the Variety Club of Great Britain.

'At Kew Bridge for 8.45 am with the morning air tested. Grocery manager, **Julian Parkhurst**, novice skater extraordinaire, with his elderly companion, assistant manager, **Ron Maynard**, providing physical support. Actually the support was really provided by Ron's eight-year-old daughter, **Melanie**, and **Sue Halsey**, price controller, who just came along for the exercise.



Ron Maynard with daughter, Melanie.

'From the artists on Chelsea Bridge to the startled Japanese tourists around Big Ben, the skates pressed on and at 3.00 pm, tired and slightly bruised, they reached Tower Bridge. It was an epic journey they didn't plan to repeat within the next week or so.

'Tired? Who was? Melanie certainly wasn't. She was ready to do it again. Julian and Ron would have settled for a pint but last orders had been called and their unkind colleagues hadn't lined the drinks up.'

The event raised £220 and took Julian, Sue and Ron to the lunch which at least made up for their dry Sunday!

Friends that don't retire

ON HER retirement from **Kingswood** after 20 years' service, **Beryl Chamberlain**, office manager, composed the following rhyming tribute to her colleagues:

The office staff in '75 were four young girls and me;
Conscientious workers, 'twas plain for all to see.

Vickie, Debbie, Wendy and there was Sandra too,

We worked together as a team, and so the pleasure grew

In seeing each of them mature, then fall in love and marry;

Every one of them now with a babe or two to carry.

On hearing I'd retired, and was feeling rather sad,

Those four young friends from JS made me feel quite glad,

'Now you can come and join us, when we all meet' said they;

They welcomed me so kindly, now I see their babies play.

It's nice to know that work-mates can be friends so kind and true,

A fitting end to working at JS—goodbye—thank you.

Charity challenge

BEESTON is a branch to rise to any challenge and when the staff heard about Challenge House they immediately took up arms.

Challenge House is a local home for the severely handicapped. It is run by the Red Cross and depends entirely upon voluntary contributions.

Price controller, **Pat Johnson**, led the fight for funds with various events including raffles and coffee evenings.

Beeston raised £105 and the company matched this figure so Pat was able to hand over a cheque for £210 to the home's matron, **Pauline Jenkins**.

Then the branch went on to lose 120 pounds! Staff have just completed a sponsored slim in which they lost 120 pounds in weight and gained a further £120 for the charity.

The golden egg that laid a car

A BRAND NEW Fiat 126 was presented to **Queenie Robotham**, evening supervisor, **St Stephens**, Norwich, on April 14.

Queenie struck lucky after plucking a golden egg containing the car keys from a basket in her local Top Rank club.

Every week a lucky ticket holder had been delving into the basket in the hope of pulling out the key egg but Queenie did it!

'I've just about recovered from the excitement and all I have to do now is learn how to drive,' she explained.



Little Dean's a big biker

ONE OF THE offspring of **Robert Loudon**, driver at **Basingstoke depot**, has proved himself to be just as adept as daddy in driving matters, only on two wheels instead of four.

Hitting the winning trail is seven-year-old **Dean Loudon**, the proud owner of 20 medals for bicycle moto-cross (BMX) racing.

Within only six months of taking up the sport, Dean has reached the number two spot in his age group nationally. But

Dean has his sights set on even greater things—he is hoping to win a place in the European BMX championship later this year.

With BMX the most popular sport for youngsters in the country at the moment, Dean has become a hero at school. He could soon be a national figure though, for Dean was recently seen on television with 200 American riders in a BMX extravaganza held in London.

Long service

Fred Allen, driver at Charlton depot has completed 25 years with JS.

He began his career with the company in the warehouse at Blackfriars and in 1960 Fred was promoted to driver.

Brian Andrews, driver at Basingstoke depot has completed 25 years' service with JS.

He joined the company as a labourer at Blackfriars. Six years later, Brian moved to Basingstoke as leading warehouseman. In 1967, he was made a driver.

Alan Bennett, meat manager at Dunstable has completed 25 years with JS.

He began his career with the company at Cricklewood and in 1965, transferred to Dunstable. Three years later Alan left the company, but rejoined in 1969 as

assistant meat manager at Bury Park, Luton.

In 1975 he moved to Dunstable as meat manager. After a further spell at Bury Park Alan moved to the new Dunstable branch where he has remained.

Bill McCarthy, chargehand, perishables warehouse, Basingstoke depot, has completed 25 years' service with JS.

He joined the company as a labourer at Blackfriars. After transferring to Basingstoke as warehouseman, he was promoted to chargehand.

Eric Pamphlett, driver at Charlton depot, has completed 25 years' service with JS.

He joined the company at Blackfriars and two years later became a driver. In 1970 Eric transferred to Charlton and last year became a driving instructor at the depot.

Nick Weight, leading perish-

ables warehouseman at Buntingford depot, has completed 25 years with JS.

He began his career with the company as a junior salesman at Wealdstone. After a break for national service, Nick rejoined JS in 1958 at Bishops Stortford as a junior butcher. During this period, he worked relief at Harlow, Cambridge and Borehamwood.

Nick left the company in 1971 to set up his own business but a year later returned to JS as warehouseman at Buntingford depot where he has remained.

Retirements

Beryl 'BC' Chamberlain, office manager at Kingswood, has retired after 20 years' service with JS.

She joined the company as a cashier and in 1967, Beryl became

deputy chief clerk. Two years later, she was made chief clerk at Bedminster. Beryl moved to Kingswood in 1975.

Hazel Wright, part time supermarket assistant at Wimbledon, has retired after serving 19 years with JS.

She joined the company as an evening worker and four years later became a day time display assistant. In 1981, Hazel transferred to the cake department.

Stan Hadder, clerk at Hoddesdon depot, has retired after 17 years with JS.

He began his career with the company as non-perishable receipts clerk and in 1969 became warehouse manager's clerk. Five years later Stan moved to stock clerk and in 1982 he transferred to perishable receipts clerk.

Doreen Else, chief display assistant at Wood Green, has retired after 15 years' service with JS.

She joined the company as a 'shelf-stocker' at the Wood Green counter shop and on its closure transferred to the new Wood Green branch as display assistant. Doreen was promoted to grocery clerk and in 1976 became chief display assistant.

Ivy Francis, part time supermarket assistant at Coventry has retired after 14 years' service with JS.

Peter Prunty, cleaner at Buntingford depot, has retired after 12 years with JS.

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

Peggy Perrett, Shirley (10 years).

Rose Podd, Ipswich (10 years).

Mary Grimes, East Dulwich (9 years).

Doreen Harrison, Coventry (9 years).

John Wallace, Bedminster (9 years).

Margaret Evans, Newbury (7 years).

Leonard Mardell, Buntingford depot (7 years).

Grace Paine, Bexhill (7 years).

Gwen Roberts, Haverhill (6 years).

Jim Creasey, New Barnet (4 years).

Beryl Morris, Wigston (4 years).

Obituary

James Boatwright, deputy manager at Goring Road, died on March 26, aged 53.

He had been with the company since 1955.

Sheila Joyce, part-time supermarket assistant at St Stephens, Norwich, died after a long illness on April 14, aged 51.

She had been with the company for 13 years.

Correction

APOLOGIES to **Clive Ingle**, manager at Southgate. He retired after 38 years with JS and not 35 years as stated in April's *Journal*.



FEEDBACK

**Letters are welcome
and should be
addressed to the
editor**

Leeds are eating less

**From: Helen Lowe, supermarket
assistant, Leeds branch.**

In our canteen we heard the
moans
Winter's flab had brought forth
groans
Pies and sweets and crusty rolls
Had brought despair to our poor
souls.
A bright spark at the SSA meeting,
Said 'Let's pay them to stop their
eating
A club we'll form to help them
slim'
And so was born our great
'weigh-in'.
No JS males did storm our portals
All was left to we female mortals
Who came in droves and paid our
money
As the weight dropped off our
smiles were sunny.
Brenda Evans, our first month's
winner
Is certainly looking so much
slimmer.
Her enthusiasm knows no
bounds,
She's lost an amazing fifteen
pounds!
A fair amount we set as bait,
Ten pounds for losing weight.
Fearing this terrible craze will
spread
Canteen housekeepers are filled
with dread,
And so they should—'cos of our
deeds,
Custard sales have dropped in
Leeds!

Tracking down tissues

**From: Rosemary Keen, part-time
cashier, Oxford.**

Have the JS 3-ply mansize tissues
been discontinued for good?

My mother shops at Chelms-
ford and when she asked why she
couldn't buy them any more she
was told they were only available
from the larger stores. I bought
them for her at Oxford branch,
but now they have done their
disappearing act again.

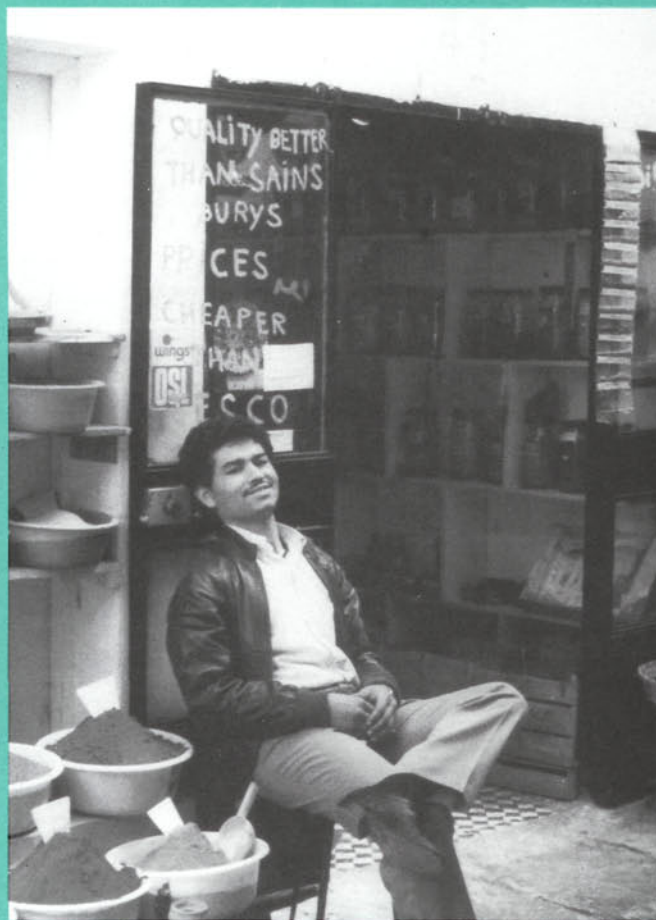
I am often asked for them by
customers, who, like my mother
and myself, think they are good
value and that no other tissues
are anywhere near as good.
Please may we have them back
again.

**Michael Bates, head of non-
foods i, replies:**

This product is available and is
being sold in our larger branches.

Space restrictions do not
permit an increase in distribution
at the present time and although
at one time it was sold through
category three (Oxford) it was
discontinued there because of its

Moroccan approach to marketing



**Dr Roy Spencer, director of scientific services, spotted this shop-
keeper's advertisement whilst on holiday in Morocco. 'Quality
better than Sainsbury's. Prices cheaper than Tesco,' proclaims his
message. And service with a smile too!**

comparative performance against
other tissues.

The product is sold at Cowley
and Aylesbury but the nearest
store to your mother would be
Pitsea or SavaCentre at Basildon.

Double dozen

**From: Julie Davies, senior clerk,
Perton.**

EGGSTRAORDINARY—On
returning from shopping at our
store, imagine my surprise on
finding that of a dozen size three
eggs, all 12 had double yolks.

Is this an egg-sample of
Sainsbury's eggstra value for
money?

The poor chicken must have
been eggshhausted!

**Don't forget—
last copy
date for the
July issue is
June 11**

Ode to an opening

From: 'Thora' of Thorley.

Oh! To be in Sainsbury's
On the opening morn,
Everybody labours
Scrubs and toils from early dawn.
Remarkably immaculate
No speck of dust must stray,
No micro-organisms dare
Molest this grand display.
Each tin of food for pussycats
Stands in the same direction,
Each whiskered face is in its
place
Meticulous 'purr'-fection.
Each shelf is packed, so neatly
stacked
The staff are all at hand
Beside their own allotted spot
They dutifully stand.
The bakers clad in dazzling white
Have slaved and baked half
through the night
Producing such a grand array
To lead the dieter astray
We're putting Thorley on the
map
Our standards must not fall
So rally round dear brothers
They've opened up the doors
And let the eager public in
To tramp our sparkling floors.

ARCHIVES

continued from page 20

the price of tea had doubled to 8d
a quarter while cheese too was
almost twice the 1914 price. And
this at a time when wages
remained static—£1.60 was the
average weekly wage in both
1914 and 1922. Once the world
food shortages and postwar
inflation had worked themselves
out prices started to fall to levels
comparable to those of pre-war
levels—in some cases lower—
with the 1930's depression seeing
the lowest prices for many years.

In 1935 the price of tea was
back to its 1914 level at 4d a
quarter, while eggs at 1/1d a
dozen were well below their 1914
price (1/9d). Some items were
affected by the preferential tariffs
given to goods produced within
the British Empire. Butter at
1/1d lb and sugar at 4½d for 2lb
were well below their 1914 prices.

By 1954 prices were over three
times their 1914 level, although
some prices rose faster than
others. A fairly modest inflation
continued during the 1960s with
prices in Sainsbury's centenary
year at about three and a half
times those of 1914. Tea prices
stayed fairly static at about 1/4
(6½p) a quarter until the 1970s,
while egg prices actually fell, a
sign of the dramatic impact of
battery farming.

With the spectre of rapid price
inflation very much in recent
memory it is perhaps surprising
to discover that the really dra-
matic price rises only occurred
for a few years. The mid 1970s
saw price rises of over 20 percent
per year. In 1978 when the
Bowthorpe centre opened the
figure was 8.3 per cent. The most
dramatic rises on our list were for
dairy products, and for tea and
sugar—do you remember all that
sugar hoarding when supplies ran
short in 1977?

Today, massive inflationary
price rises are a thing of the past,
with inflation running at a mere
5.2 per cent. But if the pound in
your pocket has shrunk, just
consider how many more of them
you have. There is no doubt your
pocket full of pounds goes fur-
ther than ever before!

**BACK TO THE
OLD DAYS!**
Sainsbury's
ARE SELLING
DELICIOUS DAIRY
Butter
PER **1½** LB.
Guaranteed Empire Produce

The price of progress

THE SIZE of the weekly food bill is a subject of enduring interest for anyone who has to pay for it and Sainsbury's archives receive numerous requests of the type 'what did it cost in ...?' 'how much was flour in ...?'

Inflation has made food prices a subject of even greater fascination, but if the pound in your pocket seems to have shrunk, just consider the fact that since 1914 the average wage has risen over 100 fold, with the price of our selected foods rising a comparatively modest 16 times. What we bought, and the quantities which were consumed are indicative of diet and standard of living. From a company history point of view, price lists give details of the range of goods on sale, own label lines and changing customer tastes.

Thus when Norwich City Council invited Sainsbury's to contribute a short item for a 'time capsule' to be buried to mark the beginning of stage ii of the Bowthorpe development (page 4) it was decided to draw up a shopping list of items from a typical shopping basket.

Sainsbury's archives contain several clues to prices in days gone by. Apart from actual price lists, information can be gleaned from newspaper advertisements, old packaging and from photographs of window and counter displays.

The decimalisation of the currency complicates the problem, just as metrication has meant that the sizes of packs are difficult to compare.

We did manage to put together prices for eight of the goods on the Bowthorpe list for seven dates over the last 70 years, and came up with some comparisons.

Sainsbury's first Norwich branch was barely a year old in 1914 when the cost of tea was just 4d (1½p) a quarter, sugar was 6½d (3p) for 2lb and cheddar cheese was 8½d (3½p) a pound!

Prices rose dramatically during the first world war, and by 1922

continued on page 19



Above—decimalisation arrives. Below: The archives' basket of selected foods—1lb cheese, 1lb butter, 1 dozen eggs, ¼lb tea, 2lb sugar, 1lb jelly marmalade, 3lb flour, 1lb New Zealand lamb.



The changing shape of the shopping basket prices 1914-1984

STAR SPOTTING

Let's go star gazing! JS celebrities were out in force at May's Variety Club Luncheon. Star charity fund raisers and star attractions in the shape of Miss JS personality girls, rubbed shoulders with stars of stage, screen and the world of sport. Full story on page 12.



1. Jimmy Savile with Maria Joyner (left) and Jacqueline Clark. 2. Miss JS personality girls left to right—Louise Pretty, Lisa Hinbest, Lyn Tideswell, Karen Loyal, Amanda Smith, Pam Smith, Maria Joyner, Jacqueline Clark, Winifred Martins and Sheila Sandle. The trolleys were auctioned after the lunch for charity. 3 and 4. She's a loyal fan! Karen Loyal with Judith Chalmers and Nicholas Parsons. 5. Left to right—Winifred Martins, Vi Tennant (director's secretary), Bill Allen, Pam Smith and ITV newsreader, Martyn Lewis. 6. The JS trolleys go under the hammer and Prince Philip helps auctioneer, Eric Morley, to spot the bidders.